



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

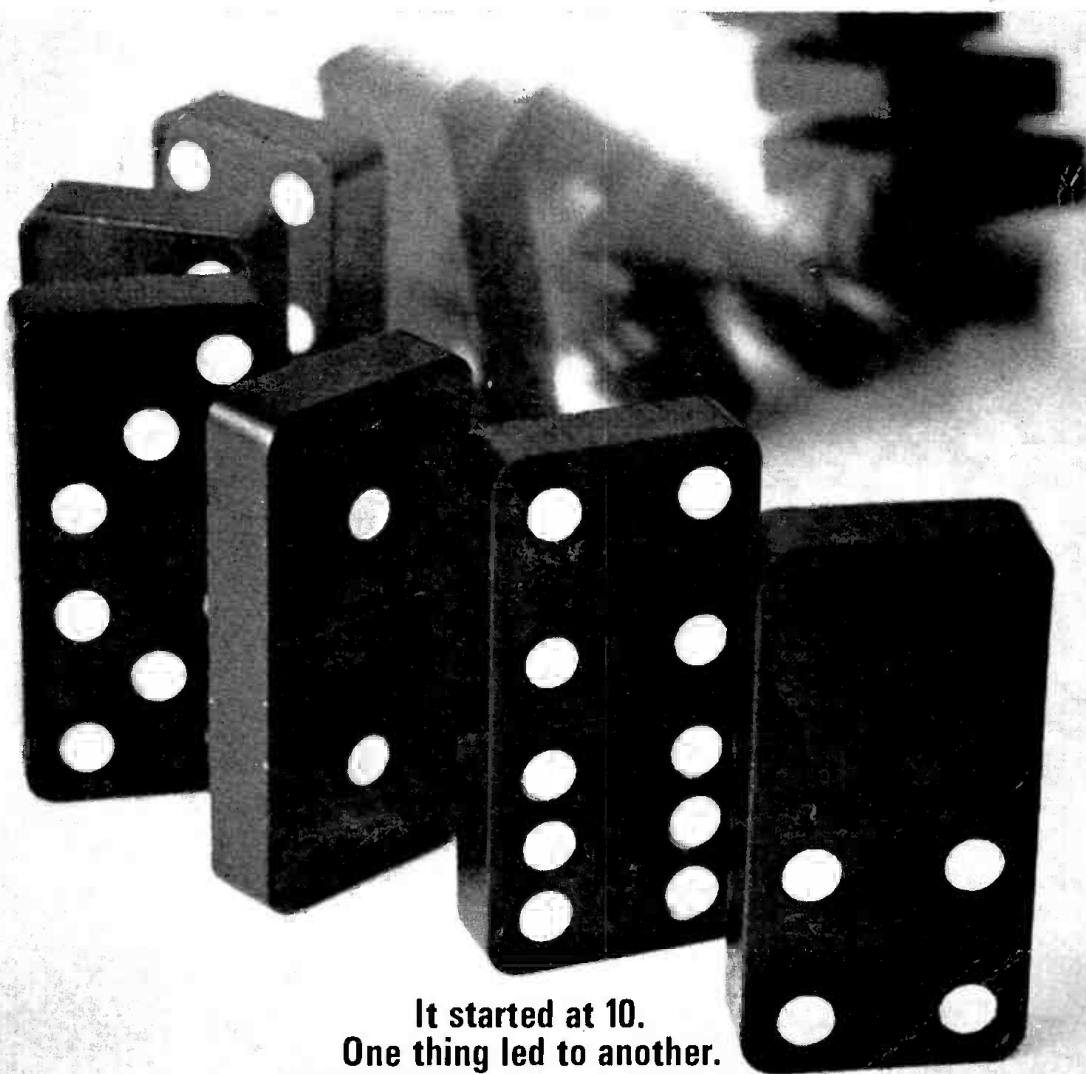
Humphrey, Nixon, Wallace favor toned-down FCC. p27

Spot TV gets gold star in Bates media report. p34

Violence commission asks extensive network data. p44

TV network showsheets for last quarter. p56

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**It started at 10.
One thing led to another.
Now it's The Scene at 6, too!**

January 1968—WCCO Color Channel 4, Minneapolis/St. Paul, introduces a new, expanded concept in 10 o'clock news: The Scene Tonight. Reaction is immediate and enthusiastic.

April 1968—The February-March Nielsen reports that The Scene Tonight is out-rating its nearest 10 p.m. news competition by 26%*—a complete reversal of the situation one year earlier.

July 1968—Nielsen again reports The Scene Tonight is No. 1 . . . leading its nearest competitor by 35%* in share of audience (ARB says 29%*) . . . with a major increase in share of the "under 50" viewers.

September 1968—WCCO Color Channel 4 applies the innovative Scene Tonight format to its 6 p.m. news program, too (5:30 Sundays).

*Based on Metro Ratings 10:10-10:30 p.m., Sunday-Saturday.

National Reps: Peters, Griffin, Woodward, Inc.

Soundest buy in sight... A Jerrold CATV system



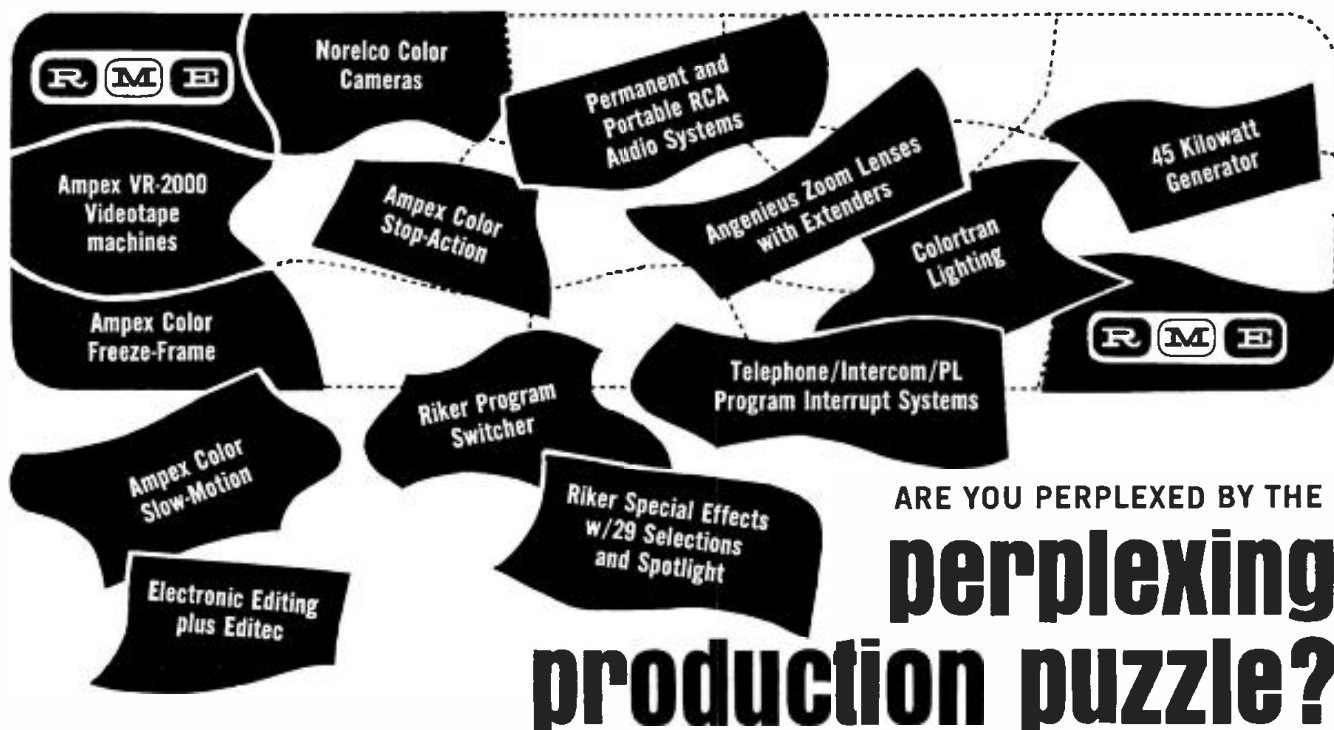
Jerrold Total Turnkey CATV is the kind that's put together so it stays together—physically and financially. The kind that has turned most potential CATV system owners to Jerrold in the last 16 years.

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

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

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

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RME TAKES THE PUZZLE OUT OF PRODUCTION. WE HOLD ALL THE RIGHT PIECES AND KNOW HOW THEY SHOULD FIT TOGETHER.

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The NBC Television Network
The CBS Television Network
The ABC Television Network
The Walter Schwimmer Division
of Bing Crosby Productions
The Videotape Center of New York
Sports Network Incorporated
The Christian Broadcasting Network
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The Avco Broadcasting Company
The General Motors Corporation
WGR-TV (Buffalo)
CKLW-TV (Detroit-Windsor)
WYAH-TV (Norfolk-Portsmouth)
WAKR-TV (Akron)

RME has helped fill in the pieces for such programming as . . .

NFL Football
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The AFL Championship
The World Series of Golf
Wide World of Sports
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The Buffalo Studio Arena Theatre
Production of H.M.S. Pinafore
Championship Bowling
The Ohio State Fair
The Kemper Open Golf Tournament
The Pro Bowlers' Tour
The Buffalo Philharmonic Orchestra
Major League Baseball
The Astrojet Golf Tournament
Commercial Production
Sales and Industrial Presentations

RME is also proud to have been selected by NBC, CBS and ABC as the 1968 Network Pool Facility for broadcast coverage of both the Republican National Convention in Miami Beach, and the Democratic National Convention in Chicago.

If you are perplexed by the production puzzle,
call the puzzle solvers . . .

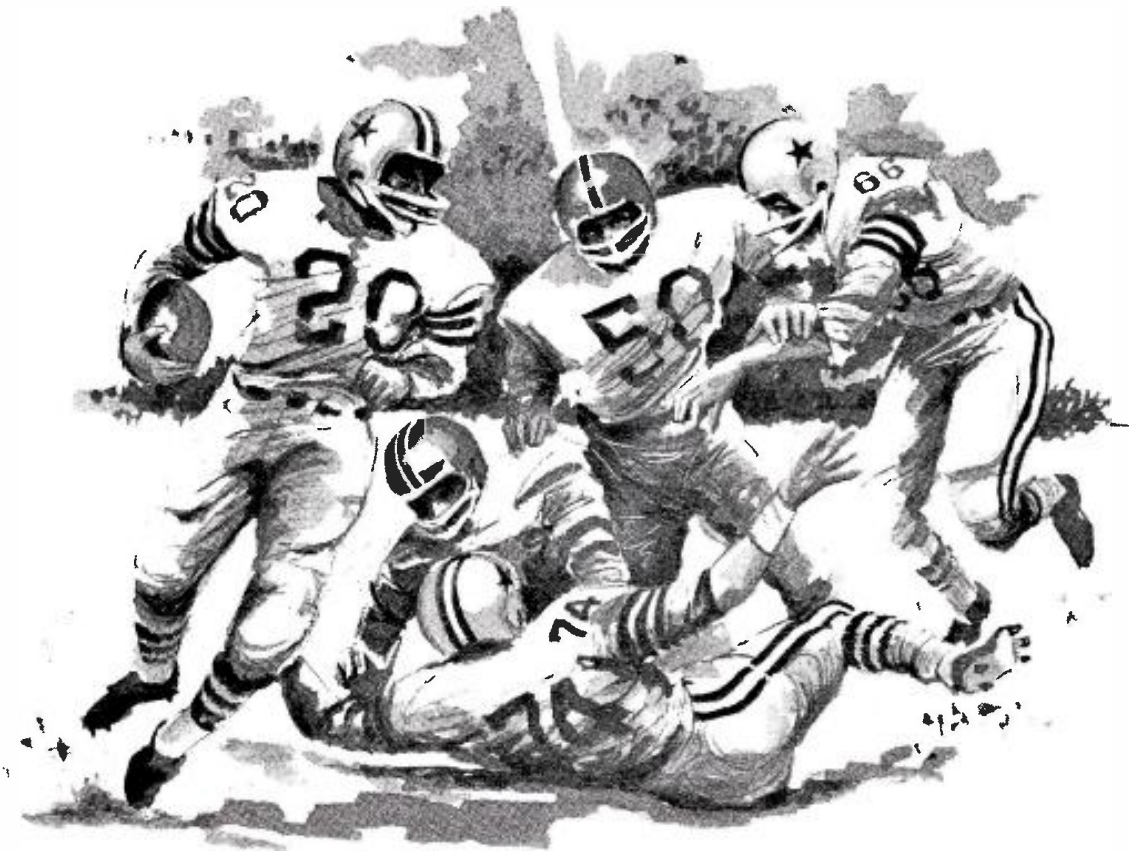


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Richard S. Mann, President

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accent on action!



The attention of the Dallas-Ft. Worth football televiewers is again focused on KRLD-TV for the action-packed NFL season.

During the respective peak quarter-hour viewing period last season, Channel 4 reached 146.0% more adult viewers than the station telecasting other professional football and 21.6% more adults than the station telecasting collegiate football.*

To score with the football fans in the nation's 12th ranked television market, contact your H-R representative for NFL availabilities on KRLD-TV.

*November, 1967 ARB
Television Audience Estimates

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Where the fire is

High commands of television networks are awaiting outcome of national elections to decide whether to establish joint representation in Washington and if so whom to pick for job. They have talked about hiring highly placed political contact, but both their need and choice could be affected by changes in administration and Congress. As anti-network feelings mount, networks have begun thinking they need specialized presence at scene of action—in addition to more general representation of National Association of Broadcasters to which all would presumably continue to belong.

Kind of Washington man networks have in mind is Lawrence F. O'Brien, now national chairman of Democratic party. Months ago, after assassination of Robert Kennedy, for whom Mr. O'Brien campaigned, and before Mr. O'Brien joined Hubert Humphrey, he was informally scouted on availability. But nothing came of it.

CATV origination

Notice of proposed rulemaking that would prohibit CATV systems that relay television signals from originating commercials is expected to be issued by FCC early this week. Notice, which represents effort by commission to focus on controversial question of program originations by CATV systems, would make it clear commission would not bar such programming. But it would prohibit origination of commercials unless systems relied entirely on non-broadcast material for their programming. This is formula commission adopted in San Diego CATV case (BROADCASTING, July 1), which is quoted liberally in notice.

However, notice reportedly indicates commission is not completely negative on question of commercials by conventional systems. It asks whether commission should permit origination of commercials and, if so, under what circumstances. Driving force behind proposal is said to be Commissioner Robert E. Lee.

Widening search

There's growing concern that President's Commission on Violence may be extending its investigation of media beyond originally understood bounds. Not only have networks been asked for detailed reports on public-affairs programming over the past five years, togeth-

er with records of affiliate clearances (see page 44), but late last week they were asked for profit-and-loss statements. What P&L's have to do with violence is anybody's guess.

Yet another violence investigation may confront TV networks. Counsel for joint legislative committee of New York state legislature got in touch with network authorities late last week to arrange for preliminary discussions apparently looking toward their appearance or submission of data before committee. This one appears to be multimedia probe of violence issue: Counsel reportedly said committee had already heard motion-picture representative.

Man to watch

Within confines of FCC, stock of Commissioner Robert E. Lee is rising with Richard Nixon's standing in presidential polls. Mr. Lee, one of three Republicans on commission, has been on friendly terms with Mr. Nixon since latter, as young congressman, was making name for himself 20 years ago investigating Alger Hiss. In those days Mr. Lee was House investigator. Speculation is that with Mr. Nixon in White House, Mr. Lee would stand good chance of getting FCC chairmanship. Incumbent Chairman Rosel Hyde, also Republican, is slated to retire next June 30.

Hit show

If workshop registration is any clue, spot television is one of hottest subjects on big advertisers' minds these days. Enrollment for all-day spot-TV workshop to be staged for Association of National Advertisers on Wednesday (Oct. 9) by Television Bureau of Advertising was near 300 mark late last week—well above average for ANA workshops. More than 200 of that total were advertisers, rest primarily agency people—and all at \$25 each. Capacity for event, to be held at Hotel Plaza in New York, had been set at 300 but may have to be stretched to accommodate more.

One burner turned down

Prospects for Senate probe this session into wide range of broadcasting issues, including fairness, violence and aspects of both in coverage of Democratic convention in Chicago, have all but disappeared. Hearings, under Communications Subcommittee Chairman John O. Pastore (D-R. I.), are still "sure thing"

for next year, however.

Word of plans for early probe came shortly after convention's close, during week of heavy congressional criticism of broadcast coverage (BROADCASTING, Sept. 9, et seq.). Tentative plans for hearings this year got snagged in debate on Abe Fortas nomination, appropriations bills and now, rush for adjournment.

Travel note

FCC Chairman Rosel Hyde, who was to leave yesterday (Oct. 6) for meeting of International Association of Chiefs of Police in Honolulu, will keep going west—and won't return until he's gone all the way. He's on unannounced round-world trip, accompanied by wife. It's part vacation, but there'll be business stops in Tokyo and New Delhi to discuss satellites and other international communications. Returning via Europe. Mr. Hyde will be gone a month.

Some tryout

Hour suspense series, *Strange Report*, hasn't been scheduled on network TV in this country yet, but already is sold to England, Australia, Japan, Hong Kong, Philippines and New Zealand. Series currently being filmed in England by Hollywood's Arena Productions, will start on that country's ITV network next fall no matter what its fate in U.S. Production is in association with NBC-TV and Associated Television Ltd., London. Lew Grade of ATV has foreign distribution rights. NBC may use series as January replacement this season.

The Stagers record

Distillate of two years' work of House Investigations Subcommittee will be contained in three reports now circulating among staff, government printer and Committee Chairman Harley O. Staggers (D-W. Va.). Probably first to emerge will be summary and conclusions of subcommittee's pot-party investigation. Chairman Staggers got page proofs late last week. Release could possibly come this week, timed to coincide with opening of FCC's long-delayed (at subcommittee's request) investigation into news-staging charges against WBBM-TV Chicago, which aired controversial footage. Sources indicated, however, that release would be delayed to beyond mid-month, to allow review by subcommittee counsel Robert Lishman, who has been absent following surgery.

All three leading presidential candidates go on record in favor of less stringent federal regulation of broadcasting, maintain they would have no qualms about appointing commercial broadcaster to FCC. See . . .

After Jan. 20: easing of controls? . . . 27

FCC enigmatic in recent months to increasing dismay of broadcasters as commission elects to fish or cut bait on high-policy rulings that have stirred up enough controversy to satisfy most militant activists. See . . .

Suddenly—it's an activist FCC . . . 28

FC&B's Frank Gromer tells AAAA regional convention that rising media costs make it almost imperative for agencies to join forces to solve rising costs problems through common research. See . . .

TV buyer calls for war on costs . . . 30

Senate committee which rules on census legislation reports out bill removing jail penalties as congressional critics, worried over "invasions of privacy" by Census Bureau, imperil basic research of radio-TV needs. See . . .

Census-taking under fire . . . 38

Three TV networks receive "hurry-up" request from President's Commission on Violence for voluminous amount of material including demand for information on public affairs programs offered since January 1963. See . . .

Violence probes dig into networks . . . 44

CBS News' Walter Cronkite directs tough words at critics of radio-TV news who would conduct inquisition into news judgments and at those of his own profession who are equivocal about media's responsibilities. See . . .

Cronkite defends TV's objectivity . . . 47

House consideration of suspension of equal-time restrictions is scheduled for this week when House Democrats are expected to assemble sufficient votes for suspension passage. See . . .

House to vote on Section 315 . . . 50

Thomas P. F. Hoving, chairman National Citizens Committee for Public Broadcasting, spawns controversy with charge AT&T and commercial TV networks are "in collusion" regarding interconnection negotiations. See . . .

Friends flee as Hoving speaks . . . 66

CBS/Comtec Group makes first move toward putting its broadcast electronic video recording gear on market by naming Lawrence Hilford, international sales director, CBS Enterprises, to newly created BEVR post. See . . .

CBS's BEVR headed for market . . . 78

TV revenues in 36 of top-50 markets in 1967 top 1966, but income was down, FCC figures show. Only six markets showed income increases; 43 showed decreases from 1966. New York led pack with \$129.5 million in sales. See . . .

1967 TV income down in top-50 . . . 80

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Broadcasting

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New Rep Tie

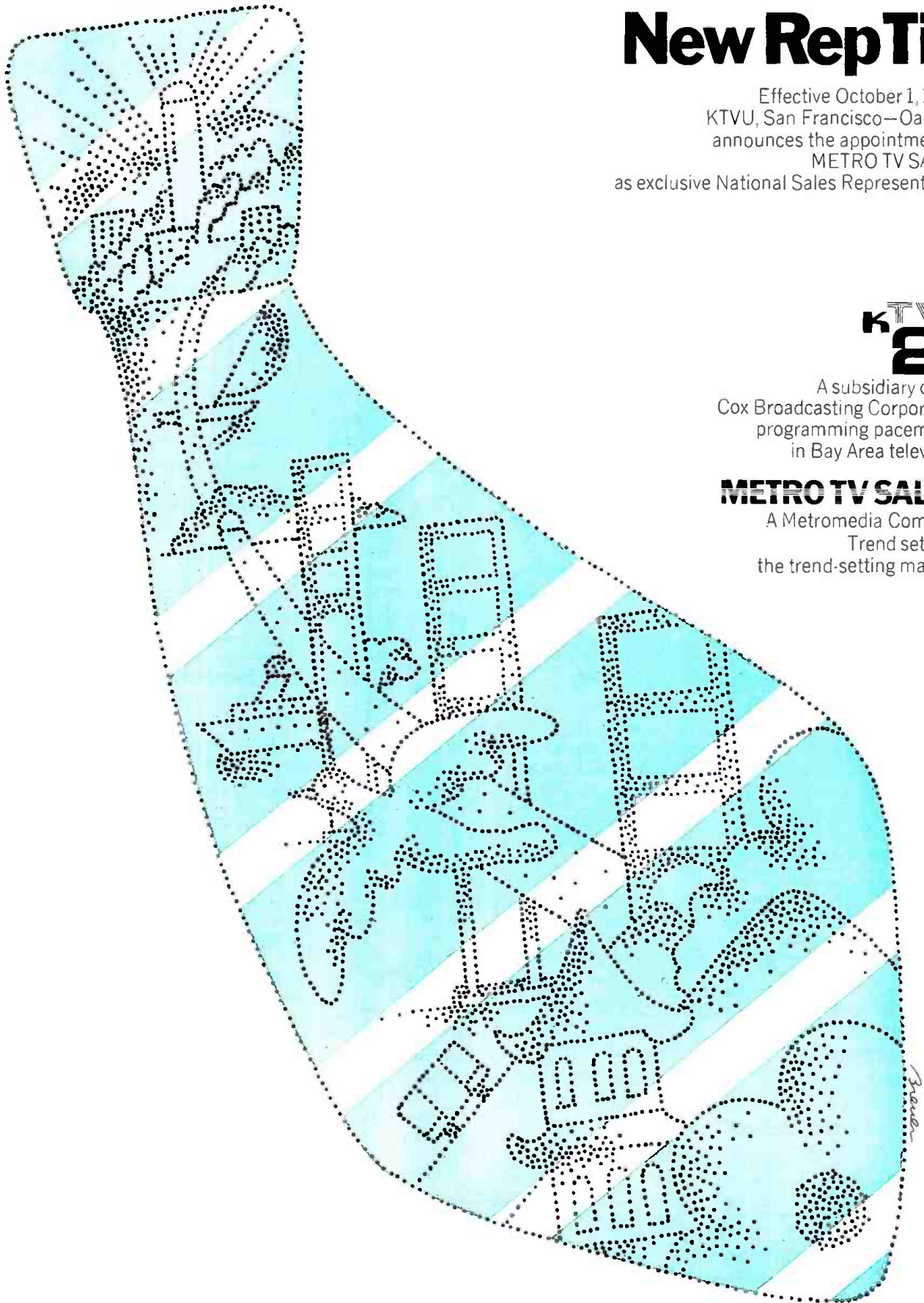
Effective October 1, 1968:
KTVU, San Francisco—Oakland
announces the appointment of
METRO TV SALES
as exclusive National Sales Representative.

KTVU
2

A subsidiary of the
Cox Broadcasting Corporation,
programming pacemaker
in Bay Area television.

METRO TV SALES

A Metromedia Company
Trend setter in
the trend-setting markets.



CBS ekes out MNA win

CBS edged out NBC for top spot in Nielsen MNA ratings for Sept. 23-29, CBS's premiere week and NBC's second week of new programming. ABC, also in premiere week, lagged only two points behind, scoring 16.4 to NBC's 18.4 and CBS's 18.7.

Top-20 rankings included four movies and four new shows:

1. Mayberry RFD (CBS)
2. Laugh-In (NBC)
3. Friday movie "Sex and Single Girl" (CBS)
4. Julia (NBC)
5. Family Affair (CBS)
6. FBI (ABC)
7. Carol Burnett (CBS)
8. Doris Day (CBS)
9. Bob Hope Special (NBC)
10. Mission Impossible (CBS)
11. Tuesday movie "Blindfold" (NBC)
12. Lucy (CBS)
13. Dean Martin (NBC)
14. Saturday movie "The Train" (NBC)
15. Gomer Pyle (CBS)
16. Mod Squad (ABC)
17. Thursday movie "Gypsy" (CBS)
18. Bonanza (NBC)
19. Good Guys (CBS)
20. Smothers Brothers (CBS)

CBS's Thursday night movie (Oct. 3) "Night of the Iguana" went down to ratings defeat by NBC programming in both New York Nielsens and Trendex, although only for one hour in Trendex. Shares for Thursday, Oct. 4:

	N. Y.	
	Trendex	Nielsen
7:30-8 p.m.		
ABC Uglyest Girl in Town	27.3	24
CBS Blondie	25.2	23
NBC Daniel Boone	29.6	22
8-8:30 p.m.		
ABC Flying Nun	33.4	29
CBS Hawaii Five-O	33.2	25
NBC Daniel Boone	28.6	24
8:30-9 p.m.		
ABC Bewitched	41.9	28
CBS Hawaii Five-O	22.1	25
NBC Ironside	31.2	33
9-9:30 p.m.		
ABC That Girl	30.7	26
CBS movie "Night of the Iguana"	33.1	27
NBC Ironside	30.6	40
9:30-10 p.m.		
ABC Journey to Unknown	21.7	21
CBS Movie	39.4	35
NBC Dragnet	30.4	34
10-10:30 p.m.		
ABC Journey to Unknown	14.8	23
CBS Movie	37.9	34
NBC Dean Martin	44.5	34
10:30-11 p.m.		
ABC Local	12.2	11
CBS Movie	34.6	38
NBC Dean Martin	43.5	44

Nixon makes tape for CATV

United Citizens for Nixon-Agnew, Washington-based campaign organization for Republican candidates, has accepted offer made by National Cable Television Association to leading candidates to "get the issues to the people" via CATV.

In announcement Friday (Oct. 4)

organization said Mr. Nixon had made video tape that will be given "free of charge" to CATV's using video-tape recorders for local originations. Prepared tape may also be made available to CATV's without video-tape recorders in special short-term rental equipment package to be provided by as yet-unnamed "major manufacturer."

Organization has sent letters requesting "cooperation" from about 400 CATV's known to originate programming. What responses it receives will determine extent of project. NCTA spokesman notes that CATV's are not legally bound to equal-time obligations, although NCTA does have cablecasting standards which recommend equal air time for opposing candidates.

Hazard hits Hoving, quits

Although National Citizens Committee for Public Broadcasting added 42 new members last week, Chairman Thomas P. F. Hoving's remarks early in week (see page 66) brought rebuke and resignation from influential noncommercial television pioneer in Pittsburgh.

Leland Hazard, retired vice president and general counsel of Pittsburgh Plate Glass Co., now professor of industrial administration and law at Carnegie Institute of Technology, who figured in development of Pittsburgh's noncommercial WQED(TV), sharply criticized Mr. Hoving in telegram late in week. "We did not bring educational television to its heights of excellence by attacking commercial television, which both locally and nationally has given us major support in money, service and cooperation," he said.

He accused Mr. Hoving of not consulting with full committee on policy, and declared chairman "had no such mandate" to assail commercial television.

William G. Harley, president of National Association of Educational Broadcasters, said in statement his organization "strongly disagrees" with Mr. Hoving's remarks.

NAEB, along with National Educational Television and Corp. for Public Broadcasting, have been negotiating with AT&T, Mr. Harley noted. He expressed belief that "public broadcasting stations will ultimately achieve greatly increased networking benefits."

Commercial stations and networks have, Mr. Harley said, "given essential assistance to the growth of educational broadcasting and accelerated the development of this important complementary broadcasting service."

The NCCPB board of trustees sent telegram this week to all members citing approval of criticism policy and noting that issue will be forwarded for vote by full membership as soon as restructuring of board is completed.

Serious planning by NAB

National Association of Broadcasters executive committee meets in unusual three-day session Oct. 9-11 to deal with current broadcast problems and to seek overview of what troubles lie ahead, particularly in 91st Congress.

First-day session includes update on fairness, pay-TV, personal products advertising, fall conferences and FCC's one-to-a-customer rulemaking. NAB staff is expected to recommend hiring research firm to make study of multiple ownership (BROADCASTING, Sept. 16 et seq.). But ensuing two days mark, it's believed, radical departure over previous sessions when committee and staff lays groundwork for long-range future planning.

Tuesday night (Oct. 8) committee will meet with Bruce Palmer, president of National Industrial Conference Board, who, in personal campaign, is seeking broadcast help in program of "community action with respect to crime and violence." One suggestion has been creation of "task force" regarding violence in TV programming.

Lee questions Justice plan

FCC Commissioner Robert E. Lee, in speech to be delivered tonight (Oct. 7), expresses doubt as to desirability of Justice Department proposal that cross-ownership of broadcasting and newspaper properties in same market be barred.

Commissioner Lee, who is to speak at New Jersey Broadcasters Association meeting in Atlantic City, did not refer specifically to Justice Department suggestion, which was made in commission proceeding looking to prohibiting broadcasters from acquiring more than one full-time station in same market (BROADCASTING, Aug. 5). Department also proposed breaking up existing multiple-station combinations within same market.

But he says that "on its face," newspaper ownership of stations "may sound inimical" to freedom of competition in communications, and notes that "some people are convinced that such cross-ownership is per se contrary to the public interest."

He says he is not convinced on that

Week's Headliners



Mr. Bristol



Mr. Kennedy



Mr. Aronson



Miss Andrews



Mr. Means



Mr. Broom



Dr. Thayer

George T. Bristol, director of advertising and sales promotion, CBS, New York, named director, administration, in newly created advertising and design department of CBS/Broadcast Group. **Louis Dorfsman**, director of design, named VP, advertising and design in new grouping (BROADCASTING, Sept. 30). **Herman Aronson**, manager of design department, becomes director of design operations. **Alex Kennedy**, director of audience promotion, CBS-TV, retains title and also will be responsible for audience promotion, CBS News. **Naomi Andrews**, director of advertising, CBS Radio Division, retains post as director, advertising operations. **Leonard Broom**, administrative manager, old design department, named director, advertising operations, CBS-TV and CBS News Division. **Thomas L. Means**, director of advertising and sales promotion, CBS Television Stations Division, becomes director, advertising operations, CBS TV Stations and CBS.

Herb Jellinek named VP-controller, ABC, New York; **Richard Zimbert**, VP-business affairs and contracts and **Fred Pierce**, VP-planning. Three titles are newly created as part of first stage of long-term ABC reorganization to establish profit-center more firmly in each division (BROADCASTING, Sept. 30). In addition, **Edward Masket**, ABC VP for business affairs, moves into network organization as VP in charge of contracts under Mr. Zimbert. Mr. Jellinek has been director of financial control. ABC western division: Mr. Zimbert,

VP-contracts and West Coast business affairs. and Mr. Pierce. VP and national sales director.

Dr. John R. Thayer, director of research, Peters, Griffin, Woodward, New York, elected VP. Dr. Thayer was with American Research Bureau for five years before coming to PGW and prior to that was with TV Market Reports, syndicated service, and with Comstock Advertising Inc., Buffalo (N.Y.) agency. His activities at rep firm have included creation and execution of spot TV research projects for PGW-represented stations and their advertisers.

John F. Vorisek, VP and general manager, Reeves Sound Studios, division of Reeves Broadcasting Corp., Charleston, S. C., named president. He succeeds **Chester L. Stewart**, who retires. Mr. Vorisek has been with company 25 years. He also worked as motion picture and television sound film editor through his own company, Sound Enterprises, New York. He has been consultant for radio and television to Governor Nelson A. Rockefeller's staff.

Jeremy Gury, senior VP and creative director, Ted Bates & Co., New York, elected deputy chairman of board in charge of creative services with responsibilities at Bates agencies throughout world. Assuming responsibilities for New York creative services under Mr. Gury are **Harry J. Ballister** and **Erwin A. Levine**, both senior VP's, who become joint creative directors. Mr. Gury has been with Bates since 1948 in various copywriting and creative capacities.

point, adding that his observations indicate "there is a great deal of editorial independence between those media, even under common ownership." He also raises question as to whether some broadcast properties help support commonly owned newspaper.

FCC, he says, needs answers to these and other questions before reaching decision regarding common ownership of broadcast and print media.

Commissioner, who ranges over number of issues in his speech, also renews attacks on "wired-city" concept and on suggestion that communications satellites be used to beam radio and television signals directly to homes.

FCC attacked on allocations

Both FCC and commercial UHF television channels took it on chin Friday (Oct. 4) in Chicago from testimony before House Small Business Subcommittee investigating radio frequency logjams among public safety agencies, especially during times of public disorders. FCC was cited for failing to efficiently allocate spectrum and lower UHF band was held to be "unused" hence "available" for extra police channels.

Representative John D. Dingell (D-Mich.), subcommittee chairman who presided, with Representatives John C. Kluczynski (D-Ill.) and Lawrence Burton (R-Utah), charged FCC with "glaring and obvious dereliction" in allocation management and said commission soon will be called to give full explanation. Area police and other public safety officials explained super-saturation of existing land-mobile channels and claimed recent FCC proposal to share unused UHF TV channels is but drop in bucket.

Opening range for Cox Cable

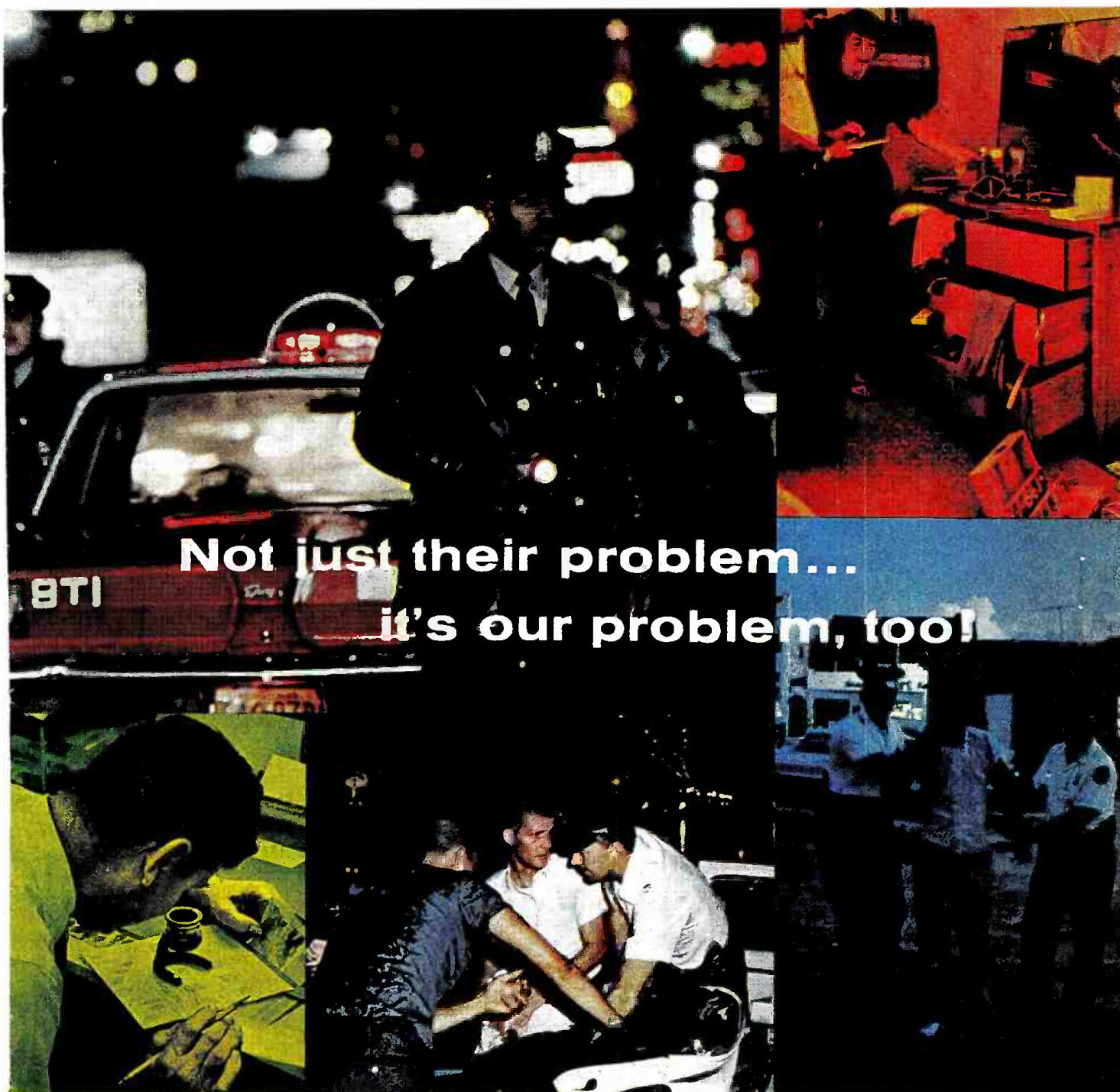
In first day offering of shares in Cox Cable Communication, stock closed at 18½ bid. Offering price for 490,000 shares of common stock in Cox Broadcasting subsidiary had been \$15 per share. Volume traded in first day (Thursday, Oct. 3) of over-counter sales was not immediately available. Additional 10,000 shares of stock are being sold to company employees at \$14.10 a share.

Lazard Freres & Co. is serving as manager of group underwriting issuance.

Schwimmer starts new firm

Walter Schwimmer, Chicago pioneer TV syndicator who sold his firm to Cox Broadcasting Corp. in 1966, forms new firm. Television Business Inc., 400 North Michigan Avenue, to produce specials and series for network sale. He continues as consultant to Cox.

For other personnel changes of the week see "Fates & Fortunes."



BTI

**Not just their problem...
it's our problem, too!**

As concerned citizens of the communities we serve, crime is *our* problem, too — not just something to report as news, but a prime target for involvement and action. In Detroit, WJBK-TV solicits telephone tips for Police Intelligence, supports the citizens' network of 6,000 radio-equipped vehicles available to law enforcement agencies, helps the FBI track down most-wanted criminals. New York's WHN has earned commendations from the National Auto Theft Bureau and

FBI for a hot-car documentary. WJW-TV airs interviews with Cleveland juveniles to pinpoint reasons for looting and arson. Philadelphia's WIBG speaks out against coddling of criminals. Elsewhere Storer stations endorse "stop and frisk" laws, gun control and lock-your-car campaigns, and also study such crime related subjects as chemical mace and public defenders. Such widespread and intensive campaigning in the war on crime takes a lot of doing, but in this, as in every

phase of broadcast operations, Storer stations do as a matter of routine things that otherwise might be considered rather "special". That's why Storer stations stand out . . . and another reason why it's good business to do business with Storer.



DETROIT WJBK-TV	TOLEDO WSPD-TV	MILWAUKEE WITI-TV	MIAMI WGBS	NEW YORK WHN	ATLANTA WAGA-TV	CLEVELAND WJW-TV
DETROIT WJBK	TOLEDO WSPD	CLEVELAND WCJW (FM)	BOSTON WSBK-TV	PHILADELPHIA WIBG	LOS ANGELES KGBS	CLEVELAND WJW

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The Weston story is another example of Illinois—now in its 150th year—meeting the challenge of today. And preparing for the promise of tomorrow. With Weston, the Chicago area emerges as the nuclear research capital of the world. And it assures an ever bigger and better Chicagoland.

WGN Radio and WGN Television salute the people—and the spirit—who are making it all happen.



WGN Continental Group Stations—dedicated to quality, integrity, responsibility and performance.





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MARKET**

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exposure**



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of your choice and
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in the Central Middle West

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

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

Represented Nationally by
BERNARD HOWARD & CO., INC.

Datebook

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

■ Indicates first or revised listing.

Oct. 7-8—Twenty-second annual convention, *New Jersey Broadcasters Association*. Speakers include FCC Commissioner Robert E. Lee; Paul Martin, national director of advertising and promotion, Triangle Stations. and Joseph M. Siltrick, VP Blackburn and Co. Howard Johnson Motor Lodge, Atlantic City.

Oct. 7-8—1968 conference, *UPI Editors and Publishers*. Speakers include George Wallace, American Independent Party presidential candidate; Dr. George E. Mueller, associate administrator for manned space flight, NASA; Dr. John P. Spiegel, director Lemberg Center for the Study of Violence, Brandeis University, and Dr. George Gallup, chairman The American Institute of Public Opinion. Statler Hilton, Washington.

■ Oct. 7-Dec. 2—15th annual time buying and selling seminar, *International Radio and Television Society*. The Chemical Bank New York Trust Co., New York. All meetings Mondays except Nov. 14 (Thursday).

Oct. 8—Deadline for filing comments on FCC's proposed rulemaking concerning television Programs produced by nonnetwork suppliers and not made available to certain television stations.

Oct. 8—Annual stockholders meeting, *Meredith Corp.* Des Moines, Iowa.

Oct. 8—Meeting of *Cable Television Association of New England*. Sheraton-Wayfairer motel, Bedford, N. H.

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

Oct. 9—*Governor's Conference on Public Broadcasting*. Speaker: Frank Pace Jr., chairman of the board, Corporation for Public Broadcasting, and former Secretary of the Army. Baltimore.

Oct. 10—Deadline for filing comments on FCC's proposed rulemaking to codify policy on trafficking in station construction permits and to require hearings in questionable cases.

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

■ Oct. 10-11—RAB management conference. Burlingame Hyatt House, San Francisco.

Oct. 11-12—First annual meeting, *Tennessee Cable Television Association*. Speaker: Harry Daly, Washington attorney. River Terrace, Gatlinburg.

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

Oct. 12—*Film Producers Association of New York* 20th anniversary, dinner and dance. Plaza hotel, New York.

Oct. 12—Fall conference, *Florida Association of Broadcasters*. Runaway Bay hotel and club, Runaway Bay, Jamaica.

Oct. 12-20—Eighteenth cine-meeting, *International Film, TV film and Documentary Market (MIFED)*. Information: MIFED, Largo Domodossola 1, Milan, Italy.

Oct. 13-15—Annual convention *North Carolina Association of Broadcasters*. Velvet Cloak Inn, Raleigh.

Oct. 13-15 — Fall meeting, *Mid-Atlantic CATV Association*, Greenbriar, White Sul-

phur Springs, W. Va.

■ Oct. 14—Annual fall outing, *Federal Communications Bar Association*. Potomac Polo Club, Trivilah, Md.

■ Oct. 14-15—RAB management conference. Dallas Marriott, Dallas.

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

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

Oct. 15—Annual marketing strategy conference sponsored by *Sales Executives Club of New York*. Speakers: William Curtis, manager market development, P. Ballantine & Sons; James O. Peckham, executive VP, A. C. Nielsen Co.; Dr. Peter Drucker, professor of management, Graduate Business School, New York University; Betty Furness, special assistant to the President for consumer affairs; A. L. Nickerson, chairman of the board, Mobil Oil Corp.; Dr. Theodore Levitt, professor of business administration, Harvard Business School; Victor A. Bonomo, vice president, General Foods Corp.; Jack E. Grimm III, vice president and general manager, toilet articles-pharmaceuticals division, Colgate-Palmolive Co., and Dr. Walter A. Woods, president, Products and Concepts Research International. Hotel Roosevelt, New York.

Oct. 15-17 — Annual meeting, *Kentucky CATV Association*, Continental Inn, Lexington.

Oct. 15-16—14th annual conference, *Advertising Research Foundation*. New York Hilton, New York.

Oct. 16—27th annual Man of Year luncheon by *Pulse Inc.* C. Peter McColough, president of Xerox Corp. to be honored. Plaza hotel, New York.

Oct. 16 — Deadline for comments on FCC's proposed rulemaking that would require common carriers providing free or reduced-rate interconnection service for noncommercial educational stations to file reports with the commission every six months.

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

Oct. 18-19 — Annual convention, *Missouri State AP Broadcasters Association*. Buffalo.

Oct. 18-20 — Annual convention, *Missouri Broadcasters Association*. Plaza Inn, Kansas City.

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

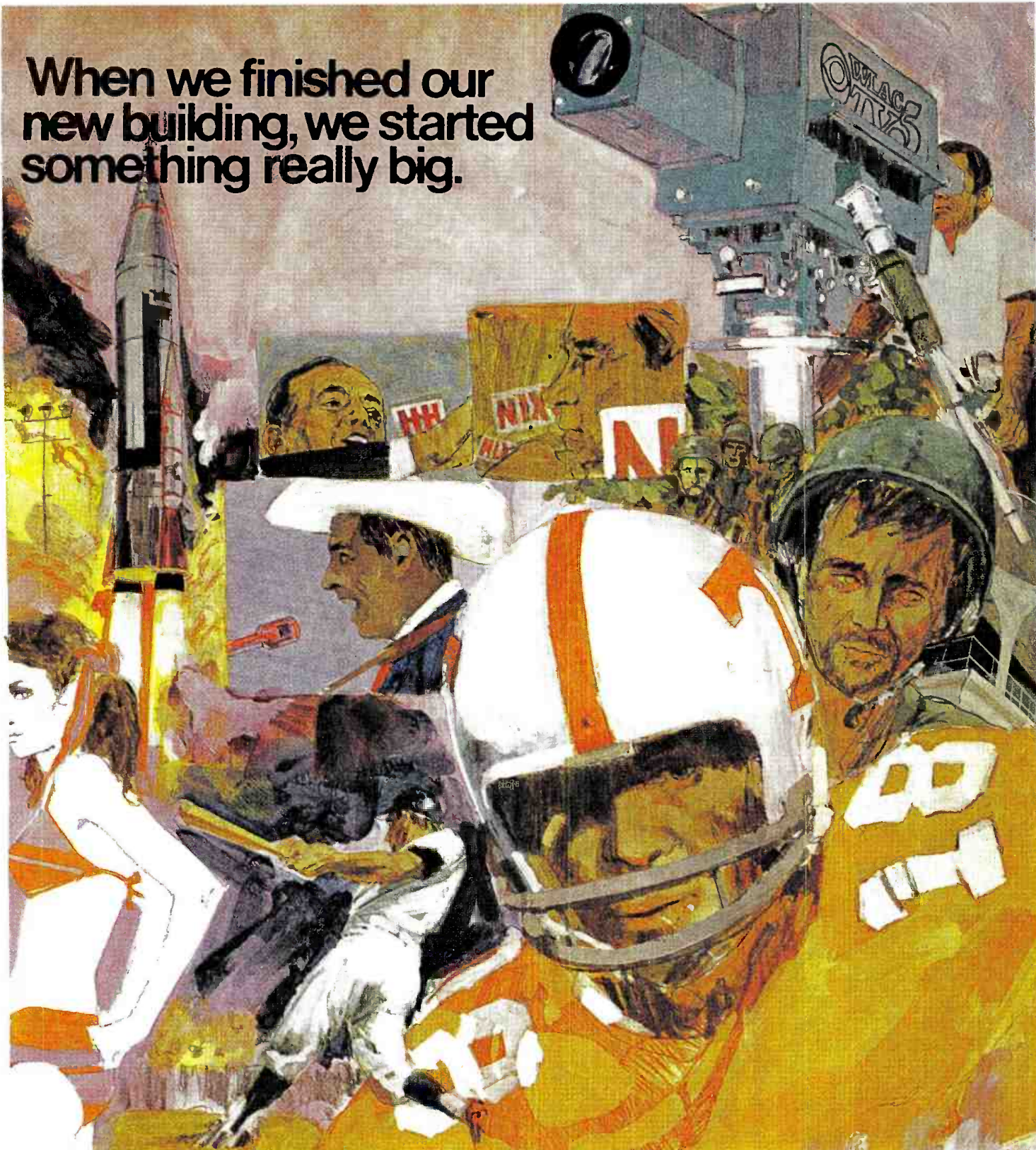
Oct. 21—Deadline for filing reply comments on FCC's proposed rulemaking to codify policy on trafficking in station construction permits and to require hearings in questionable cases.

Oct. 21—Meeting of *Montana AP Broadcasters Association*. Rainbow hotel, Great Falls.

Oct. 21-23 — Annual convention, *Kentucky Broadcasters Association*. Sheraton-Louisville, Louisville.

Oct. 22—Deadline for filing reply comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases and promote for those stations stricter compliance with minimum

When we finished our new building, we started something really big.



We've done it. We've started to work in our new 60,000 square foot building. With a news department expanded in personnel and equipment to deliver intensive three-state, on-the-spot coverage. With the local flavor of our Nashville Sound accenting our CBS network programming.

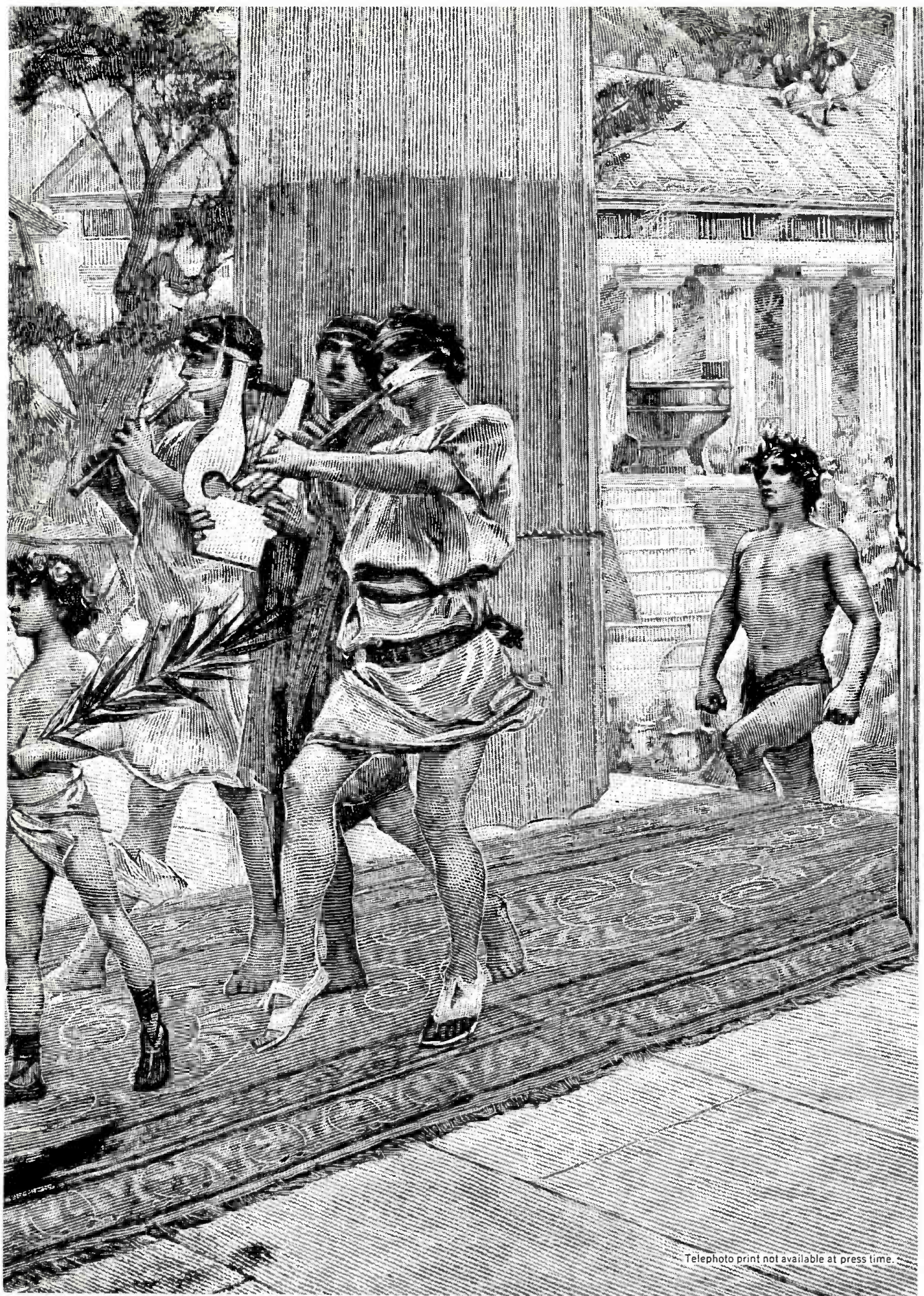
With four fulltime producers on the job. With all kinds of new equipment—GE Plumbericon® cameras, three color film chains, Chroma Key, five videotape machines, electronic editing facilities, a variable speed twenty-foot turntable, a Central Dynamics triple re-entry switcher. With a fully-staffed film division—21st Century Productions. With loads of equipment—two 3500-foot silent running stages with full five-scene preset lighting capabilities, a 35mm Mitchell

camera equipped with Nagra recorder for double-system sound. In the editing room; there's a Semmens 16mm interlock projector along with the newest movieola set-up. And we also have a few 16mm—Eclair, Auricon and Arriflex units on hand. We've already finished (and sold) twenty-six hours of our own Ray Anthony show.

Starting right now. For you. For us. For a lot of new ideas in entertainment. We believe our new WLAC-TV studios and production center will keep right on being the starting place for success.



474 James Robertson Parkway
Nashville, Tenn. USA



FIRST SPORTS ROUNDUP

-0-

(GAMES)

CONTROVERSY STIRS THE GAMES OF OLYMPIA THIS MORNING.

THE MAN IN THE MIDDLE IS ORSIPPUS (OHR-SIHP'-UHS)...A MEGARIAN POET WITH A DISDAIN FOR SANDALS...LOIN CLOTHS...AND FINISHING SECOND.

ORSIPPUS WON THE GRUELLING OLYMPIA MARATHON RACE WITH A RECORD TIME OF TWO HOURS, 28 MINUTES AND 53 SECONDS. HE WAS MORE THAN ONE MILE AHEAD OF THE RUNNER-UP.

BUT THE FINISH WASN'T ALL GLORY FOR ORSIPPUS...MAINLY BECAUSE HE FINISHED IN THE ALL-TOGETHER.

ORSIPPUS' RIVALS CLAIM THE BAREFOOT POET DELIBERATELY LOST HIS LOIN CLOTH AT THE HALFWAY MARK AND RAN UNENCUMBERED TO THE VICTORY.

BOOING RIVALED THE CHEERS OF THE 45-THOUSAND AT MOUNT OLYMPIA AS THE CROWN OF WILD OLIVES WAS PLACED ON THE RECORD-HOLDER'S HEAD.

IT WAS THE HOTTEST CONTROVERSY IN THE 733-YEAR HISTORY OF THE GAMES OF OLYMPIA.

KING IPHITUS OF ELIS TOLD NEWSMEN..."THESE FESTIVALS WERE ORGANIZED TO HELP UNIFY THE CITIES AND TRIBES OF HELLAS INTO ONE COUNTRY. BUT THEY HAVE CAUSED NOTHING BUT TROUBLE. THEY HAVE BECOME A PUBLIC NUISANCE AND SHOULD BE ABOLISHED."

ORSIPPUS WAS UNRUFFLED. THE POET HAD TRAINED FOR HIS BAREFOOT TRIUMPH BY SOAKING HIS FEET FOR TWO HOURS EACH DAY IN PICKLE BRINE.

NONE WAS A MATCH FOR THE POET ON THIS DAY. A PISA DIPLOMAT... PEISIDOROUS (PEHS-EE'-DEHR-UHS)...FINISHED SECOND, MORE THAN FIVE MINUTES OFF THE PACE...AND HERACLES (HEHR'-AL-KLEEZ)...A SPARTAN GENERAL...RAN THIRD. BOTH RUNNERS-UP WORE THE TRADITIONAL LOIN CLOTHS AT THE FINISH.

-0-

(MORE) FK4:02AED 8/10/720BC.

010UPR

MORE FIRST AUDIO ROUNDUP

26. :18 A-MOUNT OLYMPIA (ORSIPPUS) DESCRIBES VICTORY IN MARATHON

(X X X LITTLE OUTTA BREATH.)

27. :31 A-MOUNT OLYMPIA (KING IPHITUS) COMMENTS ON MARATHON (X X X

BE ABOLISHED.)

28. :16 A-MOUNT OLYMPIA (PEISIDOROUS) CHARGES MARATHON ILLEGAL

(X X X BARE BEHIND.)

29. :39 V/A-MOUNT OLYMPIA (FRED DOWN W/TRACK ANNOUNCER & CROWDS)

POET SETS MARATHON RECORD IN RAW.

FK4:05AED 8/10/720BC

Good news
travels fast.
All news
travels fast.
UPI makes
sure of it.

If there were an Olympics for speed of news coverage, UPI would be a runaway winner. But our performance is not only speedy. It's thorough.

Join the 6,500 satisfied subscribers who are putting UPI's reportorial skill and speed to work for them.

Contact Wayne Sargent, UPI's V. P. for sales, for details at your desk at your convenience.

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Up to 1800 automobiles in a single train... from assembly plant to distribution point! Volume hauling in our special-design rack cars is one reason why your new car costs many dollars less than it might otherwise. □ We're constantly improving. That's why average rail freight charges are lower than they were ten years ago. □ In just one more generation there'll be 300 million Americans—50% more people requiring more production of everything... and more good transportation. □ Dependence on railroads will grow and grow. And railroads will be ready for hauling the things you like... for the kind of living you like.



ASSOCIATION OF

American Railroads



**GROW, GROW
BY THE RAIL WAY**

separation rules.

Oct. 22-23—First state conference on telecommunications sponsored by *Michigan State Board of Education*. Lansing civic center. Lansing.

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

Oct. 23-25 — Fifteenth annual conference. *Advertising Media Credit Executives Association*. Stouffer's Louisville Inn. Louisville. Ky.

Oct. 23—Fourteenth *Wisconsin FM Station Clinic*. University of Wisconsin. Madison.

Oct. 23-25—Fall convention. *Illinois Broadcasters Association*. Pheasant Run. St. Charles.

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

Oct. 24-25 — Fall meeting. *Mid-America CATV Association*. Prom-Sheraton motor inn. Kansas City. Mo.

Oct. 24-25 — Annual meeting. *NBC Radio Network Affiliates*. Speakers: Walter D. Scott, board chairman; Julian Goodman, president, both NBC, and Stephen B. Labunski, president NBC Radio Division. Plaza hotel, New York.

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

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

Oct. 26—Southern college radio conference of the *Intercollegiate Broadcasting System*. Speakers include Harold R. Krelstein, pres., Plough Broadcasting Co.; Rod G. Collins, director of radio-TV center, University of Virginia; Will T. Lewis, dir. of noncommercial WBUR(FM) Boston. Georgia State College, Atlanta.

Oct. 28—Deadline for reply comments on FCC's proposed rulemaking that would require common carriers providing free or reduced-rate interconnection service for noncommercial educational stations to file reports with the commission every six months.

Oct. 29-30 — Annual meeting. *Mississippi CATV Association*. Heidelberg hotel. Jackson.

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

November

Nov. 1—Fifth annual FM Day of *Georgia Association of Broadcasters*. Regency Hyatt House, Atlanta.

Nov. 5-6 — Annual fall meeting. *Alabama Cable Television Association*. Guest House motor inn. Birmingham.

■Nov. 7-10—Meeting, board of directors. *American Women in Radio and Television*. Shamrock Hilton. Houston.

Nov. 6-8 — Northeast electronics research and engineering meeting, sponsored by *Institute of Electrical and Electronics Engineers Inc.* Sheraton-Boston hotel and War Memorial Auditorium, Boston.

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

Nov. 8—Deadline for filing comments on FCC's proposed rulemaking to permit public inspection of network affiliation contracts.

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

NAB fall conferences

Oct. 17-18—New York Hilton. New York.

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

Oct. 24-25—Denver Hilton. Denver.

Nov. 11-12—Sheraton Gibson. Cincinnati.

Nov. 14-15—Dallas Hilton. Dallas.

Nov. 18-19—Atlanta Marriott. Atlanta.

Nov. 8—Annual meeting. *Colorado CATV Association*. Antlers hotel. Colorado Springs.

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

Nov. 10-15 — 104th technical conference *Society of Motion Picture and Television Engineers*. Washington Hilton hotel. Washington.

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

Nov. 12 — Radio commercials workshop. *International Radio and Television Society*. Waldorf-Astoria. New York.

Nov. 16—Deadline for filing comments on FCC's proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

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

Nov. 18—Oral argument before FCC on its proposed rulemaking to permit public inspection of network contracts.

■Nov. 19 — Special stockholders meeting. *Corinthian Broadcasting Corp.* Bankers Trust Co., New York.

Nov. 19—Deadline for filing reply comments on FCC's proposed rulemaking that would permit stations licensed in the community antenna relay service to transmit program material originated by CATV systems.

Nov. 19-21 — Annual meeting. *Television Bureau of Advertising*. Continental Plaza hotel, Chicago.

■Nov. 19-22—Forty-fourth annual *National Association of Educational Broadcasters* convention. Speaker: Frank Pace Jr., chairman, Corporation for Public Broadcasting, and former Secretary of the Army. Sheraton-Park. Washington.

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

■Nov. 20-23—Fifty-ninth anniversary meeting. *Sigma Delta Chi*. Speakers include Dr. Frank Stanton, president CBS; Roger Tatarian, UPI editor; Lou Harris, pollster, and Donald Shanor. *Chicago Daily News* European correspondent. Atlanta Marriott, Atlanta.

Nov. 20-23 — Annual convention. *Sigma Delta Chi*. Atlanta Marriott. Atlanta.

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

■Nov. 22—Autumn managers seminar. *Kansas Association of Radio Broadcasters*. Ramada Inn. Manhattan.

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

December

■Dec. 16—Oral argument before FCC on its proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

MAKE FOUR TIMES MORE PROFIT WITH THIS RADIO SERIES!

FACT:

Listener Advice Shows are riding new highs in popularity... and "It's Some of Your Business," featuring Steve Aduddell, is priced far below competing syndicated shows.

FACT:

The series, dealing with money, emotional and personal problems, is the top quality talk show in its field. Produced by one of America's best known broadcasters, written by a lawyer with a Journalism degree and marketed by the director of "The Bud Wilkinson Show," this series finds ready favor with sponsors and listeners.

- Formatted for a five-minute time segment
- Offered five-times weekly
- Promos, opens and closes customized to your requirements by Steve Aduddell

Write today for free information and audition transcriptions. But, hurry, at the prices for which the series is selling, markets are closing fast.



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Steve Aduddell and Associates
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Or, call collect
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Betty Feezor will cook your goose.

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

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

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

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

WBTV CHARLOTTE

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



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

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*Reg. U.S. Patent Office.
(Contents copyrighted 1968.)

OpenMike

An echo from 1963

EDITOR: Five years ago a "free swinging" broadcaster told a congressional subcommittee that he opposed giving rebuttal time on the air to individuals holding views contrary to those voiced in station editorials (BROADCASTING, July 22, 1963).

Sherwood R. Gordon, the lead-off witness before a House subcommittee hearing on broadcast editorializing practices unsettled a number of legislators as well as a sizable segment of the industry when he asserted: "I do not believe I should water down my editorial content for someone who is the target of an editorial unless they request it." Mr. Gordon also questioned whether the FCC's fairness doctrine should apply at any period except during political campaigns.

Now, the U. S. Seventh Circuit Court of Appeals has found that the FCC's regulations regarding rebuttal time are contrary to the First Amendment, that they are vague, and that they tend to inhibit the journalistic freedom of broadcasters (BROADCASTING, Sept. 16). Every doubt and fear raised in Mr. Gordon's testimony in 1963 may be found in the latest court decision.—Arthur Plaut, vice president, administration, KSDD San Diego.

Kudos from IBFM

EDITOR: As the new president of the Institute of Broadcasting Financial Management and the general chairman of the conference recently held in Miami, I want to extend our sincere thanks to you for the excellent coverage you provided (BROADCASTING, Sept. 26.—Allan Dickey, WTRF-TV Wheeling, W. Va.

Contacted, but not contracted

EDITOR: In BROADCASTING Sept. 16 it was reported that a new organization called Remember Radio will "create, write and produce radio commercials as well as handle media buying" for Killington Ski Resort through our agency. This is simply not true.

Both Dick Lord, president of the agency, and myself had sounded out Remember Radio Inc. on handling the production of some spots we had already written for Killington. At the same time we consulted two other production firms, Cinema Sound Ltd. and Gavin & Woloshin, both here in New York. Gavin & Woloshin was selected to do the work.—Arthur Einstein Jr., vice president-copy director, Lord, Geller, Federico & Partners, New York.

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THESE RADIO SERIES SURPASS TV RATINGS!

A few years ago we brought back to radio the original series of "THE SHADOW". To date this series of 52 shows has been broadcast over some 252 radio stations in minor, medium and major markets . . . all sponsored . . . all highly successful. Next, we re-activated the original "GREEN HORNET" radio series with similar results.

More recently, we brought back the original "LONE RANGER" radio series which currently is building audiences everywhere.

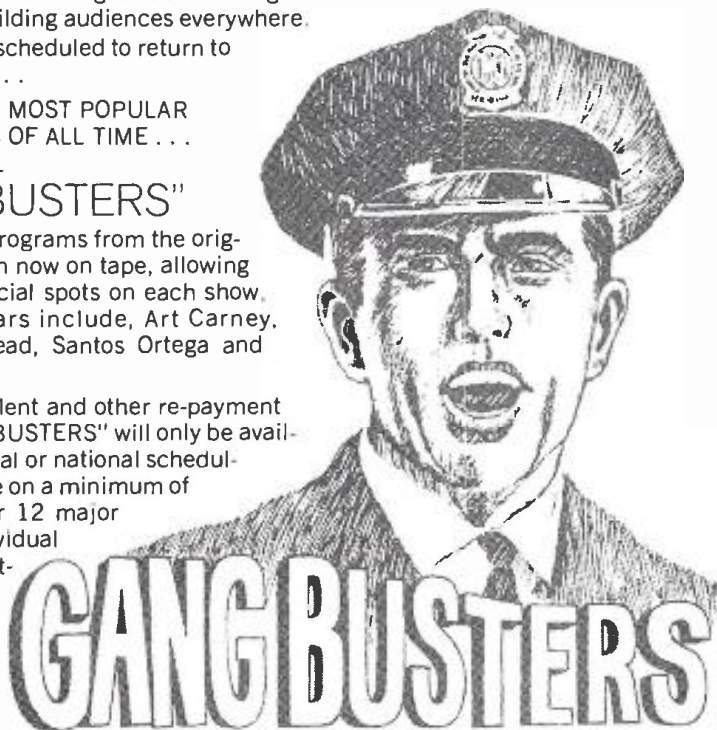
And NOW . . . scheduled to return to the air waves . . .

THE BIGGEST, MOST POPULAR
RADIO SERIES OF ALL TIME . . .
THE ORIGINAL

"GANGBUSTERS"

52 half-hour programs from the original production now on tape, allowing for 5 commercial spots on each show. Top name stars include, Art Carney, Agnes Morehead, Santos Ortega and others.

Due to high talent and other re-payment costs, "GANGBUSTERS" will only be available for regional or national scheduling at this time on a minimum of 25 medium or 12 major markets. Individual station commitments will be accepted at a future date.



All series leased are exclusive for use over one station in a market.

If you have a product or service to sell, "GANGBUSTERS" will sell it, as will any of our other successful series, of which some markets are still open for individual leasing.

Here's your chance to wrap up your market, and make a bundle while doing it.



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YOU MAY NEVER SEE ONE MAN TAKE 233,934 PILLS* —

BUT... WKZO Radio is the Right Medicine for Drug Sales in Greater Western Michigan

In Greater Western Michigan, WKZO has the competition bottled up when it comes to reach-

ing the drug product outlets and market.

There are over 600 drug stores in WKZO's primary area; more than twice those in Station B's and 5 times those in Station C's.

Your Avery-Knodel man has the prescription for bigger sales in Greater Western Michigan... WKZO.



WKZO's primary service area covers over 2½ times as many drug stores as the next-largest station.

* A 19th century Englishman did. He also consumed 40,000 bottles of medicine before his death at 65.

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 WEST GRAND RAPIDS
 KALAMAZOO GRAND RAPIDS KALAMAZOO
 WWW.FOLGERSTATIONS.COM

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BookNotes

"Behind Washington's Paper Curtain." 1968, by George O. Gillingham. Dorrance & Co., Philadelphia. 100 pp. \$3.50.

For 33 years, George O. Gillingham labored on the other side of Washington's paper curtain as a public-relations officer—first with the Tennessee Valley Authority then, beginning in 1939 and continuing until his retirement in 1966 (with time out for more PR duty in the Army during World War II) as information chief of the FCC. In this guide to government public-relations work, Mr. Gillingham has attempted to distill some of the considerable knowledge and experience that he accumulated along the way.

There is something in it for everyone—from the young public relations officer, who is advised to avoid government gobbledegook and instructed on how to prepare releases for the printer, to higher-level types, who are told: "Public images of government officials should be enhanced if they guarded against having their picture taken while holding glasses of liquor at social functions."

He also recalls some of the hot controversies in which the FCC was involved, and what underlay them. In a chapter on White House relations, he says, without naming him, that President Roosevelt "became so upset by press criticism" that he induced "the head of a regulatory agency" (let that read the commission's James Lawrence Fly) to initiate an inquiry into whether newspapers should be allowed to own broadcast stations. The matter, Mr. Gillingham notes, was subsequently bucked along Pennsylvania Avenue to Congress, which did nothing.

Although Mr. Gillingham writes of his days behind the paper curtain with humor and looks back on them fondly, there is one problem that appears to be insoluble—the penchant of some commissioners to leak stories to news media as a means of getting publicity for themselves. Their attempts to curry favor with the press in this way, he says, are a 'mistake,' since they antagonize the official's colleagues and make the public-relations officer see red because they divert press contacts to the front office.

He also warns officials against becoming too friendly with members of the press—in effect, acting as their PR men. Officials should recognize, he writes, "that the press is a destroyer as well as a builder of public reputations. It is the head shrinker of official images. Sticking pins into effigies is not exclusive with witch doctors; the press needle is always busy deflating official ego."

The ears have it.

THE FUNCTION OF



*In concentrated listening, WTOP Radio
rates more than double the second station
and triple the third station studied.*

*Communication theorists have long speculated on the
attention factor of radio stations. Now there is no need
to theorize. An ambitious new study of 7,500
households measures the difference in listeners'
attention to Washington radio stations, and charts the
distribution of attentiveness. It is most enlightening in
the evaluation of news/talk/information radio in
general, and WTOP Radio in particular. Your copy costs
you nothing. Unless you don't use it. Call collect:
(Code 202) 244-5678...our Mr. Dobra will rush you
our study, "The Function of A."*

*Wtop
turns
on
people*

A POST-NEWSWEEK RADIO STATION IN WASHINGTON, D.C. / Represented by
CBS Spot Sales

Even 'The Wall Street Journal' can effectively use TV

Not many viewers expected to see a commercial for a specialized publication on television—not a mass medium like television. *The Wall Street Journal* was one of the first, if not the first, specialized national publication to successfully take advantage of television and use it consistently in combination with print media. How can the *Journal*, with its highly specialized appeal, rationalize using television to achieve its marketing goals?

In reality, television has been doing a special marketing job for the *Journal*. For almost three years, the energy of that fascinating giant communicator has been used to deliver the *Journal's* message at specific targets. Initially, we recognized the applicability of television to achieve message impact where it does the most good, in those geographic areas of largest customer concentration and customer potential. No small part of our reasoning was the element of surprise to viewers who would least expect *The Wall Street Journal* to advertise its benefits of regular reading in the lively manner that television affords.

Wall Street Journal television buys are confined to late-news sponsorships and late-news spots. This, in order to reach those individuals who have more than a casual interest in news, and therefore the people most compatible demographically with the *Journal's* own audience. News, we feel, is the environment for the messages of a leading source of news like *The Wall Street Journal*. The result is a synergism of program and commercial communication.

This same principle of news environment is applied in our selection of print media. Nationally we use the news-weeklies which combined with television add impact in 26 high-priority markets.

Recently, at a Midwest seminar of industrial advertisers who viewed a film of all *WSJ* commercials, the comment was made: "The *Journal* has achieved the technique of communicating effectively with the businessman." Creatively, this means knowing our audience, saying the things that apply to them and to their wants and needs.

The creative objectives of our television commercials are to promote awareness; to develop favorable buying attitudes; to clarify the misconception

among nonreaders as to exactly what the *Journal* is.

On the last point, surveys confirm a far greater knowledge of the *Journal* than an accurate knowledge of what it is. Nonreaders, even some occasional readers, narrowly view *The Wall Street Journal* as a tool exclusively for people involved directly with the Wall Street financial community. In reality, the *Journal* is a broad-based business news publication devoted to the needs of businessmen—all businessmen, reporting on everything of significance to business from civil rights to science.

Our creative message emphasizes that *The Wall Street Journal* is the second-largest daily publication in the country and that we thereby deliver useful business information that cannot be found anywhere else; that the *Journal* has the world's largest staff of business news reporters and editors to gather, interpret and report the news for our readers, a staff that makes it possible to deliver news Monday through Friday that is 95% original reporting. We also tell how the *Journal* alerts the businessman to trends, before they happen; how we help the businessman make better-informed decisions; how, in simple and concise language, we help him understand the complexities of today's business. We continue to use in all our advertising messages the "get ahead in business" theme and either use it straight out, with variations, or by implication that the background one receives from daily reading gives him an over-all competitive edge on the job and

in handling personal affairs. This product capability has valid application at all levels of management—and all levels of success. In May the *Journal's* 60-second commercial "Organization Chart," that makes the "get ahead" point strongest of all received the "Clio" award at the American Television Commercials Festival on the basis of its art form, commercial technique and execution.

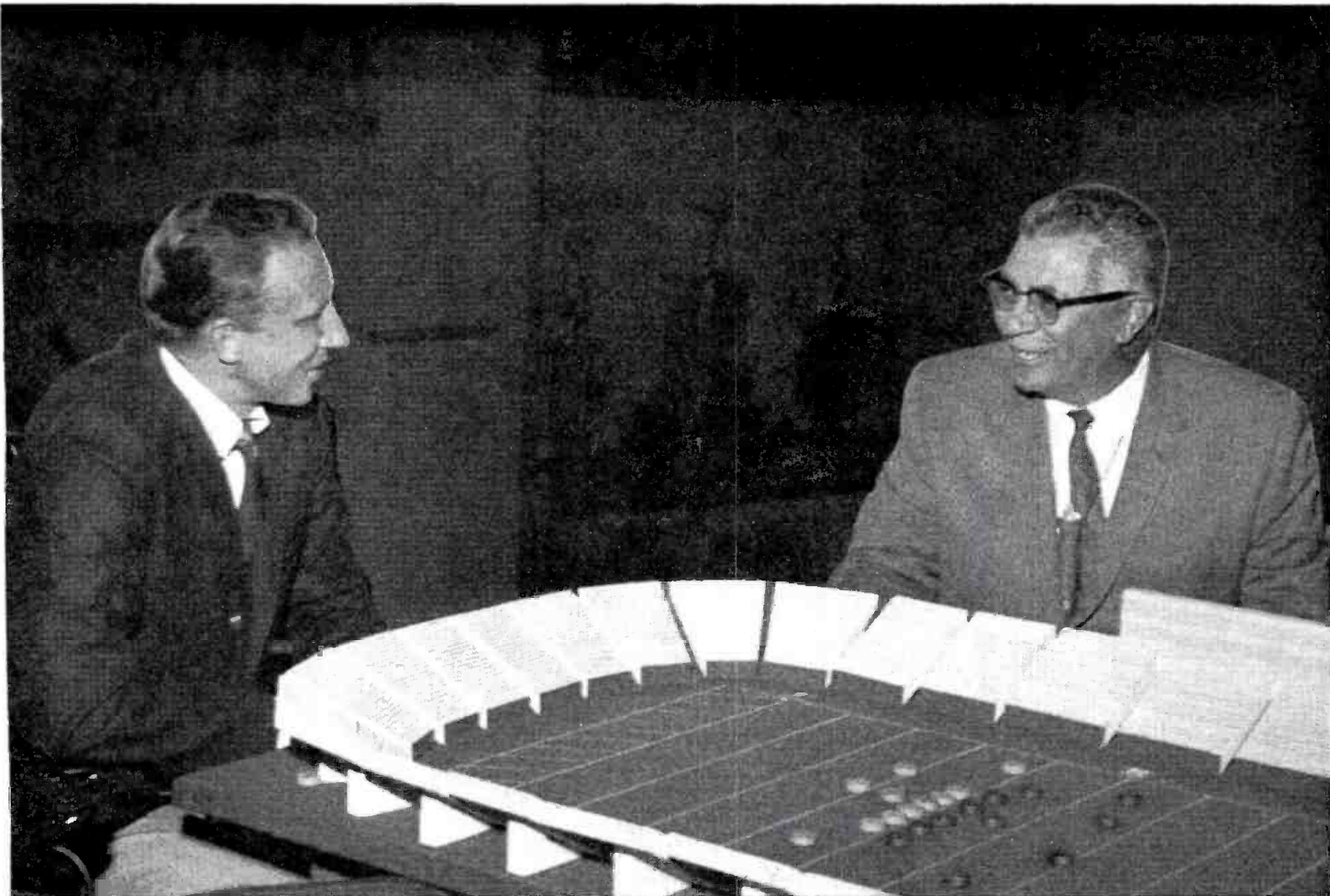
Currently, *The Wall Street Journal* has a variety of 60-second commercials scheduled throughout the country in late-news programs. These commercials have been thoroughly tested against live audiences and evaluated for their ability to clearly and effectively put across our message. We feel that our creative effort effectively communicates and persuades and does it in good taste.

The Wall Street Journal continues to have one of the highest renewal rates in the publishing industry. It continues to obtain high-quality new circulation from direct mail, telephone and newsstand sales, three major sources supported equally by the advertising; *Journal* circulation advertising plays an important role in acquiring efficient circulation growth at a pace consistent with over-all goals.

In fact, from March of 1967 to March of 1968, attained circulation grew 124,508 or 12%, the largest yearly circulation gain in *WSJ* history, a gain attributable to product usefulness and a marketing approach made more effective by prudent use of advertising dollars in broadcast media.



Robert V. Enlow joined Dow Jones & Co. in 1964. He was formerly advertising and sales promotion manager and later marketing manager in the international division of Ford Motor Co. in Jersey City, N. J. In certain markets of Latin America he introduced the one-hour television spectacular and staged the first Broadway-style automotive show in the Middle East. He is presently circulation manager for The Wall Street Journal where he implemented the select-market circulation advertising concept.



Can Green Bay win without Lombardi?

Al Sampson has a few thoughts on that . . . and he's not afraid to speak them ! Which is just one of the reasons more Packer fans (around here, that's just about everybody) watch his two-a-night sportscasts.

6:00 - 6:30 PM Feb. - March '68 ARB*				
WBAY-TV	66,400	Homes	56 Share	93,200 Adults
STATION Y	25,700	Homes	22 Share	38,700 Adults
STATION Z	No Local Sports Show			
10:00 - 10:30 PM Feb. - March '68 ARB*				
WBAY-TV	67,100	Homes	56 Share	96,200 Adults
STATION Y	42,800	Homes	36 Share	62,800 Adults
STATION Z	9,800	Homes	8 Share	13,800 Adults

*Subject to limitations of survey

Can you win in Green Bay without Al Sampson?



The Resultstation



See your Blair Representative

A man has a right to the news. The minute he gets behind the wheel.

Things being what they are these days, the first thing you want to know when you get out of the office is what's been going on in the world all day. And what you can expect tonight.

We think you have a right to that news.

The minute you want it.

And that's what people get on WINS, in New York. KFVB in Los Angeles. And KYW in Philadelphia.

News 24 hours a day. Every day.

Not the same news over and over. But *new* news. Constantly up-dated. And not just a handful of headlines. We give you commentary. Analysis. Editorials. So you can make some sense of this crazy world.

But the way we broadcast is only part of what makes us different.

It's also the way our audience listens.

When you're talking about things like Vietnam, crime, the weather, and

the traffic... people pay attention. Even when the news stops and the commercial goes on.

And since the news keeps happening, they keep listening.

The way we see it, there's no reason why you shouldn't have news the minute you want it.

History doesn't wait for you.

You shouldn't have to wait for it.

News the minute you want it.



NEW YORK PHILADELPHIA LOS ANGELES
WINS KYW KFVB
ALL NEWS. ALL THE TIME.



WESTINGHOUSE BROADCASTING COMPANY

After Jan. 20 an easing of controls?

Nixon, Humphrey, Wallace say they'd name commercial broadcaster to a toned-down FCC



WSM-AM-TV Nashville gets some answers from Hubert H. Humphrey, as Jud Collins (l), vice president and news director, puts the questions.



Jim Bennett (l), KLZ-AM-FM-TV Denver news director, puts Republican nominee Richard M. Nixon on record regarding broadcast regulation and regulators.

All three leading candidates for the Presidency have gone on record in favor of loosening federal regulation of broadcasting.

All three have also said they would have no qualms about appointing a commercial broadcaster to the FCC.

Although their statements were qualified to some extent, their willingness to give direct answers to questions about broadcast regulation in itself promised a change in White House attitudes. As a President whose family fortune has been largely built from broadcast holdings, Lyndon Johnson has been chary of

saying anything or making any move that could be interpreted as intended to influence radio or TV regulation.

Mr. Johnson also has steered clear of filling FCC vacancies with anyone who had any associations or even familiarity with broadcasting. The majority interest in Texas Broadcasting (KTBC-AM-FM-TV Austin and other stations) owned by the President's wife and two daughters has been held in trust during his term in office but will presumably revert to them when he returns to private life after Jan. 20.

Unencumbered by such personal in-

volvements, Richard Nixon, Hubert Humphrey and George Wallace were forthright in answering "less" to the question of whether they favored more or less government control of broadcasting and "yes" to the question of whether they would appoint a commercial broadcaster to the commission that regulates broadcasters.

Mr. Nixon was the first to go on record with those views. In an interview in the studios of KLZ-AM-FM-TV Denver on Sept. 25 the Republican candidate said he would "prefer a system where we have less control rather than more."

Adopting a less-is-better regulatory stance in general, Mr. Nixon explained: "I think I would favor less government control, not only in this field, but in others. I have the feeling that competition is the best control where radio and television are concerned."

As did the other candidates, Mr. Nixon qualified his position: "I think, however, [control through competition] puts a very great burden on the radio and television stations, because they've got a lot of those viewers out there, and if they think a station is abusing the privilege, they're going to look to the government to step in."

Mr. Nixon added a defense of commercials, noting that some have urged government control of broadcasting with no commercials, "as they have it in some foreign countries." He said he would urge critics "to go to a foreign country and look at some of those programs that are put on there that are owned only by the government, and you'll come back to the U.S. and say 'give us the commercials.' We are going to listen to the commercials in order to get the better programs."

Asked whether he would appoint a commercial broadcaster to the FCC if he had the opportunity, Mr. Nixon replied: "Yes, I think somebody who knows something about the business ought to be on the FCC."

He added that it would be important

to find a commercial broadcaster who didn't have a vested interest in any of the decisions to be made. Court stand-ards could be applied, he suggested, as lawyers appointed to judgeships are expected to disqualify themselves when cases come before them in which they have had a prior interest.

At the suggestion of BROADCASTING, similar questions were put to Vice President Humphrey, the Democratic nominee, during an interview at WSM-AM-TV Nashville last Tuesday (Oct. 1).

When asked: "Do you favor more FCC control over the broadcasting industry?" Mr. Humphrey replied: "I doubt it." But he went on to urge more industry self-regulation, particularly in the areas of fairness in news coverage and violence in entertainment program-ing.

"I think that what I would favor is that the broadcasting industry take a good look at itself," Mr. Humphrey said. "I know that there is a lot of competition for news, but the broadcasting industry tells those of us in public life that we ought to act responsibly. I say with all sincerity and respect that the media has a public responsibility as well."

Disavowing any role for the govern-ment as censors, he said "there may be a necessity in the broadcasting industry for it to do something about its own quality of performance and its own quality of programing. I think that's the better way."

Warning, however, as did Mr. Nixon, that a dissatisfied public would turn to the government to institute reforms, the Vice President said: "I have felt, for example, there has been too much violence portrayed on the screen. I'll be very frank with you, I think it's very bad, particularly for our young people, when it shows almost everything is settled at the point of a gun."

What's needed, he said, is "a bal-ance." And that balance should best come from an intra-industry effort, similar to efforts underway in the mo-tion-picture industry, he explained.



Governor Wallace

"I like westerns myself," he said, "so I don't want you to close them all off . . . I just don't like government censor-ship. I guess that's the way to put it."

"Would you consider appointing a commercial broadcaster to the FCC?" the Vice President was asked. "I wouldn't have any objections to that at all," replied Mr. Humphrey. "I mean I think that the best kind of people to put on the commission are people who have been in business. I am not much for these theoreticians on some of these things."

Former Alabama Governor Wallace

responded to similar questions put to him by BROADCASTING, through aides at the Montgomery, Ala., headquarters of his American Independent party.

Mr. Wallace said he would favor less regulation of broadcasting "if radio and television are responsible and objective in their reporting." He added: "I am aware that there has been some ques-tion about their responsibility during the past few months."

To the question of whether he would appoint a commercial broadcaster to the FCC, Mr. Wallace answered: "Yes, if otherwise qualified."

Suddenly—it's an activist FCC

Overnight all those unmade decisions are dragged into daylight and made must items on the agenda

To the increasing astonishment and dismay of broadcasters, the FCC in re-cent months has turned into an enigma. There has been no change in member-ship; faces that long ago became famil-iar and votes that used to be predict-able are still around. Yet the FCC has suddenly elected to fish or cut bait on a number of high-policy rulemakings that have stirred up enough controversy to satisfy the most militant activists of the past.

Indeed some of the proceedings have been resurrected from the tough-talk days when E. William Henry and, be-fore him, Newton Minow, were chair-men. Some are in the genre of even older times when frankly retaliatory moves were made against newspaper publishers who owned broadcast stations and who had incurred the enmity of the architects of the New Deal.

There is the three-and-a-half-year-old proposal to limit network ownership or control of programing, and the six-year-old rulemaking aimed at permit-ting public inspection of network-affilia-tion contracts. Broadcasters had con-sidered both safely consigned to com-mission subbasements awaiting only for-mal announcements of burial, until the commission last month said it would hold oral arguments on each and ask for updated comments on them.

Then there is the 13-year-old propos-al to provide for a nationwide system of pay-television service. The commission has served notice that it is prepared to knock down the door behind which the House Commerce Committee keeps trying to lock up that old issue, in order to act on it (BROADCASTING, Sept. 13).

If these skeletons were laid end to end, there are many broadcasters who would be delighted to supply the shovels to bury them for keeps. But the com-mission seems interested in putting new

flesh on their bones.

Furthermore, in this pre-Halloween season, broadcasters are contemplating still another hobgoblin—perhaps the most frightening of all—dreamed up by the commission with an assist from the Department of Justice. The commis-sion, in a move aimed at diversifying the number of programing sources and viewpoints, proposed prohibiting any broadcaster from acquiring more than one full-time station in any market (BROADCASTING, April 1). Justice would have the commission broaden its ap-proach and consider breaking up mul-tiple station ownerships and newspaper-broadcasting combinations in the same market (BROADCASTING, Aug. 5).

As indicated, these proposals are of a kind that would seem more tuned to the administration of a Henry or a Minow or—for those whose scars go back to the early 1940's—a James Law-rence Fly. It was the late Chairman Fly, at the bidding of Franklin Roose-velt, who made a full-scale attempt to divest newspapers from broadcast own-erships but was rebuffed by a massive counterattack.

But the new activism is occurring un-der the administration of Rosel Hyde, who in 22 years as a commissioner and in 18 years before that on the com-mission staff of the commission and its predecessor, the Federal Radio Commis-sion, had acquired a reputation for mod-eration. When he was appointed chair-man in 1966 (he had served once before as chairman in 1953-54), broad-casters cheered. The same broadcasters find it hard to believe that the new surge of rulemaking would swell up in the twilight of Mr. Hyde's long service. His term on the commission expires next June 30, and he is already eligible for retirement.

It may be that the FCC has been

caught up in a confluence of forces that are not entirely under its control. The pay-TV matter, for instance, had to be faced since a one-year moratorium requested by the House Commerce Committee last year runs out next month. The issue of public inspection of affiliation contracts is an outgrowth of a staff study of an ABC request for protection against alleged raids on ABC affiliates by NBC. As for the 50-50 proposal, so-called because it would among other things, prohibit networks from owning or controlling more than 50% of their prime-time nonnews programming, the commission simply decided the time had come to grasp (although not too firmly) the nettle of that long-pending proposal.

Where will it all end?

In attempting to forecast commission actions, commission watchers generally expect Chairman Hyde to take a conservative position, and to be followed by Commissioners Robert E. Lee and James J. Wadsworth. Commissioners Kenneth A. Cox and Nicholas Johnson are counted on to urge a hard-line approach. Commissioner Robert T. Bartley has moved back and forth between those two camps, although he is invariably on the Cox-Johnson side in matters affecting multiple-station ownership.

As for the commission's seventh member, who will be H. Rex Lee, it will be some time before commission watchers attempt to get a morning line

on him. He will not even be moving over to the commission from his present post at the Agency for International Development until late this month, at the earliest ("CLOSED CIRCUIT," Sept. 30).

Thus, forecasts are difficult, especially in view of the pressures being generated by the criticism to which the commission has been subjected recently by the press, members of Congress and even its own members.

However, there are signs and portents for anyone who wants to hazard reading them.

It seems certain, for instance, that the commission will adopt rules to provide for a pay-television service. The commission's chief concern in connection with that issue has been the well-being of free television. And individual commissioners appear to have satisfied themselves that pay television, especially if forced into the straitjacket tailored by a special committee of FCC members that fashioned the proposed rules, would not endanger that well-being.

(Incidentally, the commission's apparent determination to override the House Commerce Committee's resolution requesting additional delay involves more than the commission's concern with the pay-TV issue. The commission, no bolder than any other independent agency subject to congressional power, simply concluded that it could no longer permit a single committee of

Congress to prevent it from acting on a matter before it.)

And indications are that the commission will adopt the proposal to permit public inspection of affiliation contracts. If the commission were not interested in moving ahead with it, why accept a staff recommendation to revive it now, decked out in a new rationale that makes use of the 1966 Freedom of Information Law? Furthermore, the commission has another new argument for making contracts public: the assertion of the staff that, in checking out ABC's complaint, it found nine NBC contracts containing allegedly illegal incentive-compensation provisions (BROADCASTING, Sept. 9, "Closed Circuit," Aug. 26).

However, an argument can be made that the re-emergence of the network-ownership rule points to a completely different fate for that more critical and controversial proposal.

According to some commission sources, a commission majority does not exist for adopting the proposal in anything like its present form; Commissioners Cox and Johnson are said to represent the only certain votes for it. The decision to reopen the proceeding and obtain fresh views, then, could be viewed as a method of providing the commission, in advance, with protection against criticism of members of Congress and others who have urged a crackdown on the networks. The practice of tidying up and updating rule-

<i>Rosel Hyde, Republican, term expires June 30, 1969</i>	<i>Nicholas Johnson, Democrat, term expires June 30, 1973</i>	<i>Kenneth Cox, Democrat, term expires June 30, 1970</i>	<i>James Wadsworth, Republican, term expires June 30, 1971</i>	<i>H. Rex Lee, Democrat, term expires June 30, 1975</i>	<i>Robert E. Lee, Republican, term expires June 30, 1974</i>	<i>Robert Bartley, Democrat, term expires June 30, 1972</i>
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making proposals before terminating them without action is not new.

However, some observers are not ready to agree that the commission is, in effect, merely setting the so-called 50-50 matter up for the kill. They note that Chairman Hyde, who had opposed issuance of the proposal for comments, would have had a stronger hand in burying the matter if he had acted before Commissioner Lee Loevinger left the commission, on June 30. Mr. Loevinger was expected to support the chairman in moving to reject the proposal.

Some commission watchers also regard as an ominous sign for the networks the legal memorandum which accompanied the order reopening the proceeding. It held that the commission has the authority to regulate the networks directly without any further legislative help from Congress (BROADCASTING, Sept. 23).

The argument is not new with commission attorneys and some commissioners. But the commission has never made it publicly before. It generally relied on its authority over network affiliates. The networks are certain to do their best to convince the commission, in the new comments they will file in the proceeding, it has no such direct authority. For whatever the fate of the 50-50 proposal, a commission confident of its authority to regulate them directly is not something the networks are likely to regard lightly.

The proposal to prohibit broadcasters from acquiring more than one full-time station in a market is a reflection of what appears to be a growing commission concern with multiple-ownership questions. Although it seems highly unlikely that the commission, as presently

constituted, will travel the entire route charted by the Justice Department, it seems just as unlikely that it will not take one or two steps along that path; the commission's rulemaking proposal was issued by a 6-to-0 vote.

Conceivably, the commission could restrict itself simply to broadening the present rule prohibiting FM's from duplicating more than 50% of the programming of commonly owned AM stations in cities of more than 100,000. That ban could be extended to 100% and applied to all AM-FM combinations, regardless of the size of the cities involved.

This has been mentioned within the commission as a bare minimum. But chances are the commission would go beyond this and apply a ban on acquisition, if not ownership (which would require divestiture) of AM and FM stations in the same market.

Commission officials feel that any action they take indicating concern over concentration of control of mass media in a community might trigger market forces that would bring about some degree of the atomization of ownership that the commission's, and Justice's, proposal implies is desirable.

It would, they say, be taken as a sign that the commission is inviting the filing of competing applications for facilities licensed to broadcasters who operate two or more outlets in a community. And after a few of these applications have been filed, and especially if one of them prevails, owners of two or more stations in a market might well be persuaded that discretion dictates the sale of properties that could otherwise be lost in a comparative hearing.

There is yet another new rulemaking outstanding, one that very likely will be

adopted. It is the proposal to codify and extend current commission policy barring broadcasters from profiting from the assignment or transfer of construction permits (BROADCASTING, Sept. 9).

The proposal is not regarded as particularly significant, but it is interesting as an example of how commission policy can be shaped by congressional criticism. For the proposal is directly related to the thrashing the House Investigations Subcommittee administered the commission for its approval of the transfer of five UHF construction permits from D. H. Overmyer Communications Co. to U.S. Communications Corp. Members of the House panel asserted that the commission action had permitted Overmyer to profit from the transfer, in violation of the commission's own policy.

That episode, moreover, has had an effect on individual commission proceedings—most recently the one in which the commission decided to hold a hearing to determine whether the owners of WREP(TV) (ch. 25) Boston had engaged in trafficking in the permit for the station and had acquired the authorization for the sole purpose of profiting from it (BROADCASTING, Sept. 30). Chairman Hyde, who had been subjected to harsh grilling on the Hill in the Overmyer matter, was, reportedly, the "most gung ho" of all the commissioners in pressing for a hearing on the channel 25 matter.

So it seems that although the veteran commissioner may be "a friend of the industry," he, as well as other members of the commission, is very much aware of Congress looking over his shoulder. For those seeking to forecast commission actions, this is a factor worth considering.

BroadcastAdvertising

Buyer calls for war on costs

Gromer of Foote, Cone says agencies must unite to find new efficiencies in media selection

Rising media costs make it almost imperative for agencies to join forces and work together on common, noncompetitive problems in many areas, according to Frank J. Gromer Jr., vice president and director of marketing services for the New York office of Foote, Cone & Belding.

The same rising costs, he said, will also make it necessary for advertisers to share with their agencies more of

the expense of conducting increasingly sophisticated research needed to insure maximum efficiency of advertising.

He estimated that by 1975 evening network and spot TV costs will be more than twice what they were in 1960, that radio costs will have risen 50% to 60% and magazine rates will be two-thirds higher than they were in 1960.

Moreover, he said, "stretching" dollars by such devices as buying 30-sec-

ond instead of 60-second TV commercials can be carried only so far and in many cases is not good business anyway.

Mr. Gromer offered his observations and suggestions in a speech prepared for delivery today (Oct. 7) at the western regional convention of the American Association of Advertising Agencies, being held Sunday through Wednesday (Oct. 6-9) at Palm Springs, Calif.

He blamed broadcasters as well as agencies and advertisers for the trend to shorter commercial units.

"We've all seen the long and dismal history of greater and greater levels of commercialization on TV as costs have skyrocketed and demand has exceeded

Nobody we know
at Channel 7, but
figures make

buttons their dial
these audience
us wonder.



Represented by Petry

STATION TOTAL HOUSEHOLDS • DAYTON AREA

Station	Station Circulation*	Sunday thru Saturday †	
		Eve. 7:30 PM 11 PM	Total Day 7 AM 1 AM
WHIO 7	42 counties	450,000	535,000
Station B	33 counties	384,000	432,000
WHIO-TV Advantage	+9 counties	+66,000	+103,000

†Source: NSI = TV Weekly Cumulative Audiences—February-March 1968

*Source: ARB Circulation Study 1965

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



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

supply," he said. "As a result of these pressures and the increased revenue potential to be realized, the broadcasters have continued to offer more and more commercial time in smaller and smaller pieces.

"Television is an enormously important and effective medium, but it has become less and less so as this trend has continued. Somewhere along the line, the broadcasters (and agencies and advertisers) are finally going to kill (or at least badly mutilate) the goose that has been laying all the golden eggs."

To prevent that result, Mr. Gromer said, "we'd better stop kidding ourselves that cutting commercial length is a universally effective way of compensating for increased costs."

He said agencies must begin to "search for new ways to increase the productivity and effectiveness" of advertising dollars and that in many areas (such as copy research and developing techniques to learn why a given commercial does or does not work, for example) agencies and clients will have to share the costs, while in other areas (such as developing computer programs) agencies will have to find more ways to save money by working together.

He also said that, despite many false starts in the agency field, "misleading publicity" and skepticism on the part of many people, the time has come when "quite good media-planning [computer] models are either now being offered to clients in selected instances or are rapidly approaching a state of development where they will be made available in the near future."

Mr. Gromer cited the COMPASS (for computer optimal media planning and selection system) project, in which several agencies pooled resources to develop a computerized media-planning model, as an example of cooperation

that produced results "far more advanced and sophisticated than any one of the agencies involved might have developed on its own."

Mr. Gromer also forecast a growing need for other computer uses to reduce masses of data to usable forms and develop more effective marketing as well as media plans. He said his agency, for example, "is now in the process of completing a system which will make it possible in a very short time and at reasonable cost to identify various types of market target and media audience information that would literally be impossible to extract using manual methods."

He also reported that "the concept of a kind of public library of standard media and market information available to all agencies in computer-readable form is one of the possibilities under consideration" by a special committee on computers established earlier this year by AAAA.

He noted that agencies are also working together, through the Agency Media Research Council, on a proposal that agencies, advertisers and broadcasters underwrite a methodology study designed to find "a commonly accepted and realistic definition of a television viewer" and then to "determine what techniques, new or old, most accurately measure television viewing in these terms" (BROADCASTING, Aug. 12). "Response to date has been favorable," he said.

[In some circles, initial reactions were lukewarm, on the ground that project probably would be prohibitively expensive. Meetings have since been held with representatives of the AAAA, the Association of National Advertisers and the National Association of Broadcasters, as a result of which the Agency Media Research Council reportedly has agreed to draw up and submit a more detailed set of specific proposals.]

MCA establishes record with \$1 million ad buy

MCA Inc., which through its Universal Television operation turns out a minimum of six hours a week of prime time product for NBC-TV, apparently is channeling some of the proceeds back into the network. In what is claimed to be the largest advertising buy ever placed by a movie company on network television, Universal Pictures, another MCA offspring, is allocating \$1 million for a series of 60-second spots to plug the feature films it has and will produce for theatrical showings. The advertisements will be carried exclusively on NBC-TV three weekly "nights at the movies" programs.

The campaign breaks in the *Tuesday Night at the Movies* time slot on Oct. 29 and is scheduled to continue to run on the various feature film programs for the next nine months. The first spot will be on behalf of Universal's "Coogan's Bluff," a movie that opens in New York this month. The buy was placed through McManus, John & Adams Inc., Beverly Hills, Calif.

NAB reviews 10 commercials

Ten more TV-radio commercials for current motion pictures have been reviewed by the National Association of Broadcasters code authority under general program and advertising standards. As in previous months, the authority has announced only the film title. Further information as to the acceptability of the listed commercials may be obtained from the three code offices.

The film commercials are: "Dark of the Sun"; "Deadfall"; "Hammerhead"; "Hang 'em High"; "I Love You, Alice B. Toklas"; "The Legend of Lylah Clare"; "Pretty Poison"; "The Swimmer"; "The Torture Garden", and "With Six You Get Egg Roll."

BAR network TV-billing report for week ended Sept. 22

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Sept. 22, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Sept. 22	Total dollars week ended Sept. 22	1968 total minutes	1968 total dollars
	Week ended Sept. 22	Cume Jan. 1-Sept. 22	Week ended Sept. 22	Cume Jan. 1-Sept. 22	Week ended Sept. 22	Cume Jan. 1-Sept. 22				
Monday-Friday Sign-on-10 a.m.	\$ 145.8		\$ 113.1	\$ 2,580.1	\$ 336.0	\$ 12,552.4	98	\$ 449.1	2,661	\$ 15,278.3
Monday-Friday 10 a.m.-6 p.m.	1,155.5	42,873.1	2,414.0	102,839.7	2,157.5	77,616.9	891	5,727.0	33,417	223,304.3
Saturday-Sunday Sign-on-6 p.m.	1,335.9	34,710.5	1,977.1	31,667.8	903.2	19,218.7	325	4,216.2	9,060	85,597.0
Monday-Saturday 6 p.m.-7:30 p.m.	263.0	11,040.5	384.9	19,920.4	772.5	21,105.1	94	1,420.4	3,359	52,066.0
Sunday 6 p.m.-7:30 p.m.	70.9	3,617.8	137.4	6,827.1	187.7	6,430.8	18	396.0	748	16,875.7
Monday-Sunday 7:30-11 p.m.	4,096.4	168,057.7	4,545.9	207,544.0	7,367.4	208,062.5	462	16,009.7	16,654	583,664.2
Monday-Sunday 11 p.m.-Sign-off	395.6	12,448.2	467.0	4,439.3	436.9	16,942.3	83	1,299.5	2,937	33,829.8
Total	\$7,317.3	\$272,893.6	\$10,039.4	\$375,818.4	\$12,161.2	\$361,928.7	1,971	\$29,517.9	68,836	\$1,010,615.3

Sacramento-Stockton, THIRD IN THE WEST IN COLOR

WESTERN COLOR TV MARKETS

1. Los Angeles	1,250,000
2. San Francisco	405,000
3. SACRAMENTO-STOCKTON	187,100
4. Seattle-Tacoma	180,100
5. Portland	153,000
6. San Diego	144,200
7. Denver	126,100

KCRA-TV

**KELLY BROADCASTING CO.
SACRAMENTO, CALIFORNIA**

Serving the West's fourth largest TV market

COLOR TV HOMES IN ADI*



* ARB's "AREA OF DOMINANT INFLUENCE" SOURCE: AMERICAN RESEARCH BUREAU FEB./MAR. 1968

Spot television, the media leader in 1968

It will be a better year for spot TV in 1968, as national media expenditures climb after a sluggish year. That's the outlook of Ted Bates & Co., the world's largest spot agency.

In its annual report on media trends for BROADCASTING, Bates finds spot TV and outdoor advertising leading the way with the greatest gains, as total advertising expenditures for 1968 grow 4% to 5% over 1967.

Spot TV is expected to make a healthy 15% increase over 1967 after having suffered a 4% decline last year. Network TV also will increase, but at a considerably slower rate than it has in recent years. It is expected to go up 6%, compared to a 10% growth the previous year and a total growth of 86% between 1960 and 1967.

In radio, network advertising is expected to grow slightly more this year than spot. Network radio, which has increased 48% since 1960, is predicted to show a 7% growth in 1968. Spot radio advertising, which has gone up slightly less—40% from 1960 to 1967—will grow 5% this year.

In the print media, magazines are expected to show only a 2% increase this year, for a total growth of 38% since 1960. Newspapers and supplements are expected to regain ground lost last year. They are expected to go up 6% in 1968, compared to a 5% drop the previous year.

Outdoor advertising is expected to climb back to within 2% of its 1960 level on the year's gain of 6% over 1967.

Bates finds that television's cost per thousand has remained relatively stable the past few years, especially in evening network and spot. In spot radio, with expenditures estimated to increase this year over last, gains in audience levels have not matched the rising costs, resulting in high CPMs.

For 1969, Bates projects higher CPMs for both network and spot TV as costs are expected to rise more sharply than audience increases. Day network costs are expected to go up 5%; evening network 9%, while both day and evening audiences increase 3%.

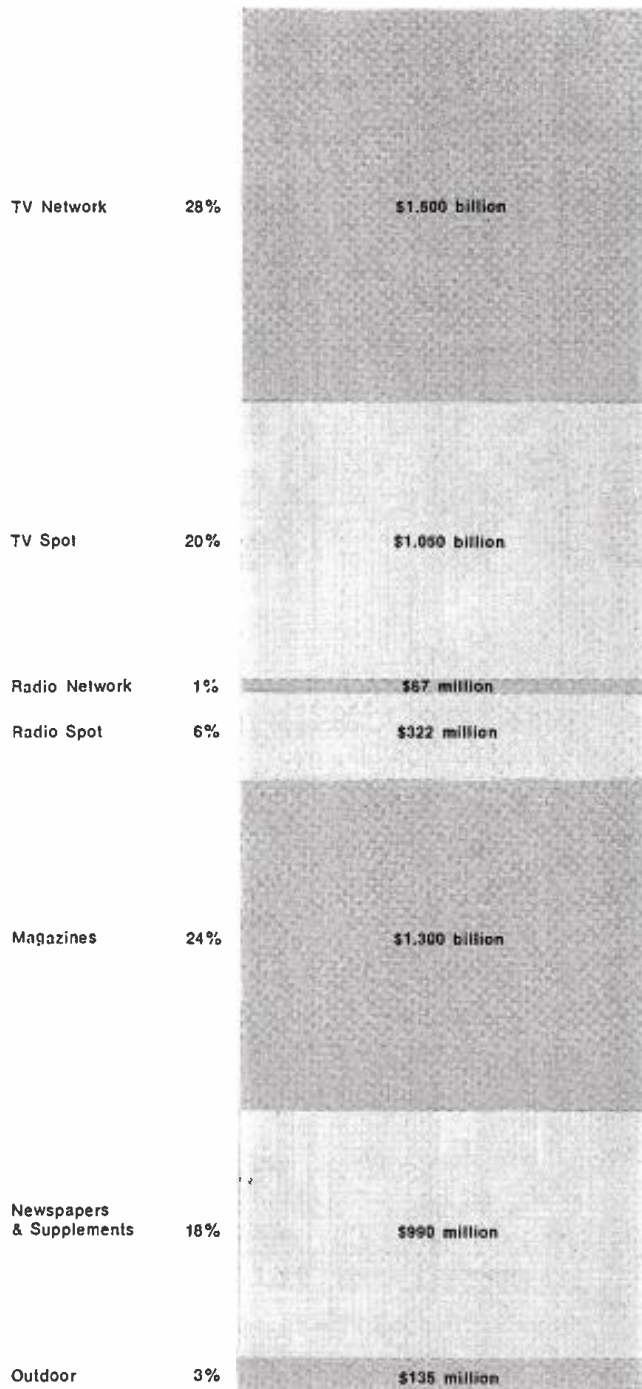
This will give a 2% increase in day network CPMs, bringing them within 5% of the 1960 level. Evening network CPMs are predicted to go up 5%, making them a total of 14% higher than 1960 levels.

Day spot costs are expected to rise 8%; fringe spot 10%. Day and fringe spot audiences both are expected to increase 3%. This would give a 3% increase in day spot CPM's, to a total 18% higher than 1960, and a 5% increase in fringe spot CPMs, putting them 31% higher than the 1960 level.

In radio, spot costs are expected to increase 4% in 1969 while audience remains unchanged, giving a 3% increase in CPMs, and putting it 20% higher than the 1960 level. Radio network costs and audience are both expected to climb 2%, maintaining the same level as 1967, 3% below that of 1960.

The Bates media department calculations are made using measurement units of: minutes for radio and TV, black-and-white pages for magazines and supplements, 1,000 lines (black-and-white) for newspapers, and 100 showings for outdoor.

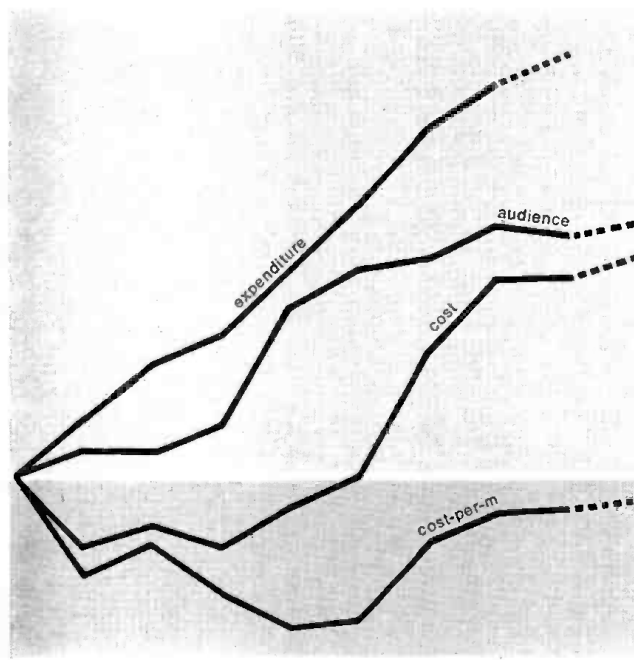
Total National Advertising 1968 \$5.364 billion



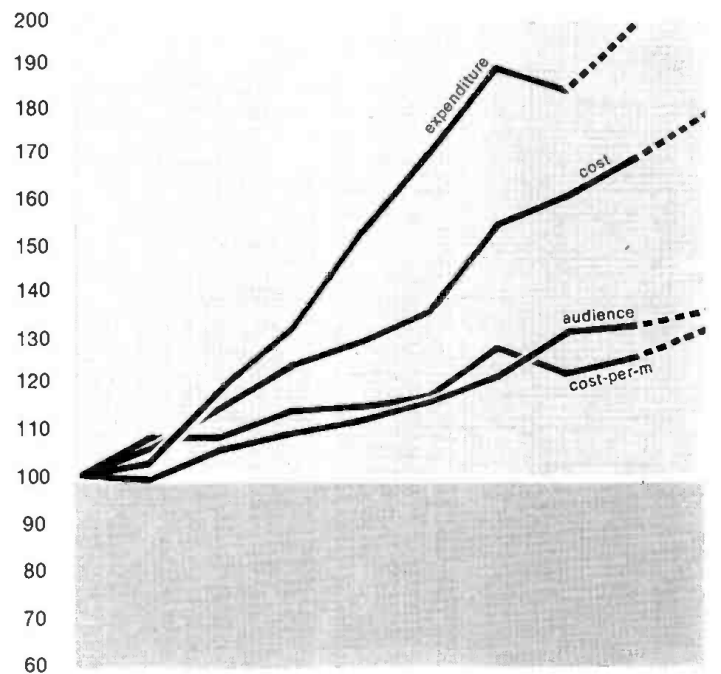
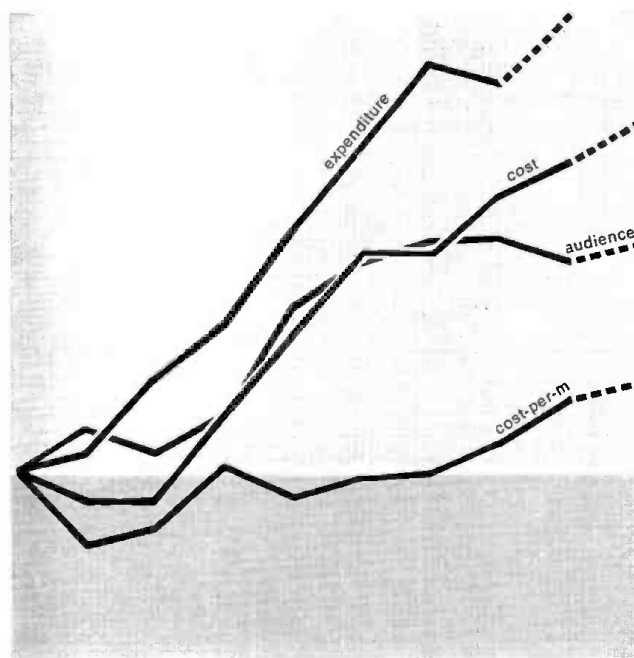
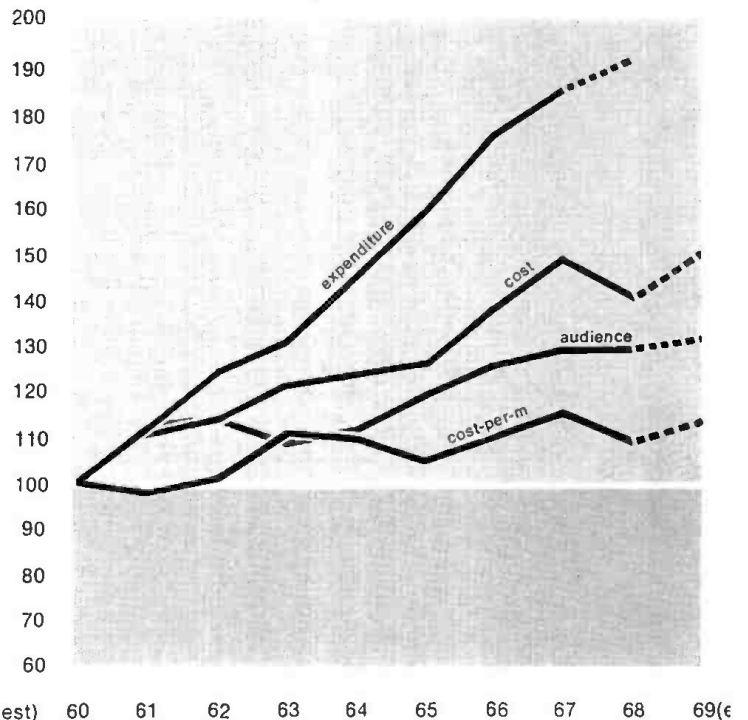
The charts below and overleaf show how each medium has done—and will do in 1969—relative to its own performance in the base year 1960. For each tabulation the value in that year has been set equal to 100.

Trends are shown for audience size, billings, cost-per-thousand and cost-of-unit purchases, e.g., minutes in the case of TV, black-and-white pages for magazines and supplements, 1,000 lines for newspapers.

Network TV (day)



Network TV (eve)



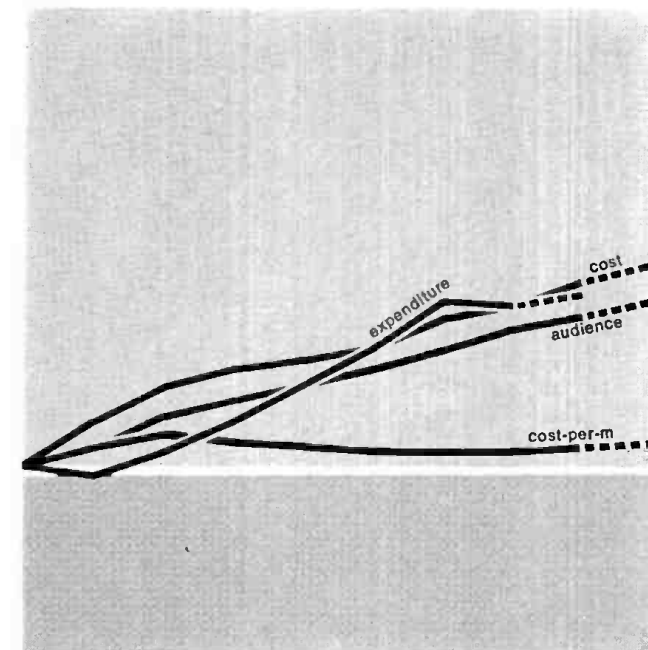
Spot TV (day)

Spot TV (fringe)

Magazines and newspapers (top charts) show mixed expenditure and audience trends. CPM's for both print media remain relatively level as audience and cost curves climb at about the same rate.

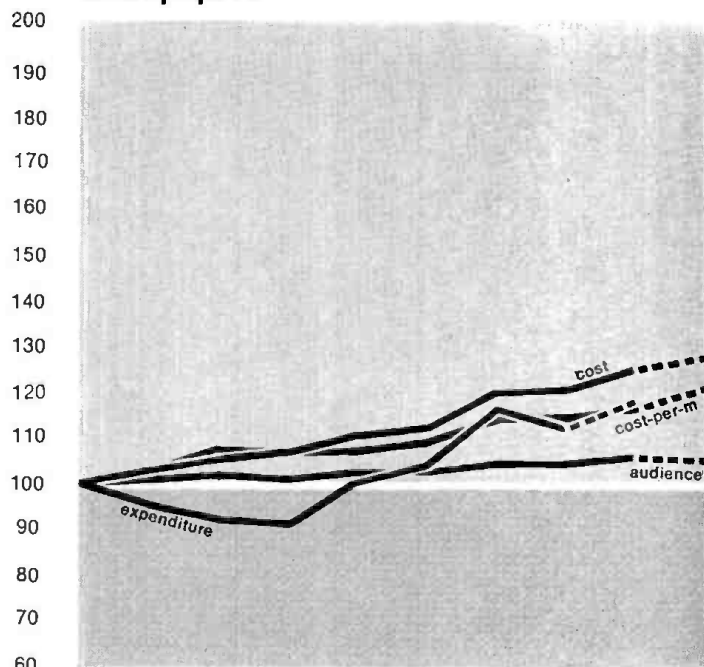
Below, spot radio sees its CPM's climbing for 1969 as spot costs rise but audience remains relatively stable. Network radio, however, has a flat CPM level as audience and costs climb equally.

Magazines

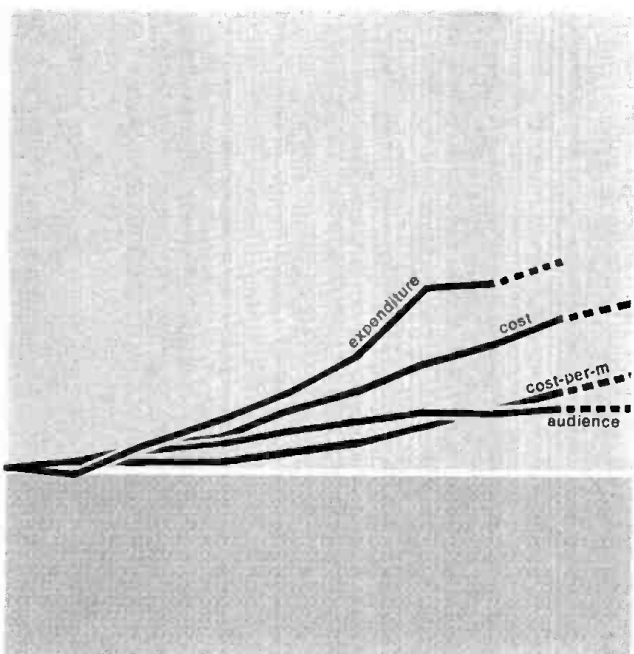


60 61 62 63 64 65 66 67 68 69(est)

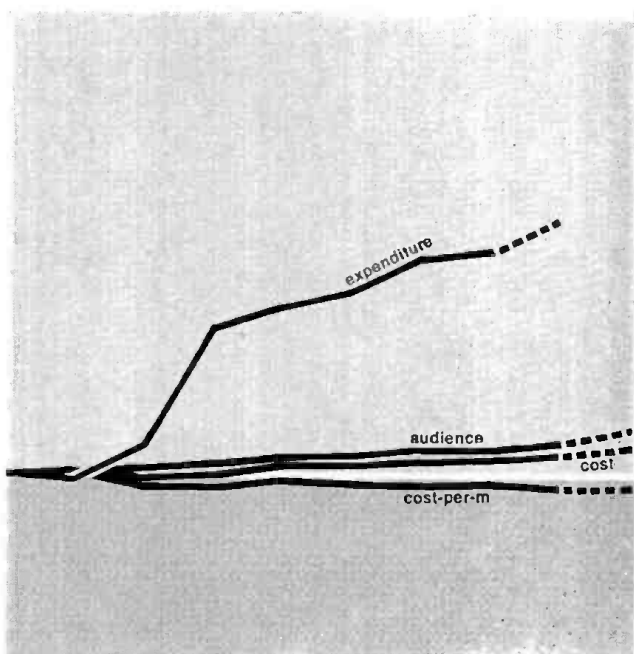
Newspapers



60 61 62 63 64 65 66 67 68 69(est)



Spot Radio

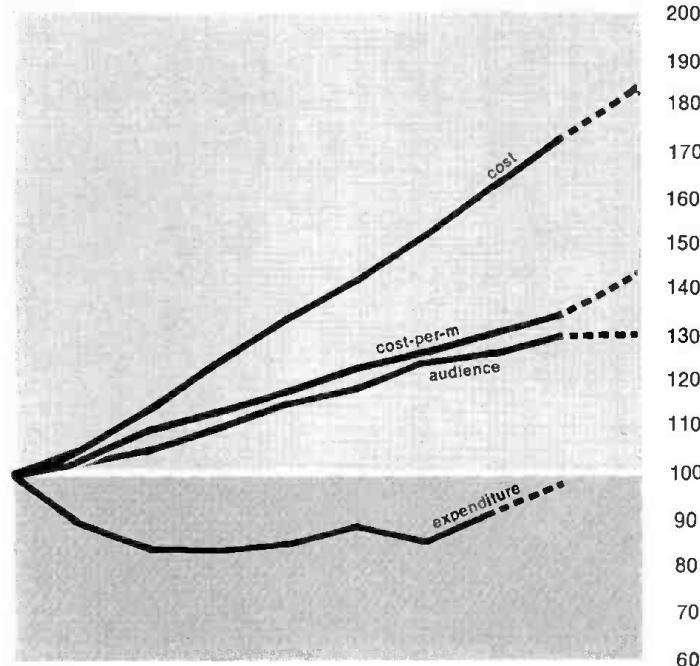
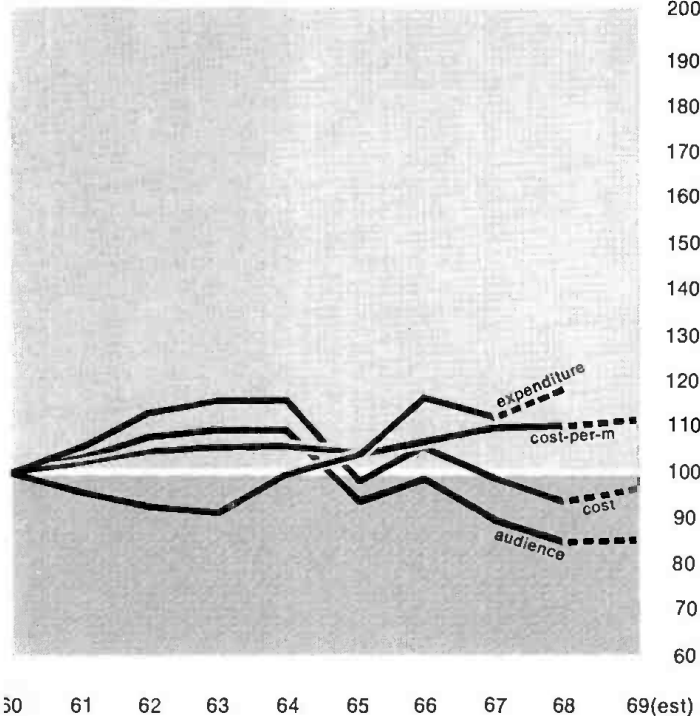


Network Radio

Newspaper supplements also foresee a slight upward swing in the CPM curve after two years of plateau. Outdoor CPM's can be expected to rise even more sharply as expenditures climb and audience stays near level.

All of the graph information came from the table of figures below. Precise year-by-year index values for each line in the charts can be read from it. Listed are 1969 estimates for all categories except expenditure trends. Years are in the left-hand column; media across top.

Newspaper Supplements



Outdoor

Television				Print				Radio Ntwk. (100 Show. Natl.)	Outdoor (100 Show. Natl.)
Day Ntwk. (60")	Eve. Ntwk. (60")	Day Spot (60")	Fringe Spot (60")	Mags. (1PBW)	Nsppr. (1000Li)	Supp. (1PBW)	Radio Spot (60")		

Expenditure Trends

1960	100	100	100	100	100	100	100	100	100
1961	113	104	98	96	99	99	99	89	89
1962	125	119	103	93	105	106	106	84	84
1963	131	132	110	91	110	131	131	84	84
1964	145	153	118	100	116	136	136	85	85
1965	159	169	127	104	124	139	139	88	88
1966	176	188	137	117	139	147	147	86	86
1967	186	184	136	112	140	148	148	92	92
1968 (Est)	192	199	138	118	145	155	155	98	98

Cost Trends

1960	100	100	100	100	100	100	100	100	100
1961	85	111	94	107	110	103	106	102	101
1962	89	114	94	115	118	108	113	105	99
1963	85	121	112	124	122	108	116	107	100
1964	93	124	129	129	124	110	116	112	102
1965	100	126	147	136	127	112	99	117	102
1966	128	139	147	154	133	120	106	122	103
1967	143	149	159	160	136	121	99	127	103
1968	143	141	167	168	141	126	94	132	104
1969 (Est)	148	150	175	178	145	128	97	136	106

Audience Trends

1960	100	100	100	100	100	100	100	100	100
1961	107	113	109	99	105	101	104	101	100
1962	106	114	104	107	111	102	108	104	101
1963	112	109	112	109	115	101	109	106	102
1964	138	112	135	112	118	103	109	108	103
1965	146	119	146	116	122	103	94	110	104
1966	148	126	149	121	127	105	98	112	105
1967	155	129	150	131	130	105	90	112	105
1968	153	129	145	133	134	106	85	113	107
1969 (Est)	156	132	148	136	137	106	86	113	109

Cost-per-M Trends

1960	100	100	100	100	100	100	100	100	100
1961	79	98	85	108	105	102	102	101	101
1962	86	101	88	108	107	106	105	101	98
1963	76	111	101	114	106	107	106	101	98
1964	68	110	95	115	105	107	106	104	99
1965	69	106	98	117	104	108	105	106	98
1966	86	110	99	128	104	115	107	109	98
1967	92	116	106	122	104	115	110	113	98
1968	93	109	115	126	105	119	110	117	97
1969 (Est)	95	114	118	131	106	121	112	120	97

Census-taking under fire

Legislative worry over 'invasion of privacy' may imperil basic research radio-TV needs

Legislation reflecting growing congressional criticism of "invasions of privacy" by the Census Bureau was approved for Senate action last week. The Senate bill, and a stronger measure pending in the House, would limit or eliminate the bureau's power to compel answers to personal questions. The bureau fears that the controversy will damage research statistics necessary to a wide variety of users—including marketers and broadcast advertisers.

At stake is the quality of basic demographic statistics used to define markets, age and sex distribution of populations, income levels and standards of living. The Census Bureau provides baseline data used in projecting other information developed through sampling techniques, such as broadcast ratings and station market size and quality.

Proponents of the legislation to limit the Census Bureau's authority to demand answers to its questions—including some broadcasters who have editorialized on the privacy issue that's involved—say that the quality of the bureau's information would be improved by putting cooperation with census takers on a voluntary basis. Coercion, they hold, can provoke evasions and misrepresentations that can reduce reliability of the data.

The Census Bureau, along with some users of census information—including a number of other government agencies—say that elimination of mandatory answers would tend to encourage a lack of accuracy in responses plus promote a serious number of nonresponses, whose demographic detail would not only be lost, but, by being unknown, would also introduce aggregate uncertainties in the data provided by cooperating citizens.

The Senate bill (S. 4062), sponsored by Senator A. S. Mike Monroney (D-Okla.), would only remove jail penalties for noncooperation. Violators would still be liable for fines. But legislation introduced earlier in the House by Representative Jackson E. Betts (R-Ohio), and now cosponsored by 43 other members, would eliminate all penalties on all but seven basic census questions, putting such subsidiary information such as marital status, income and employment on a strictly voluntary basis.

The Betts bill (H.R. 10952), despite its wide cosponsorship, has not been given much chance of passage this year. The House committee with jurisdiction,

of which Mr. Betts is not a member, was reportedly holding firm to the Census Bureau's position. The Monroney measure, when introduced two weeks ago, was seen by some observers as a possible compromise intended to defuse some of the emotional charge behind the issue while maintaining the mandatory requirements. But the lateness of its introduction was seen as precluding enactment this season.

The Senate committee's prompt vote to report the Monroney bill, however, was regarded by a staff member as more of a reflection on anticensus sentiment on the committee than a desire to compromise the issues raised in the House by Mr. Betts. If a stronger bill was approved by the House, it was indicated, the Senate, if present opinion holds, could be expected to concur.

The Senate committee's action made it theoretically possible for the Monroney measure to gain enactment this session, although House sources said that final action by both bodies would be unlikely this year.

The Census Bureau indicated it could accept the Monroney no-jail-terms bill, which it sees as a possible compromise with the broader Betts proposal. A spokesman for the bureau said he knew of no prior cases of jail terms being imposed for noncooperation with census takers.

But Congressman Betts had reservations. While withholding final comment until he had had a chance to fully study the Monroney proposal, Mr. Betts noted that one of his major goals was a definitive congressional review of Census Bureau activities and that passage of more limited legislation could reduce pressure for an over-all study. Basic to such a study would be a re-examination of the need for many of the personal questions on the present form—which he says grew "like Topsy" from the constitutional provisions for a head count of the citizenry every 10 years for purposes of congressional reapportionment.

Included in the plans for the 1970 census are specific radio and television set ownership questions. Under current plans, which are almost completely firm, the radio-TV questions would be asked of every 20th respondent to the basic form. Although only a sampling of the total population (the basic census attempts to enumerate the whole statistical "universe"), it would be asked of a large enough group to permit

breakdowns of set penetration in neighborhood-sized areas.

The questions ask if the respondent has a television set (one, or two or more), and, if "yes," if the set or sets can receive UHF—channels 14 to 83. The one-in-20 count will also tally battery-operated radios.

The radio-TV questions have not drawn the congressional fire that other, more personal questions have—(is the bathtub or shower shared with another household?—shortened in congressional oratory to "do you share your shower?"). But even they are subject to the suggestion that information useful to an industry should be gathered by that industry.

The Census Bureau points out that not just industry benefits from accurate statistics; government agencies themselves request the data. The FCC, it's noted, needs the television figures, especially the UHF penetration. But another matter of interest to broadcasters—color penetration—is not on the form. Likewise, civil-defense planning needs are behind the question on ownership of battery-powered radios.

Critics reply that government agencies, no less than citizens, must abide by the rules, and if Congress decides privacy should have a higher priority than agency or industry planning, statistics users will just have to adjust to the situation. Besides, Congressman Betts suggests, putting matters on a cooperative basis between census takers and citizens can be expected to enhance the accuracy of information provided.

The Census Bureau, meanwhile, is worried that even if the Monroney bill (which it can accept) or the Betts bill (which it fears) fail of enactment in either this Congress or the next, irreparable damage is already being done by advocates of the legislation.

The privacy crusade has caught fire, on and off the Hill. The issue has been picked up by editorial writers across the nation—including some broadcast editorial writers—and congressional mail campaigns have been initiated. The bureau fears that the ruckus will get people's backs up, triggering evasions and defiant noncooperation when census forms are mailed out, beginning in March, 1970. The bureau is depending on mail return of the forms in areas covering about 60% of the population, a money-saving maneuver that is sensitive to a climate of acceptance to the census. Noncooperation will also add to costs of data collection where regular enumerators are used.

The editorials have been almost exclusively anticensus, the bureau notes, with the lament that with few exceptions, the editorial writers have not explained or even sought out the other side of the argument.

Be an independent, join one of our four networks

In an age of local radio, of successful "independents," ours is the *single idea* that has made network radio a valuable and sought-after service.

The four radio networks of ABC (almost 950 stations strong) are programmed for "independent" stations.

Each network sounds like the format it was designed to serve—Contemporary, Information, Entertainment or FM.

Each network carries a *limited* inventory of news and sports programming . . . *superior* program-

ming by the one radio-only news organization of its size and scope in the world.

Each network lets a station "do its own thing" by doing only what a network can really do best . . . and no more.



American
Information
Radio Network



american
contemporary
radio network



AMERICAN
ENTERTAINMENT
RADIO NETWORK

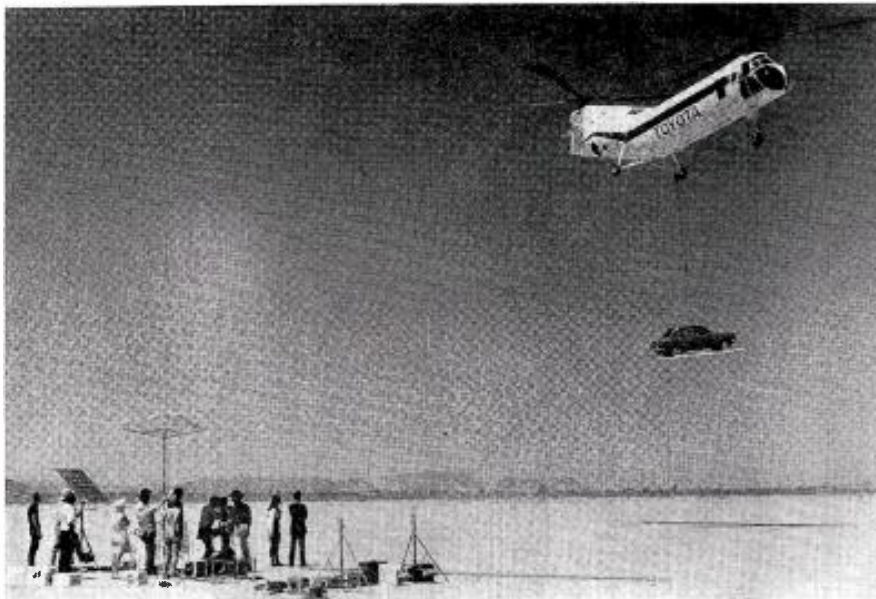


AMERICAN
FM RADIO
NETWORK

DIVISIONS OF THE ABC RADIO NETWORK

Each network is a source of revenue for stations . . . in at least three different ways. When you talk about network radio with ABC, you'll find it's a whole new business.

Try it . . . you'll like the bottom line.



Toyota Corolla's helicopter spot.

Toyota spots aimed to appeal to youngsters

What does the philosophy of Marshall McLuhan have to do with a Japanese car specially merchandised for the American youth market? The answer may be found in two new 60-second TV spots ordered for Toyota Motor Distributors Inc., Torrance, Calif., by Clinton E. Frank West Coast, Los Angeles.

One of the spots uses clearly identifiable teen-agers to sell to their own 18-to-21-year-old age group. By the specific design of Wakeford-Orloff Inc., the small but rapidly growing Hollywood-based production house commissioned for the campaign, this commercial was given a "hot" approach. It has a partying, escapist atmosphere with boys and girls going "gee whiz" over the new Toyota Corolla models being transported by ferry boat. There's no question in the commercial that the cars, selling for as low as \$1,666, are being pitched directly to what must be the youngest consumer market ever attempted by an automobile manufacturer.

The second commercial (actually it aired in national spot late last month, some weeks before the other was to be shown) is aimed at the over-25-year-olds, or the young marrieds. It clearly takes a "cool" approach. A helicopter flies a Toyota Corolla over the desert. So what? the actors in the commercials seem to be thinking. They've seen it all before. They inspect the new model but they don't enthuse over it. They're interested, but they play it cool.

Besides being geared for specific consumer markets, the basic spots (shorter length spinoffs also were made) were designed to upgrade the image of To-

yota products. The objective was to get comparable production values out of a relatively small independent such as Wakeford-Orloff as are available to the Detroit-based car makers. Wakeford-Orloff was careful to insure a soft look to the Toyota's by shooting through a long lens. The production company also made sure that there was no indication in the spots that these are imported cars (Toyota Motor Distributors is a subsidiary of Toyota Motor Co. Ltd., Japan). Japanese style designs or music were out. This campaign is meant for the domestic car buying market.

The helicopter spot was filmed on location at the El Mirage Dry Lake in California. It was shot in June. The ferry boat spot (a superstructure had to be constructed on top of a barge), the more expensive of the two, was filmed in two days last August off Catalina Island. John Orloff, who directed the commercials, isn't saying how much they cost, but he does reveal that if rain had cancelled a day's shooting off Catalina, it would have washed away, too, some \$17,000.

Richard Merritt, creative director, and Norman Lippert, producer, represented Clinton E. Frank. But the unsung hero of the ferry boat spot was Sandra Marquis, production assistant for Wakeford-Orloff. She solved an incredible logistics problem: how to get a company of 70 (including a cast of eight and crew of 20), a 300-ton barge converted into a ferry boat and carrying 9 Toyota Corolla cars, eight airplanes (seven of them seaplanes), five motor vehicles (including jeep and vans), six boats (including tug) and a cargo of prefabricated ferry boat superstructure all together and working in conjunction with one another so that 20 hours of filming could be completed within a 36-hour span of time.

NAB cuts references to hard liquor in ads

The National Association of Broadcasters code authority has said nix to a vermouth mixer product that specifies in its radio advertising copy the words "martinis," "gin" and "manhattans" and refers to the product as "such a great mixer, only on radio I can't tell you what to mix it with."

Other commercial copy for the product refers to "olives" and "maraschino cherries," which the code authority has interpreted unacceptable according to guidelines prohibiting the use of "liquor bottles, glassware or other props associated with hard liquor."

The authority said that under the code guidelines acceptable products should avoid direct and overt association with hard liquor."

NC&K, Fedders Corp. discontinue agreement

Norman, Craig & Kummel, New York, last week resigned its two-year-old account from Fedders Corp., Edison, N. J., manufacturers of air conditioners and heating systems. The agency reported that billings had fallen below \$1 million and that it was unable to agree with the client on long-range growth objectives.

A Fedders spokesman said the company had not decided whether to consolidate the account at Kenyon & Eckhardt, agency for Norge, which was purchased by Fedders in July, or to select a new agency. He noted that Fedders has sponsored golf matches on ABC-TV in the past, but that most of its advertising is cooperative and trade in print media.

Admen told to watch their credibility gap

Stockton Helffrich, director of the National Association of Broadcasters code authority, told an audience last week at the sixth district conference of the American Advertising Federation in Detroit that there has to be "forward-thinking" and "responsible involvement" by both broadcasters and advertisers regarding their social responsibilities, otherwise "the effectiveness of media self-regulation will only scratch the surface."

"Misleading claims, unbelievable puffery and silly copy gimmicks widen the credibility gap," Mr. Helffrich said. "Distrust of these things is particularly felt by young consumers. . . . Responsible advertisers not only cannot and do not play games with the public but actually more and more appear to recognize the help they can give towards creating an atmosphere for public trust

ONE OF THE GREATEST FILM LIBRARIES IN TELEVISION!

... ALL SPARKLING IN THESE FABULOUS WSYR FILM SHOWS:

- Monday Nite at the Movies (9 p.m.)
- Tuesday Movie Specials • Hollywood Matinee (Mon.-Fri. 1 p.m.) • Saturday Monster Movie Matinee (12:30 p.m.) • Movietime (Sun. 9 a.m.)
- Sunday Movietime (5 p.m.) • Saturday Cinema (5 p.m.)
- Sunday Movie of the Week (11:30 p.m.)
- Sunday Spectacular Showcase (Noon)
- Saturday Western Jamboree (7:30 a.m.)

WSYR • TV

NBC
Affiliate

Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

UA-TV
Showcase 5

UA-TV
Showcase 2

Screen Gems
Post 48

Screen Gems
Post 50-1

Screen Gen
Post 50-11

MGM 5

UA-TV
Warner Bros.
#2

UA-TV
Warner Bros.
#1

MCA
Universal 1

Embassy
Strong Man

MGM 6

Screen Gems
Post 60

American
International
Epicolor 64

W/7 Arts
Volume 4

Embassy
Adventure 26

W/7 Arts
Volume 5

Embassy

7 Arts
Volume 7

W/7 Arts
Volume 9

W/7 Arts
Volume 13

MCA
Universal 50

MCA
Universal 2

NTA

Sam Goldwyn
Film Classics

and faith in a responsible, reasoned way of life."

In effect Mr. Helffrich told his audience "to tell it like it is" because broadcast self-regulation can do just so much. "Sometimes we industry spokesmen are expected to serve as apologists and defense runners by business-as-usual constituents unmindful that a younger, better-educated public sees through such tactics as totally self-serving. . . ." Mr. Helffrich said: "Your and our actions must have substance, not only in terms of the industries we represent but in terms of the general public."

Business briefly:

General Foods Corp., Jell-O division, White Plains, N. Y., through Young & Rubicam, New York, has scheduled a heavy day and night network and spot TV campaign this fall for its Jell-O instant puddings.

Hamilton Watch Co., Lancaster, Pa., is running an extensive fall campaign spearheaded by cosponsorship of four National Geographic TV specials on CBS-TV and supplemented with spot TV and print. The spot TV campaign will run in 40 markets between the first National Geographic program on Oct. 23 and the second on Dec. 3. Its TV investment is reported at approximately \$700,000. The agency is Grey Advertising, New York.

Westinghouse Electric Corp. will sponsor *Adventures in Unconquered Worlds*, a one-hour special produced in Kenya by Wolper Productions with William Holden as host, on CBS-TV Wednesday, March 26, 1969 (7:30-8:30 p.m. EST.) Agency: McCann-Erickson, New York.

The Foundation for Full Service Banks, Philadelphia, through Dancer-Fitzgerald-Sample, New York, will sponsor Tennessee Ernie Ford's NBC-TV special, scheduled Saturday, Nov. 16, 9-10 p.m. EST.

Tom Fields Ltd., division of Mem Co., Northvale, N. J., through Wesson & Warhaftig, New York, has scheduled TV spots in 40 major markets on popular children's programs to promote its Tinkerbell line of children's toiletries.

Rep appointments:

■ **KFMB-AM-FM San Diego**, **WMBD-AM-FM Peoria, Ill.**: Henry I. Christal Co.

■ **KGBS Los Angeles**: John C. Butler & Co., New York.

■ **WAMM Flint, Mich.**: Dore & Allen, New York; Max Goldfarb, Detroit.

■ **WTOR Torrington, Conn.**: Kettell-Carter Inc., Boston.

Chamber president warns of government restraints

American businessmen were cautioned last week that consumer unrest over disreputable advertising and merchandising practices, among other causes of dissatisfaction, is likely to lead to government restraints. Businesses must learn to police themselves, seemed the thrust of a luncheon talk delivered by Winton M. Blount, president of the Chamber of Commerce of the United States, to the Town Hall Organization in Los Angeles.

Mr. Blount pointed out that legisla-

tion now before congress included proposals to limit private advertising expenditures and others that would affect cigarette advertising, automobiles, tire defects and credit card fraud. "Business is largely responsible for creating its own problems," he asserted. "Major sources of dissatisfaction have emerged in areas of credit and installment practices, advertising claims and promotions, the quality of repair services, warranties, rising prices and lack of information," he said.

"Certainly one of the reasons for the consumer movement is the growing sophistication of the American consumer," Mr. Blount continued. "He does not expect to purchase an electronic marvel and then pay \$12 an hour for shoddy repairs."

Mr. Blount revealed that the U. S. Chamber of Commerce will soon set-up a national program of business-consumer relation committees in local communities. The program will be aimed at dispersing more information about business practices and products and at seeking solutions to business-consumer problems.

Agency appointments:

■ **Terry Products Inc.**, Elzabeth, N. J., a subsidiary of Forest Laboratories Inc., has appointed Weiss & Geller, New York, as its first agency. W&G will handle promotion and advertising for "Snak-Stiks," a high-protein confection, snack and breakfast food, which will be introduced for test marketing in eastern markets in the next few months. Projected billings will run \$250,000-\$500,000 primarily in spot television and radio, according to last week's announcement.

■ **Mem Co.**, Northvale, N. J., has assigned Wesson & Warhaftig Advertising Inc., New York, two of its products, Les Parfums Capucci, fragrances for men and women, and Moussel, a bath gel. Wesson & Warhaftig is also the agency for Mem's Houbet-Clear, a cleansing soap, and Tinkerbell, a children's toiletry line.

Also in advertising:

New firm formed ■ **E. E. Spitzer**, a vice president of Papert, Koenig, Lois Inc., New York, has left that agency after seven years to form E. E. Spitzer Advertising Consultants at 375 Park Avenue, New York. Clients include Arnold Bakers, *Scientific American* magazine and Browning Fifth Avenue (clothing store).

Artemis adds TV ■ Film producer, Artemis Films Inc., New York, has formally announced its entry into TV commercial production. In business since June 1967, Artemis has been almost exclusively in the writing and producing of sponsored films (in lengths of 15-to-25 minutes). Henry C. Bate, formerly a vice president and a TV production supervisor at Ted Bates & Co., New York, has joined Artemis which now will also offer a full range of production services for TV commercials. It's at 118 Riverside Drive, New York City 10024; telephone (212) 799-7790.

Liberty Mutual, SNI set on winter series

Liberty Mutual Insurance Co., Boston, will spend more than \$1 million to sponsor 31 half hour episodes of *Outdoors With Liberty Mutual*, starting in January 1969, on 73 TV stations throughout the country.

Sports Network Inc., New York, is setting up a group of stations that will be fed the programs directly, while others will receive the segments through mail delivery. SNI hopes to clear at least 60% of the lineup for direct feeds, a spokesman said. The program will consist of half-hour segments of the *Gadabout Gaddis* and *Joe Foss* episodes, most of which will be fresh productions but some will be from earlier TV presentations.

The agency for Liberty Mutual is BBDO, Boston and New York.

Milk rates a better budget

The American Dairy Association, Chicago, continues to increase its advertising spending for the broadcast media, especially TV.

The ADA has approved a record promotion budget of \$15 million for 1969, an increase of \$2.5 million over this year. Of the total \$12 million will go for consumer advertising of milk and milk products with \$6.26 million slated for television, the largest single media share. Radio is to get \$825,000. ADA's agency is Compton Advertising, Chicago.

HOLLYWOOD HARLEM

With Tony Lawrence, Diana Sands,
Nipsey Russell, Herbie Mann,
Lou Parks Dancers, Count Basie
& Band

Producer-Director: Garth Dietrick
60 Mins., Sun. (14), 9 p.m.

PARTICIPATING

WNEW-TV, New York

It's become a cliché to cite WNEW-TV's leadership in community programming. But so long as the Metromedia channel continues to outstrip New York's other independents, three o&o's and the public outlet in provocative and worthwhile local production, the cliché must stand.

This time out, the station topped its recent excellent Apollo Theatre location hour featuring soul singer James Brown with an hour of breezy variety from Mount Morris Park in East Harlem. Featured were highlights from the preem event in the second annual Harlem Cultural Festival.

In top form were Count Basie and band and scat-blues vocalist Richard Boone jazz flutist Herbie Mann and group, comedian Nipsey Russell, and Tony Lawrence and

Diana Sands, who cohosted in a casual fashion suitable to the whole piece.

But the remarkable feature of this natural show in a natural setting was the production. Color and sound values were first-rate throughout. Editing gave a pace that built neatly to a spectacular next-to-closing dance turn (which wound under the credits, in fact) by the Lou Parks Dancers, which has to be the loosest, liveliest and sexiest terp group on the tube these days. Camerawork on this seg — intimate focus on the anatomies in action — would give a network standards man the vapors. For viewers it was exciting and entertaining.

Show was further enhanced by close shots from the big park audience and a marvelous turn in which the juves were invited onstage to groove, à la the Apollo Theatre Saturday matinees.

WNEW-TV is scheduled to telecast four more events from the Harlem Cultural Fest, which is being presented by the Dept. of Parks, Park Assn. of New York City and the station. Station is in part underwriting the fest, and it's a good investment. Bill.

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PUTS US WHERE
WE ARE.**

M/5 WNEW-TV
METROMEDIA TELEVISION IN NEW YORK
REPRESENTED NATIONALLY BY METRO TV SALES

Deep look at network clearances

Violence commission, on eve of hearings, seeks five-year history of public affairs

The President's Commission on Violence has formally asked the three television networks for a voluminous amount of material—and it wants it by today (Oct. 7).

The commission, established by President Johnson last spring following the assassination of Senator Robert F. Kennedy (D-N. Y.), is scheduled to hold open hearings in Washington on Oct. 16 and 17 on the mass media (BROADCASTING, Sept. 30). The material requested from the networks presumably is for this purpose.

One of the most staggering requests, according to network sources, was a demand for information on public affairs programs offered since January 1963. The violence commission also asked for the names and reasons why affiliates declined to use them.

One network, CBS, actually received a subpoena for the material. ABC and NBC, however, received the request in

the form of an unsigned subpoena having no force in law. CBS, it's understood, asked that a subpoena be issued for its material. The other two networks apparently raised no formal objections to the demands.

The requests were signed by Robert K. Baker, co-director of the violence commission's task force on mass media. A covering letter signed by Mr. Baker invited the networks to discuss any problems with regard to the program information sought or the due date.

Network spokesmen acknowledged that they had received the requests and indicated that the scope of the material requested makes the Oct. 7 date unrealistic.

An ABC source said: "They asked for a lot of things. Some we'll have to discuss, others we simply can't supply. . . . We've already sent them some material. We are trying to do what we can, but some of the requests are crazy.

Some of these things would take a year to find out. To try to do it in a week is ridiculous."

A CBS spokesman said: "We did receive a subpoena and they asked for quite a load of stuff. At this time it is under advisement. We will comply to some extent, but beyond that we have no comment at this time."

An NBC source said: "We expect to produce all the information we possibly can and, of course, will cooperate as fully as possible."

Similar demands were made on some newspapers and news magazines.

Ever since the killing of Senator Kennedy and the violence in Chicago, the TV networks have been at the receiving end of innumerable requests for information on programs and news shots. The violence commission itself has established a special task force to look into the disturbances in Chicago (BROADCASTING, Sept. 30).

Special meeting held by CBS

Criticisms of convention coverage aired; concern voiced over future plans

The controversy over television coverage of the violent Democratic National Convention, which continues to plague the networks, has resulted in an "unusual" special meeting between top CBS officials and the network's affiliates' advisory board.

CBS officially said that the meeting, which was held in Phoenix Saturday (Sept. 28) "had its genesis in the nationwide discussion concerning television's coverage of the Democratic national convention. Station managers reported that never before had they been involved in so many discussions nor received so many calls and letters expressing opinions and raising questions about television's role in reporting the events."

A CBS official who attended the session described it as "in-family, frank

and candid—a no-holds-barred examination of reaction." He acknowledged that it "was an unusual meeting, certainly" and that "it is fairly rare" for the network to call such a gathering. The session was in addition to the regular annual affiliates advisory board meeting which will be held after next month's presidential election.

Although reaction expressed to the network at the meeting was described as a mixture of praise and complaints about convention coverage, one official said, "I would have to say the reason we called the meeting was to hear criticisms, not get pats on the back. There was a wide diversity of opinion, and a lot of it was critical comment."

Among the issues discussed were the amount of time given to demonstration coverage; the advisability of gavel-to-gavel coverage and the possibility of using more selective coverage in the future; the amount of time devoted to pool coverage of speeches from the podium and the division of time between the anchor booth and the floor reporters.

One major topic, reportedly, was the amount of interpretive commentary

done by newsmen. One network executive said: "Some people thought there was too much editorializing. This wasn't specifically confined to our network, but the election coverage in general. While there was some endorsement of it, there was quite strong criticism in some quarters."

Among the network officials who heard the advisory board were the three top executives of the CBS News division: Richard S. Salant, division president; Bill Leonard, vice president, news programming, and Gordon Manning, vice president, director of news.

They were described as "absorbing" the affiliates' comments but "not responding." An official said: "There was no defense done. They did not seek to explain as much as to get suggestions helpful to the future. They were there on a fact-finding mission to get grassroots reactions of what stations and viewers thought of the coverage." However, there was some "analysis" of the coverage and video-tape segments of the more controversial moments were shown.

Although presumably the comments will be taken into consideration in

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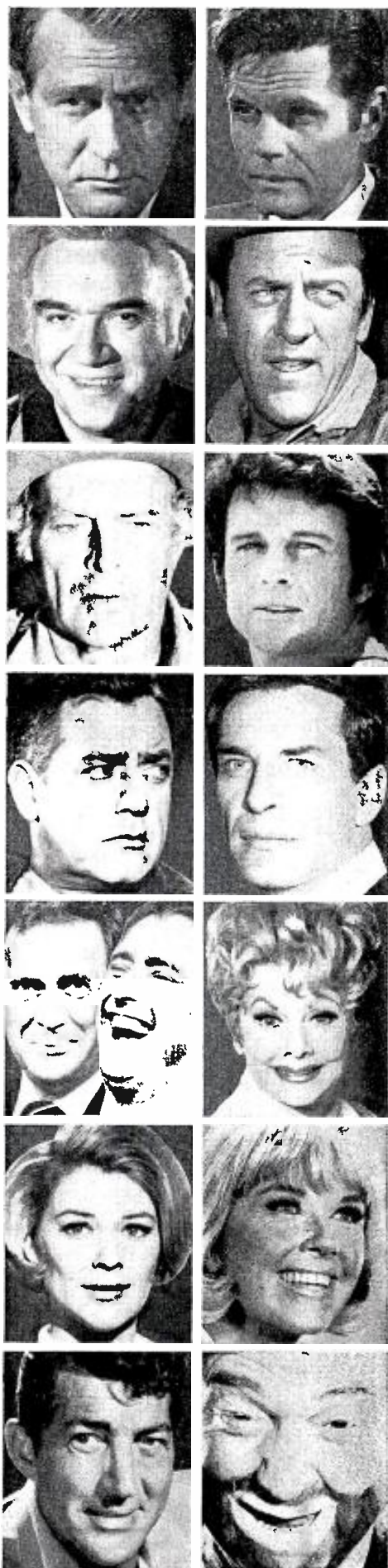
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BROADCASTING, Oct. 7, 1968



planning coverage for 1972 conventions, a spokesman said: "Obviously nothing is being decided at this time. We are now in the period of digesting and considering them. We've got four years to decide to implement them. Everyone just felt it was a good idea to have a meeting now while the subject was still fresh in our minds rather than three-and-a-half years from now when everyone's memory would play tricks on them."

The affiliate representatives were told that the news division is "engaged in a post-audit of convention coverage." An official said that "some recommenda-

tions for the future got a very careful hearing."

At the conclusion of the day-long meeting, the advisory board passed a resolution that said: "The CBS Television Network Affiliates' Advisory Board, having been duly assembled to review thoroughly the coverage of the recent political conventions as provided by CBS News, and after a full discussion of the public reaction to such coverage both from the standpoint of content and the amount of time devoted to such coverage, be it, and it is hereby resolved, that the CBS Television Network Affiliates Advisory Board com-

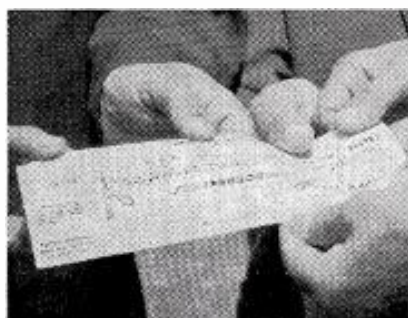
mends CBS News for its leadership and achievements and for undertaking a thorough reexamination of this type of broadcasting, to the end that future convention coverage will be even more meaningful and informative."

CBS officials attending the session, in addition to the news division officials were CBS President Frank Stanton; John A. Schneider, president, CBS/Broadcast Group; Thomas H. Dawson, president, CBS-TV network; William B. Lodge, vice president for affiliate relations, and John P. Cowden, vice president for information services.



Dr. David D. Palmer, President, WHO Broadcasting Company, presents check to W. Earl Hall, Northern Iowa Red Cross Disaster Chairman, Wednesday, June 12, 1968.

Who Cares When Disaster Strikes? The WHO Stations, that's who!



When a May, 1968 tornado took 17 lives and wreaked unbelievable destruction in northeastern Iowa, the WHO Stations appealed for aid.

Within two weeks, the WHO Stations received \$68,600 from more than 6,000 sympathetic members of the WHO radio and television family.

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DES MOINES, IOWA

Shortage of TV writers studied

**Hallmark, Arena Productions
will research lack
of interest in TV**

Hallmark Cards Inc., Kansas City, a staunch if specialized network television advertiser for some 17 years, is co-financing a research project to determine why more young writers don't work in television ("Closed Circuit," May 27). The greeting card company's partner in the research is Arena Productions, Hollywood, which is headed by producer-writer Norman Felton.

The study, initiated by Mr. Felton, will be conducted by Professor Lawrence W. Lichty, chairman of the Radio-Television-Film Division of the University of Wisconsin.

He will, through the Writers Guild of America, conduct personal interviews with television writers and producers. Other interviews and research will be conducted in New York and at the Iowa writer's workshop. Ultimately a comprehensive report will be published. It will attempt to discover why more promising writers don't aspire to television writing.

Hallmark, which began on television with a weekly half-hour dramatic series, sponsored Gian-Carlo Menotti's original Christmas Opera for television *Amahl and the Night Visitors* on Christmas eve 1951. It also was the first advertiser to use network color with the sponsored performance of *Amahl* on Dec. 20, 1953. Through the ensuing years Hallmark has sponsored classic plays and long-run theatrical hits on the *Hall of Fame* series of specials on NBC-TV.

Arena Productions has produced many series for television including *Dr. Kildare* and *The Man from U.N.C.L.E.* The production company currently is filming *Strange Report* in England. It's an hour detective series for showing on NBC-TV, possibly in January or September of next year.

Cronkite defends TV's objectivity

CBS editor warns against cowering before any 'inquisition' by radio-TV's critics

Walter Cronkite, managing editor of CBS News, has directed some tough words at the critics of TV-radio news, and at those of his own profession who are equivocal about the media's responsibilities.

His remarks come at a time when the news media continue to receive assault by both public and congressional critics regarding its coverage of the political conventions, particularly the Democratic gathering and what Mr. Cronkite called "its ancillary madness."

Mr. Cronkite spoke during dedication ceremonies for the new College of Communication at Ohio University in Athens last week. At that time he was presented the university's Carr Van Anda award, given to journalists of "outstanding contribution and reputation."

"Those of us in television and radio, subject to the onerous dishonor of federal license and control, hear abroad in the land the approaching tread of the

witch hunters, the robed figures of the Inquisition, the thought-controllers who seek to muzzle our powerful voice by the old and sleazy trick of impugning our motives," Mr. Cronkite charged.

But, he added, I am staggered by those in the news profession who agree with our critics, who seem themselves to believe the shibboleth that we, somehow, have manufactured the world we seek only to report and interpret, and who falsely confess that the press fails in its stated purpose of objectivity."

Mr. Cronkite said he suspected that those of the news profession who cry "mea culpa" are "fearfully running before the assault, finding the holes in which they expect to hide during the Inquisition. . . ." And he lambasted those critics who have suggested that TV newsmen do a "little soul-searching": "Humbug and balderdash! My dictionary says of soul-searching: 'Deep self-examination of one's motives, principles, convictions, desires.' While I

can speak only from my own experience . . . I don't acknowledge that our motives or principles need one moment's attention. I know them to be of the highest. If there are others who suspect them, let them have at their inquiry."

Mr. Cronkite further remarked that the roles of reporter and commentator have frequently been confused. "We need the socially conscious reporter, the scientifically trained reporter, the specialist as we never needed him before. And we need the analyst . . . but let us not confuse the roles. We need more than we have ever needed—and more than we need the specialists and the analysts—good, solid reporters. . . ."

And Mr. Cronkite took note of a tendency toward "reportorial surmise": "I think we have slipped a little in letting analysis, commentary, personal reactions creep into our straight news reports." However, he felt that the news media are "by and large" practicing the objectivity which is their responsibility.

What further concerns Mr. Cronkite are aspersions cast on the networks' news judgment. "There is no more reason to believe that the television station owners or the network operators are single-mindedly attempting to control the news," he said, "than there is to

The kids had taken to the streets, because their neighborhood youth center was a mess. Dingy. Depressing. Lacking in facilities. What could be done about it?

WCBS-TV New York "adopted" the Clinton Youth Center. Donated lumber, paint, equipment. Station personnel and the Center staff donned overalls to rehabilitate the building. Then staged a glittering "Gala" to raise funds and involve the surrounding business community. (Another WCBS-TV community activity: the station's famed Prince Street Players gave free performances for children in a different neighborhood park each week all summer long.)

About what you'd expect of a CBS Owned station.

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believe that the newspaper owners and the wire services are trying to control it."

No inquiry, he suggested, "can legitimately investigate our news judgment, nor what we choose or do not choose to show, nor what we choose to say." The process of self-examination with its aim of seeking to do a fairer job of reporting the news through re-appraisal of methods and techniques is "our responsibility," Mr. Cronkite said, "and we are discharging it."

Harley urges church involvement in programs

There is a "vast opportunity" for social service agencies, including churches, to involve television and radio in programs of action designed to promote greater awareness of our problems, according to William G. Harley, president of the National Association of Educational Broadcasters.

Mr. Harley told the annual meeting of the board of managers of the National Council of Churches' Broadcasting and Film Commission in New York that religious broadcasters can encourage the development of special features for radio and TV to reinforce church programs that have social implications. He said churches also can assist both commercial and educational broadcasters in mounting more effective programs of information and education directed toward minority groups.

New rule would allow two-way TV in school

Educational television up until now has been a one-way proposition, from instructor to instructed. But if a change in its rules that the FCC has proposed is adopted, conversation could be two way for students and teachers in schools making use of the instructional fixed television service.

The FCC's-change proposal is in response to a petition filed by Stanford University. The petition asked that additional circuits be made available in the IFTS to enable students and instructors to exchange ideas and questions and answers directly.

The IFTS was created by the commission to provide multi-channel visual and aural instruction to students in classrooms. The service occupies the 2500-2690 mc band, which is divided into 31 channels each 6 mc wide.

This leaves 4 mc unused, the frequencies from 2686 to 2690 mc. These are the frequencies that would be used in the proposed service.

The commission's proposal looks to one response channel for each IFTS channel. In order to minimize the chance of interference to other licens-

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ees, the proposed rule would permit only extremely low power on the response channels—no more than two tenths of a watt in most cases, and would require the use of directive transmitting and receiving antennas.

Deadline for comments on the proposal is Nov. 12. Reply comments are due Nov. 22.

The notice of proposed rulemaking was adopted by a 4-to-1 vote. Chairman Rosel H. Hyde and Commissioners Robert T. Bartley, Robert E. Lee and James J. Wadsworth were in the majority, and Commissioner Kenneth A. Cox dissented.

Bureau frowns on Cleveland CATV's

Charges companies failed to present studies of potential impact

Three CATV firms seeking to import distant signals into the Cleveland market have "failed completely in their burden of proceeding and proof," according to the FCC's Broadcast Bureau. In "proposed findings of fact and con-

clusions of law" filed last week, the bureau urged that the proposals of Telerama Inc., Akron Telerama Inc. and Lorain Cable TV Inc. be denied.

In addition to carriage of Cleveland stations, the three firms had proposed importation of signals from Pittsburgh, Wheeling, W. Va., and Columbus and Steubenville, both Ohio (Akron); Erie, Pa., Toledo, Ohio, and London, Ont. (Telerama and Akron), Windsor, Ont. and Detroit (all three). Major company involved is Telerama, which presently operates systems in the Cleveland suburbs of Shaker Heights, Warrensville Heights and Warrensville Township, and wants to expand its service into nine adjoining communities.

In accordance with FCC rules, the proposals were considered in an evidentiary hearing after the commission last year turned down all three petitions for waiver of its distant-signal rules (BROADCASTING, April 10, 1967). Central to that hearing were questions as to the effect of present and proposed Cleveland-area CATV service on existing and potential broadcast activity—particularly UHF—and, in Telerama's case, whether its proposals were made in good faith, and whether denial would harm the firm economically and damage its existing service. The hearing record was closed on July 2.

The three firms failed to establish

that their proposals wouldn't hamper UHF development, the Broadcast Bureau said, and failed even to submit studies of potential CATV impact. According to the Broadcast Bureau, Telerama's president assumed "without basis" that the effect of CATV on UHF and VHF would be similar in the Cleveland area. Moreover, the bureau said, the firms' contentions that they would limit the number of subscribers—and thereby minimize the impact of their CATV systems in the overall market—conflicted with the requirements of Akron's franchise and with Telerama's own estimates of its probable impact.

The bureau also said that, while top-100-market hearings are supposed to consider the overall CATV picture in a market, the firms limited their evidence to the effect of their own systems.

Addressing itself to the issue specifically concerning Telerama, the Broadcast Bureau contended that the firm did not seek and acquire its franchises in good faith. Telerama sought over 50 franchises in the Cleveland market between 1964 and 1966, the bureau said, despite early warning that the FCC would probably impose restrictions on distant-signal importation, as it did in early 1966. The firm "forged ahead at its own peril," according to the bureau.

Watts. Three years after, still almost like a foreign land. Someone had to show white Southern California what it was like to live in the ghetto. But how? Who?

KNXT Los Angeles produced "Black on Black"—a 90-minute eye-opener. To tell it like it is, a documentary unit spent three months in the South Central Los Angeles ghetto. More to the point, the entire broadcast was told by the area residents themselves. No announcer, no narrator. Significance? It put viewers in the position, maybe for the first time in their lives, of looking at the world through the eyes of the black community. In clear, shocking perspective.

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HR ST. LOUIS

House to vote on Section 315

Observers anticipate Democrats can muster enough votes for suspension of equal time

House consideration of a suspension of the equal-time provisions of Section 315 of the Communications Act for presidential and vice presidential races has been scheduled for this Tuesday (Oct. 8). The scheduling of the proposal was confirmed after the House Rules Committee last Thursday (Oct. 3) agreed to consider the legislation and then gave its approval for a one-hour floor debate.

House Democrats are expected to be able to assemble sufficient votes for passage of the suspension, as amended by the House Commerce Committee (BROADCASTING, Sept. 30, 23), by Tuesday. Action had been earlier contemplated on Thursday afternoon, after the Rules Committee meeting, but it was apparent to the House leadership that sufficient votes could not be rounded up for immediate action.

Testimony by and questioning of Commerce Committee members in the Rules Committee hearing pointed up the need for a rule on the legislation. Support and opposition to the measure were divided on strict party lines, and after all the speeches observers only needed to count heads on the Republican and Democratic sides of the table to determine that the rule would be voted.

The same arithmetic can be expected to prevail on Tuesday. With a rule, the Democrats only need a majority of those representatives present and voting to gain passage. Under an alternative procedure, had the Rules Committee not receded from a self-enforced three-month hiatus in rulemaking, supporters would have had to gather a two-thirds majority—more than the Democrats alone could muster.

The Rules Committee granted an "open rule," which will permit floor amendments. Any amendments not acceptable to the Democratic leadership in the resolution, however, can be expected to be defeated on a straight party vote, an observer noted.

The timetable for ultimate enactment remains in doubt because of the House amendment that insists on the inclusion of third-party candidate George C. Wallace in any debate invitations. The measure, as it is expected to be passed by the House, thus differs from the simple suspension, patterned after the 1960 suspension that permitted the Kennedy-Nixon televised debates, as already passed by the Senate.

There are rumors that the Senate is prepared to directly concur with the House changes in the resolution (S. J.

Res. 175), therefore eliminating the necessity for conference-committee meetings to hammer out a compromise. Senate spokesmen were not predicting what course the Senate would take when confronted with the House amendments, and House Commerce Committee Chairman Harley O. Staggers (D-W. Va.), testifying for the measure in the Rules Committee hearing, would not speculate on possible Senate action.

Prompt Senate concurrence could mean final enactment this week. The necessity of a conference would not rule out final passage this week, but it would make such action less likely.

With Chairman Staggers, speaking for the bill in the Rules Committee hearing, were Representatives John D. Dingell (D-Mich.) and Brock Adams (D-Wash.). The only Democrat on the Commerce Committee opposing the resolution, John E. Moss (D-Calif.), did not appear. Opposition was provided by Commerce Committee ranking minority member William L. Springer (R-Ill.), who noted that he had not signed Mr. Moss's minority views, but found them sound. Mr. Springer never actually said he was opposed to passage of the resolution but delivered a long antinetwork speech blistering the whole idea of a suspension.

The networks, he said, were the only ones pushing for the suspension—at least as far as his office contacts on the matter indicated. He said he concluded that the networks only wanted the bill to "save money" and to use as a lever to next year to urge outright repeal of Section 315. Mr. Springer said the money to be saved were network funds that would be normally required to put "all qualified candidates" on the air, under the regular operation of the section.

Also, he said he was not sure that the networks should be the judge of the kind of program to be put on under the suspension—a point of concern to Rules Committee members on both sides of the table.

Mr. Staggers noted that under the law his committee did not feel it could properly specify the exact format to be used in the broadcasts. He noted that formats would be up to the candidates and the networks to work out. But the power of the participating candidates to shape the formats to their liking seemed to be overshadowed in the minds of Rules Committee members by

the specter of broadcasters cracking the whip on a "take-it-or-leave-it basis."

Opinions on the possibility of debates featuring all three contenders were not quite as gloomy last week on Capitol Hill as they had been the previous week. Although Republican nominee Richard M. Nixon had not modified his stand against appearing on any program with Mr. Wallace, some observers felt that with passage of the suspension resolution Vice President Hubert H. Humphrey could apply sufficient heat on Mr. Nixon to force a change in his declared position.

Barring a Nixon appearance, observers also thought that two-way debates between Messrs. Humphrey and Wallace were a likely possibility.

FCC grants waiver request for two UHF's in W. Va.

The FCC has approved the request of Clearview TV Cable Inc. for waiver of distant-signal rules, permitting the firm to import two UHF's into the Charleston-Huntington, W. Va. market. Three other petitions for waiver in the same market have been denied and designated for consolidated hearing.

The grant to Clearview covers five small Kentucky communities in the western portion of the Charleston-Hunt-

ington market. According to the commission, the fact that these communities are not presently served by any Kentucky stations, although they are politically and economically oriented to Kentucky, was central to the decision. Additionally, the two distant signals (WLEX-TV and WKYT both Lexington, Ky.) are network-affiliated and subject to program exclusivity, the commission said.

The three petitions denied and designated for hearing were filed by C & S TV Inc., Capitol Cablevision Corp., and Kanawha Cable Television Co. In contrast to Clearview's petition, the commission said, the other three requests proposed service to areas in the center of the Charleston-Huntington market, where the question of Charleston-Huntington UHF development is crucial.

The commission noted, as did all four cable firms, that off-the-air reception in the Charleston-Huntington market is hampered by mountainous terrain. "This is the type of area where CATV can provide a useful service," the commission said. With respect to the requests designated for hearing, however, the commission added: "Our concern for UHF development overrides this factor when we are considering a waiver for the very heart of the market—the area UHF will most likely rely on."

FCC gives approval on Wallace interview

George C. Wallace's participation in an interview broadcast by noncommercial WNDT-TV New York did not obligate the station to provide equal time to other presidential candidates.

The FCC, in response to a complaint filed by the Socialist Workers 1968 National Campaign Committee, last week held that the program involved, *NET Journal*, represents one of the types exempt from the equal-time law.

The commission noted that *NET Journal* is a regularly scheduled program in which the news interview format is regularly used, "that the format and questions in the interviews are decided by NET [National Educational Television network]," and that "the factors in selecting interviewees are the public significance of the individuals and their news interests."

Accordingly, the commission said, it concludes that the interview "met the requirements of a bona fide news interview within the meaning" of the amendments to the Communications Act providing for exemptions from the equal-time section.

The committee initially wrote NET about the Wallace interview scheduled for Aug. 12.

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WBBM-TV Chicago conceived "The Opportunity Line" (now on all five of the CBS Owned television stations). It brings together jobs and the jobless... has been instrumental in finding employment for thousands, job-training for thousands more. It also won a Peabody Award this year for WBBM-TV, "for outstanding television public service."

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

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

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

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

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

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

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Southern eye fixed on the networks

Nashville businessmen back project to record and catalogue all network news

Walter Cronkite, Chet Huntley, David Brinkley and Frank Reynolds have an avid viewer of their nightly TV news programs in Nashville. But this viewer doesn't forget what it sees.

The viewer is an Ampex Videotape recorder, one of several that each night, Monday through Friday, faithfully records the Messrs. Cronkite, Huntley-Brinkley and Reynolds—for posterity.

The question posed by this preservation and eventual retrieval of network news is whether it will benefit future historians or prove a noisome index of alleged bias in the way networks report the news. Both aspects have surfaced in an investigation of the recording project, probably unique in this country, that is being conducted under the auspices of Vanderbilt University.

The project is under the direction and supervision of Frank Gresham, director of the Vanderbilt Joint University Library. Rented Ampex black-and-white one-inch Videotape recorders have been in use since Aug. 5 recording those network news programs. In addition, coverage of the Republican and Democratic conventions by all three networks is compiled on about 130 tapes.

The taping is scheduled to continue at least through election night Nov. 5. Whether it goes on beyond that will depend on the availability of funds.

The initiation of the project is credited to Paul Simpson, of Nashville, a district manager of Metropolitan Life Insurance Co. According to Mr. Simpson, he approached Vanderbilt with the idea of handling the project because "it's a little bit horrifying that as history is being made, the national television network news programs, which have a greater impact on the public than newspapers, are being lost to students and historians for future study. The national television network news programs are of such importance that they should be kept on tape."

Mr. Simpson further said that the project was ultimately accepted by university Chancellor Alexander Heard who vested it in an ad hoc faculty committee headed by the university secretary, Robert McGaw. When the project is completed, Mr. Simpson said, it is hoped that the accumulated material may eventually be indexed and provided other university libraries throughout the country in the form of an original tape of a particular program or a tape of programs catalogued by subject matter (what one or all of the networks reported about Vietnam, for instance).

Mr. Simpson said the project, which

has cost an estimated \$19,000 to \$20,000, was originally scheduled to end Nov. 5, but with the infusion of new money (Mr. Simpson had contributed some personal funds), he said it may continue until the first of 1969. One source of additional funding, he said, is Jack C. Massey, chairman of the board of Nashville-based Kentucky Fried Chicken Corp.

However, if the project is to be sustained, Mr. Simpson said, it would have to be undertaken by some foundation because neither Vanderbilt (which he reportedly views as providing a permanent monitoring facility) nor private benefactors would be able, in his estimation, to put up the estimated \$100,000 a year to keep the project going.

Mr. Simpson said he had approached some foundations, but declined to specify them by name, saying it was "premature" to discuss the matter.

From other sources, it was learned that approaches had been made to Fred Friendly, adviser to Ford Foundation President McGeorge Bundy.

According to Mr. McGaw of Vanderbilt, Mr. Simpson had broached the project to the university by noting that "40 million people will be looking at the news tonight and there is no one—neither the national networks, the FCC nor the Library of Congress—systematically keeping a record of national news." In Mr. McGaw's view the project is "just a remedy."

Mr. McGaw further said the university is conducting the project on a "pilot basis" to demonstrate the feasibility of providing a permanent record of network TV news and to ascertain what is the best technology for this purpose and the best indexing method. Vanderbilt, he said, would probably not be a permanent agency for a monitoring facility. In his view, the monitoring should be conducted by "some government agency—perhaps the Library of Congress."

Mr. McGaw said he had hoped the project would be conducted for a test period of at least two or three years, but that on such a sustaining basis it would be "terribly expensive." The university, he said, had already tapped some of its own financial sources for the project; other funding, he suggested, would have to come from foundations. He declined to say whether any such groups had been approached.

The importance of retrieval and historical record aside, there are other implications in the project.

A Nashville associate of Mr. Simpson said that "he is concerned about

the process of decision in network news reposing in the hands of two or three men." Another source close to Mr. Simpson said that he is a "conservative but not a John Bircher. He thinks some views expressed on network news shows are reddish or pinkish."

Another view of the project was emphatically expressed by Mr. Massey, who said he and others (whom he refused to identify) had backed the project because "it is needed in this country—necessary, good information to have. Do you know that TV news media influences people more than newspapers? And when three TV outfits [networks] can say things that are not fair or unbiased, then people ought to know about it. You can't prove that they [the networks] said anything—we tried that two or three times before and failed. Now we can."

Pro football TV may be expanded on Mondays

If the football commissioner gets his wish, professional football games will be telecast in prime time on Monday nights when the two pro leagues merge in 1970.

Commissioner Pete Rozelle, speaking at the International Radio and Televi-

sion Society luncheon in New York Thursday (Oct. 3), proposed that games be broadcast on Monday nights to hit a mass market, to reach people not already "hooked" on football, and to relieve the pressure on Sunday afternoons so that rights costs could be reduced. A few selected games are currently carried on Monday nights.

Mr. Rozelle made it clear that CBS-TV and NBC-TV, now carrying National Football League and American Football League games respectively, both have a negotiating position. "With 13 games between 26 teams every week, we'll probably need two networks to handle it," he noted. In the event that one of the networks didn't want football coverage, he said, "we'll go to Las Vegas and see what Dick [Bailey of Sports Network] and his friend [Howard Hughes] can do."

The officials have not decided whether to keep the American and National divisions in the 1970 merger or completely realign conferences, Mr. Rozelle stated, but they are in agreement on the continuation of television blackouts of cities where games are being played. The problem of cable-TV operators importing signals from outside the blackout area they hope to solve through copyright laws, he said.

A proposed new writers' contract

Negotiating teams from WGA and networks blueprint offer to union's members

After four weeks of negotiating sessions in New York—some of them of a marathon nature—between the three major radio and television networks and the Writers Guild of America, terms for a possible new bargaining agreement were established last Thursday (Oct. 3).

The proposed deal, identified as the "final offer" to be made by the networks, would call for a three-year contract. Among other things, the new contract reportedly would include an approximate 18% minimum wage increase for news writers at network-owned stations in Los Angeles, Chicago, Washington, Philadelphia and New York spread over the three years.

It also was reported that the contract would include an approximate 20% hike for writers of live TV shows. The negotiating team for the guild said the proposal would be taken back to the membership for evaluation.

The new contract would cover live-

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*ARB coincidental study estimates, subject to qualifications on request.



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TV, radio-free-lance, documentary-film, staff-news and continuity writers. Involved in the negotiations on management side are packagers of live television shows.

The Writers Guild's existing contract with networks and program packagers ended on Sept. 30. A nationwide strike affecting live and taped TV shows, daytime TV programs, specials, comedy-variety and audience participation programs, filmed documentaries, network news and feature shows threatened after expiration of the contract but the guild agreed to extend the strike deadline. WGA was negotiating on behalf of more than 900 of its members who are covered by the expired contract. Negotiations started in New York on Sept. 4.

Top writer offers successful formula

**Today's audiences are keen,
perceptive; imperative need
for better communications**

A leading television and movie writer last week told West Coast advertising media executives that in today's times he and they must try to communicate with a far more perceptive and discriminating audience than any the world has known before. This may be a "blessing or a curse," writer-producer Stirling Silliphant told members of the San Francisco Advertising Club at a luncheon meeting. For today's hip audience has been constantly exposed to cultural claims on its attention.

According to Mr. Silliphant, this makes it a difficult job for would-be communicators. The idea is to try to be a little ahead of the audience, but "nothing stays avant garde for very long any more," he pointed out. "You can never be out there by yourself. The minute you do, everybody is out there joining you."

The way Stirling Silliphant views the situation, "people don't seem to listen any more." Now "they only watch." As a result, Mr. Silliphant, who won an academy award for his screenplay of *In The Heat of Night* and who wrote many of the scripts for TV's *Naked City* and *Route 66* series, feels it imperative for television creators and advertising message writers to "capsulize" more and more. "We have to learn to direct our work to the very perceptive, hip people in the audience," he said. "Don't bring along old ideas still beating on for 20 or 30 years," he cautioned. Instead, "if you can catch that brevity, it will work very well."

Mr. Silliphant was supposed to discuss violence as seen on television and in feature films. But he declined, say-

ing the subject of violence should be allowed to "rest in peace." In answer to a question from the audience, however, he did indicate that criticism of TV violence has been overemphasized. "The industry has not contributed to the delinquency of this country," he stressed.

In answer to another question, Mr. Silliphant told of withdrawing a play he had not yet written from presentation on the *CBS Playhouse* of dramatic specials. The play, *No Cross, No Crown*, was to have involved a young American faced with a draft call from the military service. Mr. Silliphant made clear that it would have been strongly anti-war, particularly against this country's participation in Vietnam.

The writer claimed he withdrew the play because of public polls that show a majority of Americans favoring our involvement in the conflict. He said he didn't want a play about an anti-war subject to be shown in this kind of climate. Mr. Silliphant suggested that television critics would be likely to damn the play not necessarily because of its literary or entertainment failures but because of politics. He also said that the "knowledge" that the network would not put on such an emotional appeal against war at this time, "defeated him more than anything else."

New Clark unit aims at upper young market

Those pushing two score years of age can rejoice. Dick Clark Enterprises now considers them, too, part of the now generation. The Hollywood-based production company, specializing in youth and young adult programs for television, no longer considers the age of 25 the upper limit of the young market.

The youth, teen and young adult market, the company proclaims, has expanded to age 35. To help today's merchandisers to understand this concept, Dick Clark Enterprises has formed a special marketing and communications division. The division will offer consultation to clients on "anything and everything" that has to do with a company's approach to sell products or services to that now newly defined ("no longer lumped into a single percentage figure") youth and young adult market.

As one iron in this new fire it's building, the marketing and communications division is starting a marketing publication, to be sold on a yearly subscription basis, that presumably will tell it like it really is for marketers interested in reaching all of the now generation. Jack H. Mann, vice

president of the now defunct ABC Radio Western Division, has been appointed vice president in charge of marketing for the new Dick Clark operation. Stanford Clark, formerly head of United Public Relations, Los Angeles, is vice president in charge of communications.

Public service films spots offered by Navy

The Department of the Navy public affairs office is making available to TV stations a selection of public service spot announcements and 30-minute public affairs films.

Some of the 60-second announcements offered are "Progress," "Little Boy," "The Sea," "The Constitution," and "Departure." The 30-minute films include "The American Dreadnaught," an account of the recommissioning of the USS New Jersey and its duty in Vietnam; "Beans, Bullets and Black Oil," about helicopter activity at sea; and "Small Boat," a report on small boat operations in Vietnam.

To obtain films contact the area Navy public affairs office. In the East; 200 West 57th St., New York. In the Midwest; New Federal Bldg., 219 South Dearborn St., Chicago; and in the West; 6087 Sunset Boulevard, Hollywood.

When temperatures rise, so do tensions. In St. Louis, 27 poverty area playgrounds were scheduled to close. No funds. The city had no choice. Or did it?

KMOX-TV got wind of it. Mustered citizens, officials, talent from all over the community, and put the plight of the playgrounds up to the people in a mammoth 15-hour drive. Result: \$90,000 pledged. And all the playgrounds stayed open. Said Mayor A. J. Cervantes: "St. Louis is lucky to have a station like KMOX-TV."

About what you'd expect of a CBS Owned station.

THE FIVE CBS OWNED TELEVISION STATIONS WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis

TV network showsheets: fourth-quarter schedules

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

Sunday morning

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 *The Beatles*, part.
CBS-TV 8:30-9 *Sunrise Semester*, sust.; 9:30-9:30 *Tom & Jerry*, sust.; 9:30-10 *The Adventures of Aquaman*, sust.
NBC-TV No network service.

10 a.m.-noon

ABC-TV 10:10-10:30 *Linus the Lionhearted*, General Foods; 10:30-11 *King Kong*, part.; 11-11:30 *Bullwinkle*, Deluxe Reading, General Mills; 11:30-12 *Discovery '68*, part.
CBS-TV 10:10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12:30 *Face the Nation*, part.
NBC-TV No network service.

Sunday afternoon-evening

Noon-1 p.m.

ABC-TV 12-1 *College Football* . . . 1968, part.
CBS-TV 12-12:30 *Face the Nation*, (2d feed); 12:30-1 No network service.
NBC-TV No network service.

1-2 p.m.

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

2-5 p.m.

ABC-TV No network service.
CBS-TV *NFL games*, part. (various times)
NBC-TV *AFL games*, part.; 4-4:30 *Animal Secrets*, part.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *Animal World*, part.; 5:30-6 *Original Amateur Hour*, part.
NBC-TV 5-5:30 *The War This Week*, part.; 5:30-6 No network service.

6-7 p.m.

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

7-8 p.m.

ABC-TV *Land of the Giants*, part.
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *Gentle Ben*, part.
NBC-TV 7-7:30 *Huckleberry Finn*, part.; 7:30-8:30 *Walt Disney*, RCA, Kodak, Gulf.

8-9 p.m.

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

9-10 p.m.

ABC-TV 9-11 *Sunday Night Movie*, part.
CBS-TV 9-10 *Smothers Brothers*, part.
NBC-TV *Bonanza*, Chevrolet, R. J. Reynolds

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV 10-11 *Mission: Impossible*, part.
NBC-TV *Phyllis Diller*, part.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV 11-11:15 *News with Harry Reasoner*
NBC-TV No network service.

Monday-Friday

7-10 a.m.

ABC-TV No network service.
CBS-TV 7:05-7:55 *News with Joseph Benti* (two feeds) part.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-noon *Dick Cavett Show*, part.
CBS-TV 10-10:30 *Lucy Show*, part.; 10:30-11 *Beverly Hillbillies*, part.
NBC-TV 10-10:25 *Snap Judgment*, part.; 10:25-10:30 *News*, part.; 10:30-11 *Concentration*, part.

11-noon

ABC-TV *Dick Cavett*, cont.
CBS-TV 11-11:30 *Andy Griffith*, part.; 11:30-12 *The Dick Van Dyke*, part.
NBC-TV 11-11:30 *Personality*, part.; 11:30-12 *Hollywood Squares*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bewitched*, part.; 12:30-1 *Treasure Isle*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News with Joseph Benti*, part.; 12:30-1 *Search for Tomorrow*, P&G
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55 *Eye Guess*, part.; 12:55-1 *Edwin Newman News*, part.

1-2 p.m.

ABC-TV 1-1:30 *Dream House*, part.; 1:30-1:55 *Funny You Should Ask*, part.; 1:55-2 *Children's Doctor*, Bristol-Myers.
CBS-TV 1-1:30 *Sunrise Semester*, part.; 1:30-2 *As the World Turns*, part.
NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal*, part.; 1:55-2 *News*, part.

2-3 p.m.

ABC-TV 2-2:30 *Newlywed Game*, part.; 2:30-3 *Dating Game*, part.
CBS-TV 2-2:30 *Love Is a Many Splendored Thing*, part.; 2:30-3 *Guiding Light*, P&G
NBC-TV 2-2:30 *Days of Our Lives*, part.; 2:30-3 *Doctors*, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *One Life to Live*, part.
CBS-TV 3-3:30 *Secret Storm*, part.; 3:30-4 *Edge of Night*, part.
NBC-TV 3-3:30 *Another World*, part.; 3:30-4 *You Don't Say*, part.

4-5 p.m.

ABC-TV 4-4:30 *Dark Shadows*, part.; 4:30-5 No network service.
CBS-TV 4-4:25 *House Party*, part.; 4:25-4:30 *News with Douglas Edwards*, part.; 4:30-5 No network service.
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *Floyd Kalber News*, part.; 4:30-5 No network service.

5-7:30 p.m.

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

11 p.m.-1 a.m.

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

NBC-TV 11-11:30 No network service; 11:30 p.m.-1 a.m. *Tonight Show*, part.

Monday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Avengers*, part.; 8:30-9 *Peyton Place I*, part.
CBS-TV 7:30-8:30 *Gunsmoke*, part.; 8:30-9 *Here's Lucy*, part.
NBC-TV 7:30-8 *I Dream of Jeannie* part.; 8-9 *Rowan and Martin's Laugh In*, part.

9-10 p.m.

ABC-TV *Outcasts*, part.
CBS-TV 9-9:30 *Mayberry R.F.D.*, part.; 9:30-10 *Family Affair*, part.
NBC-TV 9-11 *Monday Night Movies*, part.

10-11 p.m.

ABC-TV *Big Valley*, part.
CBS-TV *Carol Burnett Show*, part.
NBC-TV *Movies*, cont.

Tuesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Mod Squad*, part.; 8:30-9:30 *It Takes a Thief*, part.
CBS-TV 7:30-8:30 *Lancer*, part.; 8:30-9:30 *Red Skelton Hour*, part.
NBC-TV 7:30-8:30 *Jerry Lewis*, part.; 8:30-9 *Julia*, part.

9-10 p.m.

ABC-TV 9-9:30 *It Takes a Thief*, cont.; 9:30-10 *N.Y.P.D.*, part.
CBS-TV 9-9:30 *Red Skelton*, cont.; 9:30-10 *Doris Day Show*, part.
NBC-TV 9-11 *Tuesday Night Movies*, part.

10-11 p.m.

ABC-TV *That's Life*, part.
CBS-TV *CBS News Hour* (alt.), *60 Minutes* (alt.), part.
NBC-TV *Movies*, cont.

Wednesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Here Comes the Brides*, part.; 8:30-9 *Peyton Place II*, part.
CBS-TV 7:30-8:30 *Daktari*, part.; 8:30-9 *Two Good Guys*
NBC-TV *Virginian*, part.

9-10 p.m.

ABC-TV 9-11 *Wednesday Night Movies*, part.
CBS-TV 9-9:30 *Beverly Hillbillies*, part.; 9:30-10 *Green Acres*, part.
NBC-TV *Kraft Music Hall*, Kraft

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV *Jonathan Winters Show*, part.
NBC-TV *Outsider*, part.

Thursday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Ugliest Girl in Town*, part.; 8-8:30 *Flying Nun*, part.; 8:30-9 *Bewitched*, Quaker Oats, Chevrolet
CBS-TV 7:30-8 *Blondie*, part.; 8-9 *Hawaii Five-O*, part.
NBC-TV 7:30-8:30 *Daniel Boone*, part.; 8:30-9:30 *Ironside*, part.

9-10 p.m.

ABC-TV 9-9:30 *That Girl*, part.; 9:30-10:30 *Journey to the Unknown*, part.
CBS-TV 9-11 *Thursday Night Movies*, part.
NBC-TV 9-9:30 *Ironside*, cont.; 9:30-10 *Drag-net*, part.

10-11 p.m.

ABC-TV 10-10:30 *Journey to the Unknown*, cont.; 10:30-11 No network service.

CBS-TV *Movies*, cont.
NBC-TV *Dean Martin Show*, part.

Friday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Operation: Entertainment*, part.: 8:30-9 *Felony Squad*, part.
CBS-TV 7:30-8:30 *Wild Wild West*, part.: 8:30-9 *Gomer Pyle-USMC*, General Foods
NBC-TV 7:30-8:30 *High Chaparral*, part.: 8:30-10 *Name of the Game*, part.

9-10 p.m.

ABC-TV 9-9:30 *Don Rickles Show*, part.: 9:30-10 *Guns of Will Sonnett*, part.
CBS-TV 9-11 *Friday Night Movies*, part.
NBC-TV *Name of the Game*, cont.

10-11 p.m.

ABC-TV *Judd for the Defense*, part.
CBS-TV *Movies*, cont.
NBC-TV *Star Trek*, part.

Saturday

8-10 a.m.

ABC-TV 8-9 No network service: 9-9:30 *Casper Cartoons*, part.: 9:30-10 *Adventures of Gulliver*, part.
CBS-TV 8-8:30 *Go-Go Gophers*, part.: 8:30-9:30 *Bugs Bunny/Roadrunner Hour*, part.: 9:30-10 *Wacky Races*, part.
NBC-TV 8-9 No network service: 9-9:30 *Super 6*, part.: 9:30-10 *Top Cat*, part.

10-11 a.m.

ABC-TV 10-10:30 *Spiderman*, part.: 10:30-11 *Fantastic Voyage*, part.
CBS-TV 10-10:30 *Archie Show*, part.: 10:30-11:30 *Batman/Superman Hour*, part.
NBC-TV 10-10:30 *Flintstones*, part.: 10:30-11:30 *Banana Splits*, part.

11 a.m.-noon

ABC-TV 11-11:30 *Journey to Center of the Earth*, part.: 11:30-12 *Fantastic Four*, part.
CBS-TV 11-11:30 *Batman/Superman Hour*, cont.: 11:30-12 *Herculoids*, part.
NBC-TV 11-11:30 *Banana Splits*, cont.: 11:30-12 *Underdog*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *George of the Jungle*, part.: 12:30-1:30 *American Bandstand*, part.
CBS-TV 12-12:30 *Shazzan!*, part.: 12:30-1 *Jonny Quest*, part.
NBC-TV 12-12:30 *Birdman*, part.: 12:30-1 *Super President*, part.

1-2 p.m.

ABC-TV 1-1:30 *American Bandstand*, cont.: 1:30-2 No network service
CBS-TV 1-1:30 *Moby Dick/Mighty Mightor*, part.: 1:30-2 *Lone Ranger*, part.
NBC-TV No network service

2-5 p.m.

ABC-TV *NCAA Football*, part.
CBS-TV No network service
NBC-TV No network service

5-7:30 p.m.

ABC-TV 5-6:30 *Wide World of Sports*, part.: 6:30-7:30 No network service
CBS-TV 5-6:30 No network service: 6:30-7:30 *News with Roger Mudd*, (two feeds) part.
NBC-TV 5-5:30 No network service: 5:30-6 *G.E. College Bowl*, General Electric: 6-6:30 No network service: 6:30-7:30 *Frank McGee Report* (two feeds) part.

7:30-9 p.m.

ABC-TV 7:30-8 *Dating Game*, part.: 8-8:30 *Newlywed Game*, part.: 8:30-9:30 *Lawrence Welk*, part.
CBS-TV 7:30-8:30 *Jackie Gleason Show*, part.: 8:30-9 *My Three Sons*, part.
NBC-TV 7:30-8 *Adam 12*, part.: 8-8:30 *Ghost & Mrs. Muir*, part.: 8:30-9 *Get Smart*, part.

9-10 p.m.

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

10-11 p.m.

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

11 p.m.-1 a.m.

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

Specials in the fourth quarter

ABC-TV

Oct. 6, 4-5 p.m.: *Preview of 19th Summer Olympic Games*.
Oct. 12-27, various times: *Summer Olympics from Mexico City*.
Oct. 14, 7:30-8:30 p.m. *How Life Begins* (R).
Oct. 21, 9-10 p.m.: *Hemingway's Spain: a Love Affair*.
Oct. 23, 9-10 p.m.: *Sophia*.
Nov. 5, 7 p.m.-conclusion: election coverage.
Nov. 13, 7:30-8:30 p.m.: *Sense of Wonder*.
Nov. 15, 7:30-8:30 p.m.: *The Undersea World of Jacques Cousteau: Whales*.
Nov. 28, 7:30-8:30 p.m.: *Thanksgiving Visitor*.
Nov. 29, 10-11 p.m.: *Man and his Universe—the Scientist*.
Dec. 5, 9:30-10:30 p.m.: *The Secret of Michaelangelo: Every Man's Dream*.
Dec. 6, 8:30-9 p.m.: *Coaches All-American Team*.
Dec. 9, 9-10 p.m.: *Gettysburg*.
Dec. 10, 8:30-9:30 p.m.: *A Guide to the Swinging Bachelor*.
Dec. 15, 7-8 p.m.: *The Undersea World of Jacques Cousteau: Whales* (R).
Dec. 24, 7:30-8:30 p.m.: *Christ Is Born* (R).
Dec. 25, 9-11 p.m.: *Silent Night*.

CBS-TV

Oct. 15, 9:30-11 p.m.: *CBS Playhouse "The People Next Door."*
Oct. 20, 9-10 p.m.: *Pat Paulsen for President*.
Oct. 23, 7:30-8:30 p.m.: *National Geographic, "America's Wonderlands—the National Parks."*

Oct. 24, 7:30-8 p.m.: *It's the Great Pumpkin, Charlie Brown* (R).
Oct. 24, 8-9 p.m.: *Girl Friends and Nabors*.
Oct. 28, 9:30 p.m.-conclusion: *NFL Football*.
Nov. 3, 10-11 p.m.: election preview.
Nov. 5, 7 p.m.-conclusion: election coverage.
Nov. 6, 10-11 p.m.: election review.
Nov. 25, 9-10 p.m.: *Francis Albert Sinatra Does his Thing*.
Nov. 28, 9:30 a.m.-12 noon: *Thanksgiving Parade Jubilee*.
Nov. 28, 7:30-9 p.m.: *NFL Football*.
Nov. 30, 10-11:30 p.m.: *Miss Teen-Age America*.
Dec. 1, 9-10 p.m.: *Ann-Margaret and the Men in her Life*.
Dec. 3, 7:30-8:30 p.m.: *National Geographic*.
Dec. 4, 9:30-11 p.m.: *CBS Playhouse*.
Dec. 8, 7:30-8 p.m.: *A Charlie Brown Christmas* (R).
Dec. 20, 7:30-8:30 p.m.: *The Nutcracker* (R).
Dec. 22, 7-7:30 p.m.: *Dr. Seuss's How the Grinch Stole Christmas* (R).
Dec. 25, 5-6 p.m.: *Young People's Concert*.

NBC-TV

Oct. 14, 9-10 p.m.: *Bob Hope Special*.
Oct. 14, 10-11 p.m.: *Mitzi Gaynor Special*.
Oct. 17, 7:30-8:30 p.m.: *Fabulous Shorts*.
Oct. 17, 8:30-9:30 p.m.: *Soul*.
Oct. 21, 7:30-8 p.m.: *Barbar the Elephant*.
Oct. 23, 10-11 p.m.: *Bing Crosby Special*.
Nov. 5, 7:30 p.m.-conclusion: election coverage.
Nov. 6, 9-10 p.m.: *Bob Hope Special*.

Nov. 16, 9-10 p.m.: *Tennessee Ernie Ford Special*.
Nov. 16, 10-11 p.m.: *Jack Benny Special*.
Nov. 17, 7-9 p.m.: *Heidi*.
Nov. 20, 7:30-9 p.m.: *Hallmark Hall of Fame: "A Punt, a Pass and a Prayer."*
Nov. 23, 7:30-8:30 p.m.: *Mouse on the Mayflower*.
Nov. 23, 8:30-9 p.m.: *Cowsills Special*.
Nov. 24, 9-10 p.m.: *Peggy Fleming Special*.
Nov. 27, 9-10 p.m.: *Bob Hope Special*.
Nov. 28, 10 a.m.-12 noon: *Macy's Thanksgiving Day Parade*.
Nov. 28, 1:30-7 p.m.: *AFL double header*.
Dec. 1, 10-11 p.m.: *Perry Como Special*.
Dec. 3, 9-10 p.m.: *Elvis Presley Special*.
Dec. 3, 10-11 p.m.: *Brigitte Bardot Special*.
Dec. 6, 7:30-8:30 p.m.: *Rudolph the Red-Nosed Reindeer*.
Dec. 7, 4:30 p.m.: *AFL football*.
Dec. 8, 7-8:30 p.m.: *Pinocchio*.
Dec. 9, 8-9 p.m.: *Supremes Special*.
Dec. 14, 4:30 p.m.: *AFL football*.
Dec. 15, 12-12:30 p.m.: *Eternal Light Hanukkah Special*.
Dec. 19, 7:30-8 p.m.: *The Little Drummer Boy*.
Dec. 19, 8-9 p.m.: *Andy Williams Christmas Special*.
Dec. 19, 9-10 p.m.: *Bob Hope Special*.
Dec. 24, 7:30-8:30 p.m.: *Christmas Musical*.
Dec. 29, (time TBA): *AFL Championship Game*.
Dec. 30, 9-11 p.m.: *Urban Crisis Special #2*.
Dec. 31, 7:30-8:30 p.m.: *Orange Bowl Parade*.

NBC takes 6 of 7 in NTI rankings

Movies dominate all nights on all networks as new season rolls into high gear

The "fast" Nielsen Television Index ratings for the week of Sept. 16-22, premiere week for NBC, but prior to ABC and CBS new programing, shows NBC the leader in over-all averages and in six of the seven nights individually.

NBC's average for the week was 22.3, compared with 13.6 for CBS and 14.7 for ABC. NBC took top ratings Monday through Saturday, and its programs took the top nine places in rankings. ABC scored highest on Sunday and put three programs in the top 20. CBS also had three shows in the rankings.

The top shows were *Julia*, *Rowan and Martin's Laugh-In*, *Bonanza*, *Dean*

Martin, and a movie, *Madame X*, all on NBC.

For the previous two weeks, encompassing the last week of summer programing and NBC's premiere week (Sept. 2-15), the NTI ratings were much closer: NBC 15.7, CBS 15.4 and ABC 14.9. NBC averaged best on three nights, CBS and ABC on two each. Top programs in that period were *Miss America Pageant* (NBC), *Andy Griffith* (CBS), *Bonanza* (NBC), *Family Affair* (CBS) and a Johnny Carson special (NBC).

New York Nielsens for the past week (Friday, Sept. 27 through Wednesday, Oct. 2) show that movies more than hold their own against both new and

old shows every night, and whichever network had the movie won that night's averages. Neither of the week's two paid political shows fared well.

The same movie trend held in the Trendex ratings for the week, with ABC-TV's "Cat Ballou" Wednesday night (Oct. 2) receiving the highest ratings and shares. Other programs doing well were CBS-TV's *Gomer Pyle* on Friday; ABC-TV's *Land of the Giants* and *FBI* on Sunday; CBS-TV's *Smothers Brothers* and *Mission: Impossible*, also on Sunday; NBC-TV's *Rowan and Martin* on Monday and *Julia* on Tuesday, and ABC-TV's *Here Come the Brides* and *Peyton Place* on Wednesday.

Shares
N. Y.
Nielsen Trendex

Friday, Sept. 27

7:30-8 P.M.		
ABC Operation:		
Entertainment	16	24.2
CBS Wild Wild West	32	30.6
NBC High Chaparral	19	28.6
8-8:30 P.M.		
ABC Operation:		
Entertainment	17	25.8
CBS Wild Wild West	36	30.9
NBC High Chaparral	21	25.2
8:30-9 P.M.		
ABC Felony Squad	16	18.0
CBS Gomer Pyle	28	43.0
NBC Name of the Game	30	24.3
9-9:30 P.M.		
ABC Don Rickles	19	21.1
CBS Movie		
"Sex and the Single Girl"	33	39.8
NBC Name of the Game	31	22.6
9:30-10 P.M.		
ABC Will Sonnett	13	14.7
CBS Movie	35	44.7
NBC Name of the Game	31	28.6
10-10:30 P.M.		
ABC Judd for the Defense	15	20.5
CBS Movie	40	49.9
NBC Star Trek	24	21.6
10:30-11 P.M.		
ABC Judd	15	19.9
CBS Movie	41	50.4
NBC Star Trek	26	22.5

Saturday, Sept. 28

7:30-8 P.M.		
ABC Dating Game	13	30.0
CBS Jackie Gleason	40	34.8
NBC Adam 12	27	24.8
8-8:30 P.M.		
ABC Newlywed Game	20	28.5
CBS Jackie Gleason	37	37.8
NBC Get Smart	29	27.5
8:30-9 P.M.		
ABC Lawrence Welk	18	31.4
CBS My Three Sons	26	30.1
NBC Ghost and Mrs. Muir	40	33.4
9-9:30 P.M.		
ABC Lawrence Welk	18	31.2
CBS Hogan's Heroes	26	28.2
NBC Movie "The Train"	40	36.2
9:30-10 P.M.		
ABC Hollywood Palace	18	28.1
CBS Petticoat Junction	21	31.0
NBC Movie	41	34.5
10-10:30 P.M.		
ABC Hollywood Palace	15	29.9

Shares
N. Y.
Nielsen Trendex

CBS Mannix	24	21.4
NBC Movie	45	43.7
10:30-11 P.M.		
ABC Local	9	16.4
CBS Mannix	29	33.4
NBC Movie	48	47.6

Sunday, Sept. 29

7:30-8 P.M.		
ABC Land of the Giants	39	53.2
CBS Gentle Ben	20	17.0
NBC Walt Disney	19	21.6
8-8:30 P.M.		
ABC FBI	33	39.6
CBS Ed Sullivan	33	33.7
NBC Walt Disney	19	20.8
8:30-9 P.M.		
ABC FBI	34	39.6
CBS Ed Sullivan	35	38.0
NBC Mothers-in-Law	19	20.2
9-9:30 P.M.		
ABC Movie		
"Come Blow Your Horn"	34	38.2
CBS Smothers Brothers	30	33.0
NBC Bonanza	25	27.4
9:30-10 P.M.		
ABC Movie	32	35.9
CBS Smothers Brothers	29	36.8
NBC Bonanza	28	26.8
10-10:30 P.M.		
ABC Movie	32	35.8
CBS Mission Impossible	40	34.6
NBC Phyllis Diller	13	27.2
10:30-11 P.M.		
ABC Movie	33	35.7
CBS Mission Impossible	42	36.7
NBC Phyllis Diller	12	25.5

Monday, Sept. 30

7:30-8 P.M.		
ABC Avengers	26	23.1
CBS Gunsmoke	25	30.8
NBC Humphrey Political	16	25.9
8-8:30 P.M.		
ABC Avengers	22	16.4
CBS Gunsmoke	22	25.4
NBC Laugh-in	43	52.0
8:30-9 P.M.		
ABC Peyton Place	22	17.6
CBS Here's Lucy	22	28.7
NBC Laugh-in	44	45.9
9-9:30 P.M.		
ABC Outcasts	25	17.9
CBS Mayberry RFD	16	27.7
NBC Movie "How to Murder Your Wife"	49	48.1

Shares
N. Y.
Nielsen Trendex

9:30-10 P.M.		
ABC Outcasts	26	22.1
CBS Family Affair	13	28.8
NBC Movie	49	43.2
10-10:30 P.M.		
ABC Big Valley	20	21.2
CBS Carol Burnett	18	34.4
NBC Movie	45	37.0
10:30-11 P.M.		
ABC Big Valley	21	18.2
CBS Carol Burnett	18	32.7
NBC Movie	50	45.2

Tuesday, Oct. 1

7:30-8 P.M.		
ABC Mod Squad	30	37.3
CBS Lancer	19	21.0
NBC Jerry Lewis	23	23.4
8-8:30 P.M.		
ABC Mod Squad	34	43.4
CBS Lancer	20	19.9
NBC Jerry Lewis	23	29.1
8:30-9 P.M.		
ABC It Takes a Thief	32	22.2
CBS Red Skelton	20	28.4
NBC Julia	36	43.6
9-9:30 P.M.		
ABC It Takes a Thief	33	29.8
CBS Red Skelton	26	29.6
NBC Movie	32	37.7
9:30-10 P.M.		
ABC N.Y.P.D.	25	25.7
CBS Doris Day	22	31.3
NBC Movie	34	36.8
10-10:30 P.M.		
ABC That's Life	24	31.5
CBS Wallace Political	12	16.3
NBC Movie	41	39.7
10:30-11 P.M.		
ABC That's Life	25	24.9
CBS Local	9	18.9
NBC Movie	42	40.1

Wednesday, Oct. 2

7:30-8 P.M.		
ABC Here Come the Brides	26.3	38.3
CBS Dakari	18.4	17.5
NBC Virginian	19.3	26.1
8-8:30 P.M.		
ABC Here Come the Brides	27.4	36.7
CBS Dakari	22.5	18.7
NBC Virginian	22.5	27.6
8:30-9 P.M.		
ABC Peyton Place	26.7	38.1
CBS Good Guys	28.4	28.2

(Continued page 60)



cine-vox

Productions, Inc.

Pan Am Building

200 Park Avenue, Suite 4320

New York, N. Y. 10017

Telephone (212) 661-3700

MEMO TO: RADIO STATION OWNERS AND MANAGERS
FROM: CINE-VOX

Would you like to have the nation's leading country music deejay,
Ralph Emery, on your station?

As I am sure you are aware, Ralph has been the No. 1 country radio personality for many years. He's four-time winner of the Country Music Association's National Fan Club award as the most popular deejay in America. And Music Reporter magazine named him, twice in a row, the nation's No. 1 disk jockey.

Both you and I realize that all radio is local. Now, by a completely revolutionary method of localization, Cine-Vox has developed a system called Custom Radio. Through this unique and exciting innovation, Ralph Emery makes any time prime time. Cine-Vox puts Ralph behind your microphone to work a regular shift, every day of the week, totally customized to your format.

Ralph Emery is an almost unbelievable asset for you. In addition to the prestige and personality value of having Ralph on your station, you get the tremendous selling power of his voice on your local commercials.

Since we are offering Emery exclusively to one station in each market, at a price your station can afford, we know you will be interested in learning all about the Ralph Emery Custom Radio service.

Ralph Emery is available on a first-come, first-served basis. So, for complete information, return the coupon below today. For even faster service, wire or call me collect at (212) 661-3700.

Yours sincerely,

Ross Charles, Sales Manager



cine-vox

PRODUCTIONS, INC.

PAN AM BUILDING, 200 PARK AVENUE, SUITE 4320, NEW YORK, N. Y. 10022

Dear Ross:

I am interested in learning more about the Ralph Emery Custom Radio service as soon as possible.

Name _____

Title _____

Station _____

Address _____

City _____

State _____

Zip _____

BROADCASTING, Oct. 7, 1968

	Shares	
	N. Y.	Trendex
NBC Virginian	19.1	27.8
9:30 P.M.		
ABC Movie "Cat Ballou"	51.1	60.2
CBS Beverly Hillbillies	19.1	18.8
NBC Kraft Music Hall	11.3	14.2
9:30-10 P.M.		
ABC Movie	54.4	60.8
CBS Green Acres	13.2	18.9
NBC Music Hall	13.6	14.1
10-10:30 P.M.		
ABC Movie	53.3	60.0
CBS Jonathan Winters	12.7	11.4
NBC Outsider	17.6	16.2
10:30-11 P.M.		
ABC Movie	52.6	66.7
CBS Jonathan Winters	13.4	13.5
NBC Outsider	20.7	10.6

Continuing comments on new TV offerings

The nation's television critics concluded their dissection of the season's new offerings and offered a mixed bag of opinions about the five final shows.

In general they like CBS's *Hawaii Five-O* and ABC's *Journey to the Unknown*. Comments on ABC's *Ugliest Girl in Town* and CBS's *Blondie* were of the unkind variety. As for ABC's *Don Rickles Show*, the critics who like Mr. Rickles liked the show or at least held out hope for it.

Here's how a cross-section of the critics viewed the five new series of Sept. 26-27:

Ugliest Girl in Town (ABC-TV, Thursday, 7:30-8 p.m. EDT)



"... I couldn't believe any of it." Ben Gross, *New York Daily News*.

"... some basically distasteful overtones..." Harry Harris, *Philadelphia Inquirer*.

"... completely delightful [at the start], then descended into as abysmal climax..." Percy Shain, *Boston Globe*.

"... the most vapid half-hour in the nation last night..." Richard F. Shepard, *New York Times*.

"... ought to catch on with the teeny-boppers." Bernie Harrison, *Washington Evening Star*.

"... better done than most of the original retreads of this season. Lawrence Laurent, *Washington Post*.

"... wild, half-hour comedy." Rick DuBrow, UPI.

"... as humorous as terminal cancer." James Doussard, *Louisville Courier-Journal*.

"... looks to be one of the sillier comedy efforts of the season." Hal Humphrey, *Los Angeles Times*.

"... here and there amusingly needles the fashion pacesetters." *Time*.

"... first television series aimed directly at the 12-year-old transvestite." Harry F. Waters, *Newsweek*.

"... has got to be a one-joke series." Cynthia Lowry, AP.

"... a one-joke theme." Paul Molloy, *Chicago Sun-Times*.

"It's funny in spite of a premise which is still raising eyebrows." Bevo Baker, *Dallas Morning News*.

Blondie (CBS-TV, Thursday, 7:30-8 p.m. EDT)



"... would appear to be a children's show exclusively..." George Gent, *New York Times*.

"... like a Sunday [comic] strip, but that requires 30 seconds of someone's time, not 30 minutes." Harry Harris, *Philadelphia Inquirer*.

"... an amusing charade..." Ben Gross, *New York Daily News*.

"... this time, even CBS-TV went too far." Lawrence Laurent, *Washington Post*.

"... what a price to pay for non-violence." Terrence O'Flaherty, *San Francisco Chronicle*.

"... is an unmitigated disaster." Don Page, *Los Angeles Times*.

Hawaii Five-O (CBS-TV, Thursday, 8-9 p.m. EDT)

"... anyway you slice it, still standard TV melodrama..." Harry Harris, *Philadelphia Inquirer*.



"... a reasonable if undistinguished story..." Percy Shain, *Boston Globe*.

"... a fair crime-doesn't-pay offering..." Ben Gross, *New York Daily News*.

"... lei variation on *Dragnet*..." Jack Gould, *New York Times*.

"... a bit sharper in execution than *Hawaiian Eye*." Bernie Harrison, *Washington Evening Star*.

"It plays like a good detective drama should." Don Page, *Los Angeles Times*.

"... excellent, well-produced show." Pete Rahn, *St. Louis Globe-Democrat*.

"... welcome addition... should be a shoo-in." Cynthia Lowry, AP.

"... middling good cops-and-robbers series with fine production values and a competent regular cast." Larry Williams, *Memphis Commercial Appeal*.

"... has a good chance." Paul Molloy, *Chicago Sun-Times*.

Journey to the Unknown (ABC-TV, Thursday, 9:30-10:30 p.m. EDT)

"... exceptionally artistic projection of a fantasy..." Jack Gould, *New York Times*.

"... rather pleasant fantasy with a rather unpleasant ending..." Percy Shain, *Boston Globe*.

"... sick, sick sick and slick, slick, slick..." Harry Harris, *Philadelphia Inquirer*.

"... may be the dramatic sleeper of the season." Harry F. Waters, *Newsweek*.

"... wasn't badly done, just over-familiar." Bernie Harrison, *Washington Evening Star*.



"The journey will be a short run on TV." Lawrence Laurent, *Washington Post*.

"... was an engrossing television experience." Don Page, *Los Angeles Times*.

"... wierdest-and most fascinating excursion since... *Twilight Zone*." *Time*.

"... a very good beginning." Cynthia Lowry, AP.

"Definitely not for children or even impressionable adolescents." Paul Molloy, *Chicago Sun-Times*.

"If... a study in terror, it failed... but if it is designed to offer good acting and good writing, then it succeeded." Bevo Baker, *Dallas Morning News*.

Don Rickles Show (ABC-TV, Friday, 9-9:30 p.m. EDT)

"... comedy revue with a mystery format." Bernie Harrison, *Washington*

WBKB-TV announces a little something to remember us by.

A new name. WLS-TV.

Nothing else has changed.

We're still going up in ratings faster
than any other station in Chicago.

We're simply going by a new name.



abc AN OWNED STATION OF THE
AMERICAN BROADCASTING COMPANY, INC.



Evening Star.

"... needs bright companions who can put him to the test and help share his burdens." Jack Gould, *New York Times*.

"We were wrong about *Batman*. It was a model of good taste." Lawrence Laurent, *Washington Post*.

"... something about an ad-lib nightclub comic that doesn't fit easily into a half-hour format." Harry F. Waters, *Newsweek*.

"... came on this show as a welcome relief." Hal Humphrey, *Los Angeles Times*.

"... opened up prime-time again for racial, religious and other sensitive material with a pungent note." Rick DuBrow, UPI.

"... one can only surmise the format is still evolving." Pete Rahn, *St. Louis Globe-Democrat*.

"... takes more to fill a half-hour." Barbara Delatiner, *Newsday*.

NBC has no comment on White Sox suit

NBC officials declined comment last week on a \$1-million damage suit filed in circuit court at Chicago by corporate interests of Arthur Allyn, owner of the Chicago White Sox, charging WMAQ Chicago failed to fulfill its baseball broadcast contract in certain respect. NBC expects to file its formal reply in a couple of weeks.

The suit was filed Sept. 23 by the Artnell Co., a firm headed by Mr. Allyn, and contends NBC failed to pay Artnell \$474,398 under a 1966 agreement. The suit also seeks to collect \$500,000 in lost revenue because the network pre-empted seven games to air the Republican and Democratic conventions.

The suit seeks payment of money allegedly owed on the 1966 agreement plus 5% interest and asks that NBC open its books to show how much profit was made on the Sox broadcasts in 1967-68.

Under the two-year agreement, Artnell claims it was to have received \$350,000 from NBC in 1967 and \$375,000 in 1968 for the radio rights. Artnell alleges it got only \$4,147 in 1967 and \$121,455 the following year. Artnell also claims the original agree-

ment was improperly amended to assure NBC a profit of \$200,000 in 1967 and again in 1968 and \$250,000 each year thereafter.

ABC's Lower protests arrest in Mexico

ABC News President Elmer Lower has sent a strong protest to Gustavo Diaz Ordaz, president of Mexico, concerning the arrest of ABC News producer Terry Cory. Mr. Cory said he and others arrested with him were beaten by a police gantlet when taken to be booked.

Mr. Cory was with an ABC News cameraman, Ralph Mayher, in an apartment overlooking a plaza when police fired on students. He said camera equipment was confiscated.

In his cable to the Mexican president, Mr. Lower said: "We urge you to insure the safety of our news personnel working in Mexico City and respectfully request an investigation of [Wednesday night's (Oct. 2)] deplorable incident."

Miller moves to WCFL, makes even more money

Howard Miller, morning personality on WIND Chicago for 23 years who was taken off the air abruptly last April for comments after local rioting, takes over the 6-10 a.m. period this week on WCFL Chicago. He was released from his WIND contract after out-of-court settlement of his \$5-million suit for damages against WIND.

Patriotism, decency and law and order will still head Mr. Miller's conversation list, he said last week, indicating he expects no interference from the Chicago Federation of Labor station even though he is a registered Republican. Politics, however, will be taboo, he agrees. Eventually he hopes to enter politics, though, and after a year or two may run for public office.

Asked if it is true he has been Chicago's highest paid radio performer, Mr. Miller agreed, but indicated he is making even more at WCFL. His previous salary had been in the \$80,000-\$100,000 range.

PBL modifies committee, sets new guidelines

The renovated Public Broadcast Laboratory now has a newly formed program advisory committee "to advise management on over-all PBL editorial policies and on specific issues as they may arise, either in the area of program content or production."

The committee has been reduced in number compared to last year's, and

will act strictly in an advisory capacity, meeting about once a month. Friction between last year's advisory board, which convened every week, and the production staff caused the reorganization this year.

Fred Bohlen, executive editor of PBL, was named chairman of the committee; John F. White, National Educational Television president, and Av Westin, executive director of PBL, also were already committee members (BROADCASTING, June 24). Additional members announced last week were John Fischer, contributing editor of *Harper's* magazine and a member of the NET board; Norman Cousins, editor of *The Saturday Review*; Abram Chayes, Harvard University law professor, and William Gorham, president of the Urban Institute of Washington, D. C.

Now Tom Smothers says 'Lord' was censored

The Smothers Brothers are embroiled once again with CBS-TV over what they contend is a censorship problem. They claimed last week that a segment had been cut from their first show of this season on Sept. 29 and that several lines from another skit had been eliminated.

Tom Smothers said CBS in New York removed the seven-and-one-half minute sequence of Harry Belafonte singing "Lord, Lord, Don't Stop the Carnival" against a background of film clips of the Democratic National Convention in Chicago. He said that he and his brother hoped to meet with network programming executives to work out their differences. CBS officials in New York declined to comment on the Smothers Brothers charges.

Talent Associates is now part of Norton Simon

The acquisition of Talent Associates Inc. was completed last week, with Norton Simon Inc. agreeing to pay at least \$4 million for the television production company. Terms of the acquisition, not disclosed when the agreement in principle was first announced last summer (BROADCASTING, Aug. 26), involves an initial payment of Norton Simon preferred shares worth about \$4 million, with payment of an additional \$4.8 million preferred stock to be paid subsequently depending on the earnings performance of Talent Associates over a five-year period. Talent Associates will operate as a merged subsidiary of Norton Simon with David Susskind continuing as president.

Norton Simon was formed in July upon the consolidation of Hunt Foods & Industries Inc., Canada Dry Corp.

New Gates TV Audio Console



can be expanded as your station grows.

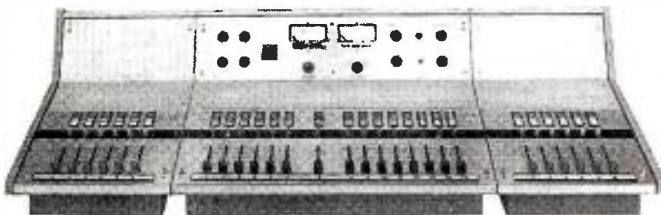
Gates new dual-channel TV-15 audio control console is a big-facility board in a space-saving size. Compact, yet capable of providing complete audio control with proven solid-state reliability for your entire television operation.

The TV-15 features 15 mixing channels – six studio microphone channels, an announce booth channel, and eight medium-level channels. Each channel has a four-station interlocked push-button selector to expand the total number of inputs to 60. All channels are provided with a jumper card or preamp board for hi or low level inputs.

Easy-to-operate vertical attenuators provide precise audio control – and a cue position on each feeds the inbuilt cue amplifier. Audio follow video may be added by plugging in the remote controlled relays.

As your station grows, the TV-15 can be expanded to 21 mixing channels, or 27, or more.

Write for complete information.



*Gates TV-15 with two TVS-6's added
for a total of 27 mixing channels and 108 inputs.*

GATES

GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.
A subsidiary of Harris-Intertype Corporation



and McCall Corp. It's currently based in Fullerton, Calif., but has announced plans to move to Los Angeles.

Talent Associates, formed in 1952, is based in New York. Currently it produces *Get Smart* for NBC-TV, *NYPD* for ABC-TV and *The Good Guys* for CBS-TV.

Bloom TV Productions established in S.F.

Aaron S. Bloom, formerly with ABC-TV San Francisco, has formed Aaron S. Bloom TV Productions, 3993 Washington St., San Francisco, to package and syndicate TV programs.

Ready for syndicated distribution to sponsors, and group and independent stations is *TV Crossword Quiz*, a local live game show. Negotiations are underway for the production of *The Nobel Prize*, a series of specials dramatizing the lives of Nobel laureates which will be available for network sponsorship only.

Cards-Tigers attract huge network coverage

NBC lined up more than 500 television stations and 1,200 radio stations for the 1968 World Series between the Detroit Tigers and St. Louis Cardinals, which began last Wednesday (Oct. 2).

Telecasts are carried by 231 stations in the U.S., Canadian Broadcasting Corp. stations, and the Telesistema network in Mexico. A satellite pick-up is being used by WKAQ-TV San Juan, P.R., where the Series is sponsored by Gillette of Puerto Rico. Puerto Rican and Mexican commentators are reporting the games in Spanish from the two stadiums. WBNB-TV St. Thomas, V. I., is broadcasting a kinescoped version, and stations in South America, Bermuda and the Philippines have one-hour wrap-ups.

Radio coverage is broadcast on nearly 500 U.S. stations, 305 Canadian stations, 30 Latin American stations and the 303 radio outlets of the Armed Forces Radio and Television Service. AFRTS' 65 television stations were to show kinescopes of the games.

CVS set for profiles of college players

CVS Sports Inc., Cleveland, has announced plans to produce *The All American*, a series of 13 one-hour color programs, each exploring the development of a leading collegiate athlete. Within this vein they presently syndicate *Brian Dowling of Yale*, a one-half hour TV show following his football career. It is being sold to ABC affiliates as an adjacency to the Yale-Dartmouth game, Nov. 2. Charles Loftus, former Yale

sports information director, is handling its distribution for the East Coast.

Last year Rockwell Manufacturing, Cleveland, bought CVS's *The Making of an All-American* on Tom Schoen of Notre Dame, and has purchased the Brian Dowling show for this year. In addition to this show, CVS has produced *Purdue's Keyes to Success*, featuring Leroy Keyes, which will be shown and sold late in November or December.

CVS also produces a spring training baseball show and *The Headhunters*, a five-minute series on pro football, both for radio.

The firm's address is: 419 Bulkley Building, Cleveland 44114.

Program notes:

News rescheduled ■ NBC-TV has scheduled a new live news program. *The NBC News Sunday Report* during half-time of the second game on Sundays when doubleheader American Football League games pre-empt *The Frank McGee Sunday Report*. The half-time report is expected to be broadcast around 5 p.m. Frank McGee's regular report is presented 6-6:30 p.m. NYT.

Talent pool ■ The Los Angeles local of the American Federation of Television and Radio Artists is attempting to create a talent pool of nonwhite professional performers for submission to the broadcast networks, radio and TV stations, advertising agencies and independent producers for television and radio programs and commercials. Ethnic members of the local are being urged to register their race or color identity and work background. The talent pool information is being put together by the recently appointed AFTRA Equal Employment Opportunities Committee.

Pacific expedition ■ *The Illahee Expedition*, an eight-month ocean saga to explore an anthropologic theory, will be made into a television special for next year by Triangle Stations. The expedition will attempt to prove that the Maori peoples of the South Pacific all originally came from the British Columbia area of Canada.

Apollo coverage ■ NBC News has hired Rene Carpenter, widow of astronaut M. Scott Carpenter and mother of four children, to assist with NBC's coverage of the Apollo VII manned space flight slated for Oct. 11. Mrs. Carpenter has been named a special correspondent and will work in the New York studios.

Consultation ■ The University of Illinois Medical Center, Chicago, is offering a TV series, *Consultation*, on a 13- and 26-week basis. The half-hour programs deal with the health sciences and community service. Two radio programs, *Your Doctor Speaks* and *The*

WNJU-TV beams to P.R.

The first, live satellite telecast from New York to San Juan, P. R. took place last Tuesday (Oct. 1) when WNJU-TV Newark-Linden, N. J., originated a one-hour program that was carried on WAPA-TV in San Juan, by Screen Gems Inc. The telecast featured Puerto Rican entertainers and business and government leaders, including Ralph Rosas of the Commonwealth of Puerto Rico; Angel Rivera, special assistant to Governor Nelson Rockefeller of New York; Herman Badillo, borough president of the Bronx, and Victor Marrero, special assistant to New York Mayor John V. Lindsay.

Search For Mental Health, are also available on a 15- and 25-minute format.

Topical cartoons ■ WLWT(TV) Cincinnati will be featuring political and topical cartoons on its early evening newscast. Newspaper cartoonists such as Tom Engelhardt of the *St. Louis Post-Dispatch* will be supplying the cartoons.

Pantomime specials ■ In a move that accentuates its recent entrance into the animation and syndication field, 20th Century-Fox Television has signed famed pantomimist Marcel Marceau to perform in an undetermined number of half-hour specials. Mr. Marceau will be the only live performer, with all the other characters being animated.

Copland comments ■ WNCN(FM) New York is placing the *Aaron Copland Comments* radio series into syndication. The weekly, one-hour program featuring the composer began on WNCN last Monday (8-9 p.m.). The weekly broadcasts will cover Mr. Copland's ideas about his own music and development as a composer; about his favorite composers outside this country and about his own special interest, contemporary American music.

Howerd special ■ *David Frost Presents . . . Frankie Howerd*, a one-hour TV color special starring the English comedian, has been purchased by more than 60 stations, it was announced last week by Westinghouse Broadcasting Co. Productions and Program Sales.

Musical arrangement ■ Hanna-Barbera Productions, Hollywood, and Decca Records, a division of MCA Inc., New York, have entered into a two-year arrangement involving music written for and recorded by a singing and instrumental group appearing on NBC-TV Saturday morning. The arrangement calls for Decca to distribute the music of The Banana Splits, who appear in *The Banana Splits Adventure Hour*.

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Starring ANNETTE FUNICELLO • DWAYNE HICKMAN • BRIAN DONLEVY
BUSTER KEATON • BEVERLY ADAMS • HARVEY LEMBECK • JOHN ASHLEY
JODY McCREA • and Guest Star MICKEY ROONEY

PAJAMA PARTY

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JESSIE WHITE • JODY McCREA • BEN LESSY • DONNA LOREN • SUSAN HART • BOBBI SHAW
CANDY JOHNSON • Special Guest Stars BUSTER KEATON and DOROTHY LAMOUR

BEACH PARTY

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Also Starring MOREY AMSTERDAM and EVA SIX • and featuring
DICK DALE and the DEL TONES

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HARVEY LEMBECK • DON RICKLES • JOHN ASHLEY • JODY McCREA
CANDY JOHNSON • LITTLE STEVIE WONDER • THE PYRAMIDS
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BROADCASTING, Oct. 7, 1968

Friends scatter as Hoving talks

Furor raised when head of citizens committee says networks, AT&T conspire to debase TV

With what was basically a restatement of its position on interconnection, the board of trustees of the National Citizens Committee for Public Broadcasting vaulted into controversy last week when Thomas P. F. Hoving, chairman of the committee, embellished the statement with remarks of his own.

The statement urged a "swift resolution wholly in favor of the noncommercial broadcasters" of interconnection negotiations with AT&T, and castigated the company for "blatant holding actions . . . with its costly offers . . . of off-peak hours" at reduced rates.

"No one will deny that any firm's idle equipment or services, even when sold for less, simply adds that much more profit to a company's coffers," the statement read. It also applauded the efforts of the Corp. for Public Broadcasting, the Ford Foundation, National Educational Television, Eastern Educational Network and the National Association of Educational Broadcasters in attempting to get free or reduced interconnection rates.

In releasing the statement, however, Mr. Hoving charged that "AT&T and the commercial television networks could be said to be in collusion. These two giants, with a corner on what can be shown on television nationally, keep our electoral process muted and prevent our people from being fully informed while the country cries out for solutions to the chaos and divisions it faces."

He called the commercial network's efforts to get a repeal of equal-time provisions for political debates "an artificial issue and a stalling tactic that lets them off the hook of realizing their responsibilities to the public."

Mr. Hoving maintained the networks could juxtapose filmed statements from the various candidates if they had regularly scheduled prime-time public affairs broadcasts, and that "if noncommercial broadcasting had networking capability, they could do the job on which the commercial broadcasters are reneging." He cited NET President John White's offer of debate time regardless of the suspension of 315 as an example of true public interest, and criticized the commercial networks for being more concerned with self-interest.

Although Mr. Hoving's outspoken criticisms centered on AT&T and what he termed the "overwhelmingly cautious commercial broadcasters," most of the reactions came from the noncommercial sector, cautious now for fear of jeopardizing its on-going talks with AT&T.

Frank Pace Jr., chairman of the newly created Corp. for Public Broadcasting, made it clear that his organization had no association with the Citizens Committee and did not support Mr. Hoving's remarks. John White, president of NET, also disavowed the chairman's charges of "collusion." Both felt that their AT&T negotiations were "promising" and "in good faith," and that the commercial networks were sympathetic to their problems.

Two of the Citizens Committee trustees also disagreed with Mr. Hoving. Devereux C. Josephs, chairman of the board of noncommercial WNDT(TV) Newark, N. J.-New York, who was present at the committee board meeting and voted against the statement, resigned as a trustee. His letter of resignation did not mention Mr. Hoving's charges, but merely stated that he could not continue in both positions because of a conflict of interest.

Newton H. Minow, who, as chairman of the FCC from 1961-1963 called the commercial networks to task for their "vast wasteland" of programming, has threatened to resign over the com-

mittee's position; but as of late last week, he had not notified the organization. Mr. Minow is now practicing law in Chicago, and AT&T and CBS are two of his clients.

AT&T defended its position with the statement that "we share the public interest in educational television and radio . . . we have outlined two possibilities for greatly reduced rates for ETV . . . based on using facilities at times when they would not otherwise be required and at prices which cover the additional broadcasts without imposing a burden on other users of communications. There is no such thing as 'free service.' The cost must be borne by someone."

The three commercial networks had no comment.

Of the five other trustees present at the meeting and voting for the statement, only one is associated in any way with broadcasting—Mrs. Moise W. Dennerly, president of the Greater New Orleans Television Foundation, owner of noncommercial WYES-TV. The others are Philip Gainsley, a Minneapolis attorney; Dr. Charles Siepmann, New York University professor emeritus; Mrs. David Skinner, patron of the arts in Bellevue, Wash.; and June Wayne, director of the Tamarind Lithography Workshop, Los Angeles.

Mr. Hoving and the remaining trustees seemed undaunted by the outcry, however, and are planning a reorganization of the board.

The reorganization may not necessarily be an expansion, explained Ben Kubasik, executive director of the committee; instead, it may take the shape of a local steering committee as part of the national board. "We want people who can come to meetings," Mr. Kubasik noted.

He confirmed that the committee was in the process of hiring a Washington lawyer to get greater voice in Congress and the FCC.

The National Citizens Committee has been working toward an expansion on all levels and greater involvement with congressmen and government officials since its inception in May 1967, and it has outlined its goal of free or reduced interconnection before in its state of the industry report published in July. The recent critics have no quarrel with the ends, but rather with the means adopted to achieve the goals. Privately, many sources feel the committee is too impetuous and uninitiated in the processes of the broadcasting industry, and may destroy what little progress has been made by trying to work too fast.



Mr. Hoving



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Photo contributed by Bruce Pendleton



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Court backs renewal of KTYM

Rules FCC was correct in its 1966 decision after anti-Semitic charges

A federal court in Washington last week upheld the FCC's action in 1966 in renewing the license of KTYM Inglewood, Calif., without a hearing, despite charges that the station broadcast anti-Semitic programs.

A decision upholding the commission's ruling was issued by a three-judge panel of the U. S. Court of Appeals for the District of Columbia. Circuit Judge Warren E. Burger wrote the decision; he was seconded by Senior Circuit Judge Wilbur K. Miller and E. Skelly Wright, although Judge Wright issued a separate opinion.

The case began when the Anti-Defamation League of B'nai B'rith, Jewish service organization, charged that KTYM had permitted Richard Cotten on his *Conservative Viewpoint* programs to make offensive comments about Jews and Judaism, as well as, in one instance, attacking by name the Anti-Defamation League and one of its officials.

In renewing the station's license, the commission with only Commissioner Kenneth A. Cox dissenting, said that although it decried the content of the questioned broadcasting, it must be bound by the principle that the expression of any views not involving a "clear and present danger" is in the public interest. It also said that the station should have notified ADL at the time of the alleged defamatory personal attack, but that since this was an isolated instance, no action was initiated. The station, the FCC noted, had offered its facilities to the ADL to reply to the objectionable comments of Mr. Cotten. ADL, however, declined the invitation.

The ADL, in fact, contended that any broadcaster permitting his facilities to be used for the broadcast of "bigotry" and "hatred" is ineligible to hold a license. It claimed that the commission could not renew the KTYM license without giving ADL a chance to prove this in a hearing.

Judge Burger declared that the commission acted properly in denying an evidentiary hearing "as to the undisputed facts which formed the basis of appellant's claims."

And, he added, the U. S. Supreme Court has already indicated that broadcasting falls under the protection of the First Amendment and that the Congress has withheld the power of censorship of programs from the FCC. After quoting extensively from former Commissioner Lee Loevinger's concurrent opinion in the FCC decision, Judge Burger said:

"While the commission has the power

and indeed the duty to consider a pattern of libelous conduct in a license renewal hearing, the First Amendment demands that it proceed cautiously and Congress, as we have noted, limited the commission's powers in this area. We hold that the record reflects substantial evidence in support of the commission's decision."

Judge Wright maintained that "a license to run a radio station is not a license to libel an individual." A radio station, he said, like a newspaper, cannot claim immunity from the libel laws.

Where a broadcast attacks a group, Judge Wright said, a harder problem is presented. Under such a circumstance, he said, the commission "may decide to require a licensee to seek with reasonable diligence exponents of other views when it presents one side of a controversial issue in which a group or class is attacked."

He also indicated, in a footnote, that the commission is not precluded from deciding that it is not in the public interest for a station to regularly program views solely slanted toward one side of a controversial issue.

"The commission could conclude," he said, that a station which offered more rounded programming better served the public."

Surveillance system unveiled in Olean, N.Y.

One of those special services that CATV claims it is capable of has been unveiled in Olean, N. Y. It's a closed-circuit TV surveillance system, under the control of Olean's police department, that will monitor the city's main business district 24 hours a day.

The system employs nine G.B.C. America Corp. closed-circuit TV cameras mounted on utility poles and trained on five city blocks or 75% of the Olean business district. Monitoring is performed by one policeman at police headquarters.

The system is a service of the Allband Cablevision division of multiple-CATV-owner Television Communications Corp., which already provides CATV to Olean subscribers, and will be maintained by the cable company under a five-year contract at a cost to the city of \$6,500 annually—reportedly less than the salary earned by one city policeman.

Allband plans to offer special hook-ups to the main surveillance system to banks and other business firms at an estimated cost of about \$25 a month.

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Columbia's seminar on all subjects

Experts cover FCC, court decisions, TV critics, talk shows, much more

A jaw-breaking title was the springboard for a discussion of broadcasting's hopes and failures in New York Sept. 28 and 29 by a group of broadcast intelligentsia under the auspices of Columbia University's School of Journalism.

The title: "The Public Responsibility of Broadcast Licenses and the Ethical and Legal Considerations of Equal Time. Editorializing. Personal Attacks, Balanced Programing and the Fairness Doctrine."

The seminar was conducted by Louis G. Cowan, one-time CBS TV president and now a professor at the Columbia graduate school.

Six papers, presented in manuscript form to the participants at the beginning of the sessions, were analyzed and discussed by the more than 50 people present. The papers were by Kenneth A. Cox, FCC commissioner; Robert M. Lowe, communications consultant to the Department of Transportation and one-time staff professional for the Senate Commerce Committee who wrote a voluminous report on the fairness doctrine (BROADCASTING, May 13); Marcus Cohn, Washington communications lawyer; Earle K. Moore, New York lawyer; Everett Parker, United Church of Christ, and Lawrence Laurent, *Washington Post* TV-radio editor.

Mr. Cox, the bulk of whose presentation was almost a point-by-point rebuttal of the decision by the Seventh Circuit Court of Appeals that the commission's personal attack and editorializing rules were unconstitutional (BROADCASTING, Sept. 16), warned that so-called radio talk programs were in many instances not only anti-public interest, but in some cases positively dangerous.

He used his sharpest language for those programs that employ moderators "simply because he has a glib tongue and is willing to express an opinion on any subject" and who insults and harasses those who disagree with him. "It really seems incredible to me," Mr. Cox said. "that the licensees presenting these programs can think that they illumine public understanding or otherwise serve the public interest."

Mr. Cox expressed agreement, however, with those programs where the station announces a general subject for consideration and bring experts into the studio to contribute to discussions. He also suggested that callers be identified by name, or at least that stations have the names on file. He also thought all

open mike programs should be taped so that those seeking rebuttal under the fairness doctrine would be able to hear exactly what was said.

Mr. Lowe, presuming that the U. S. Supreme Court may uphold the Seventh Circuit Appeals Court's fairness ruling, suggested that since this would preclude the FCC from effectively viewing programing (programing content is the consideration paid by the broadcaster to the public for use of the radio spectrum, he said) proposed that the commission establish minimum qualifications for a licensee and then set a monetary payment as a lease for the license period to be paid into the general treasury of the U. S. Where two or more applicants apply, he suggested,

Star Stations dedicate Omaha headquarters

Nearly a thousand national and local dignitaries were in Omaha Sunday (Oct. 6) evening for formal dedication of the new \$1.5 million-plus national headquarters of the Star Stations. Hosts at the black tie-dinner event were Board Chairman Don W. Burden; President Joe W. Wilkerson, former Young & Rubicam executive now with Star group, and John F. Davis, a Star director, board chairman of Omaha's First National Bank.

Located in park-like setting on Oma-

ha's west side near IBM and Guarantee Mutual Insurance headquarters, the Star headquarters is pre-cast concrete and steel with an exterior of grey tinted glass and white expose aggregate columns. The three-story structure features ground-level parking and offices with KOIL-AM-FM Omaha on second floor and cooperate offices on third.

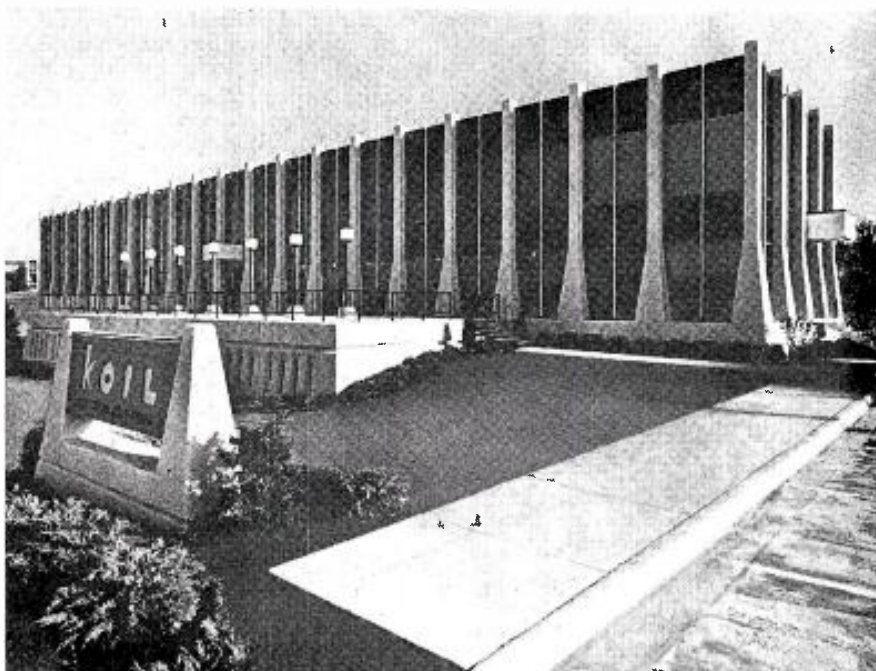
Where, Mr. Lowe proposed, the total moneys paid to the treasury equal the expense of running the FCC, the excess should be paid into a special trust fund that would be for the benefit of public broadcasting.

Mr. Cohn's premise was that the FCC needed an overseer. "The seven FCC commissioners are mortal human beings," he said, "who, just as broadcasters, have both virtues and vices. They will better discharge their obligations as the overseers of broadcasting if a committed and knowledgeable critical lover oversaw, screened, analyzed and commented on their activities."

At the nub of Mr. Cohn's discontent with the FCC was what he called the lack of continuity within the commission. And one reason for this confusion, he said, was the turnover in commissioners. Although all commissioners are appointed for seven years, the median length of service, he noted, is

ha's west side near IBM and Guarantee Mutual Insurance headquarters, the Star headquarters is pre-cast concrete and steel with an exterior of grey tinted glass and white expose aggregate columns. The three-story structure features ground-level parking and offices with KOIL-AM-FM Omaha on second floor and cooperate offices on third.

Building has six fully equipped studios utilizing Gates and IGM equipment in completely customized modules. Besides KOIL-AM-FM, Star stations include KISN Portland, Ore., and WIFE-AM-FM Indianapolis. Talent at dedication celebration included Harry Belafonte.



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4.77 years and the average 5.78 years. Only eight commissioners, he observed, have served more than seven years; 26 have served less than seven years.

Messrs. Moore and Parker proposed greater public disclosure by stations so that the public would be more aware of a licensee's activities. Mr. Moore went to the extent of suggesting that all licensees include "public directors." He called on the FCC to give "great weight" to a showing that editorial, news and programing personnel are "broadly representative" of all segments of the community, including minorities.

He also called for a requirement that a station's program logs be available to the public, and that licensees be required to maintain "what amounts to a transcript" of all programing. Mr. Parker called on the FCC to "spot check" programing. "Coupled with a thorough investigation of public com-

plaints," Mr. Parker said, "spot checking would permit the FCC to exercise the control it is obligated to discharge under the law."

Above all, Mr. Parker said, a new Communications Act "... must wrestle with the definition of the term 'freedom of the press.'" Such terms, Mr. Parker urged, must be redefined in the light of contemporary situations. "Is it too much to suggest," he said, "that the broadcaster has not lost his freedom because he must make a place for the multiple views of the public he serves?"

Mr. Laurent said he has found "an appallingly low level of criticism of broadcasting" among TV-radio editors of daily newspapers. And, he added, despite the fact that publishers are the largest single conglomerate ownership entity in broadcasting, "on most newspapers a hostility continues to exist toward broadcasting"—not on the part of the managers but among editors.

Gale, WGN seek reversal on decision

Claim FCC alleged procedural errors can be rectified to meet court's approval

On July 30, a Washington federal court overturned the sale of WFMT(FM) Chicago, ruling that the FCC had failed to conform to procedural requirements in approving the transfer. In particular, the court said, the commission should have awarded standing to a private citizens' group, the "Citizens Committee to Save WFMT-FM (sic)," late and improperly filed objections notwithstanding. Now, according to the two principals, the commission should rectify its procedural errors, consider and dispose of the citizens' protest, and reaffirm its earlier approval of the sale.

In a joint petition filed last week, Gale Broadcasting Co. and WGN Continental Broadcasting Co.—the assignor and assignee, respectively—said that the broadest of the commission's alleged procedural errors could be readily corrected to the court's satisfaction. The court ruled that the commission had not found explicitly that the "public interest, convenience and necessity" would be served by the transfer, despite counter arguments by Gale and WGN that the commissioners' votes themselves could only be interpreted as a judgment that the public interest would be served. The commission should simply make that judgment explicit, the firms said.

The question of the citizens' committee could be resolved by treating its protest as a petition for reconsideration and denying its contentions on merit, according to Gale and WGN. The committee had demanded a hearing on the proposed transfer because of fears that WFMT's classical-music format would

be changed under new ownership. As a late objection which was not filed as a petition to deny according to customary procedure, the citizens' protest was denied standing. According to the Communications Act, 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." While the citizens' petition was not in strict compliance with that regulation, the court allowed it under an admittedly lenient interpretation which took into account the unusual circumstances. Although they termed the court's action "rebuttable," Gale and WGN said that the commission could so construe the petition, and could then reject it on merit. The two firms held that the committee had offered only unverified general allegations to support its claim that WFMT's format would be changed, and that the change would be contrary to the public interest.

Further complicating the 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 court pointed out that on the same day the commission approved the transfer, it adopted the proposed one-to-a-customer rulemaking. WGN and Gale countered that the proposal is still just that—a proposal—and that their transfer of control was considered and approved under long-standing multiple-ownership rules.

Renewal hearing set by FCC

Owner's character, transfers of control are issues in case

George I. Norman Jr., sole owner of KICM Golden, Colo., and majority stockholder in the licensee of KSVN Ogden, Utah, faces the loss of both properties in a license-renewal hearing ordered by the FCC last week.

Two of the issues involve Mr. Norman's criminal record, which includes several convictions, and a third involves the sale of stock in a KICM Radio Co. The hearing is also to determine whether Mr. Norman participated in "one or more unauthorized transfers of control" of KICM and KSVN.

Action on applications for the assignment of licenses of both stations will be deferred pending the outcome of the hearing. The applications are for the sale of KICM by Norman Broadcasting to the Greater Leasing Co. and of KSVN by North American Broadcasting Co. to Intermountain Valley Broadcasting Co.

A commission investigation determined that Mr. Norman was convicted on one felony and three misdemeanor counts between 1951 and 1953. The felony conviction, which involved an



Two CBS executives are preparing to face international opponents in Mexico City next week as members of the U.S. Olympic fencing team.

William Latzko (left), director of research and analysis for the CBS direct

marketing services division, is manager of the 25-member team, Albert Axelrod (right), technical director, advanced systems, CBS laboratories division, is a three-time winner of the U.S. championship competition.

auto theft, was in a federal district court in Ohio. A Colorado state court convicted him in 1966 on felony charges of conspiracy and false pretenses, but an appeal is pending.

The hearing is to determine whether Mr. Norman misrepresented or concealed facts or was lacking in candor in statements to the commission concerning his record, and whether the convictions disqualify him from being

either a licensee or a principal in corporate licensee.

The KICM Radio Co. involved in the hearing order is said to have no relationship to the station. The commission wants to determine the nature and extent of Mr. Norman's participation in the sale of stock in the company, and whether his representations that neither he nor his family profited by that transaction were true.

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FCC says no on WBTW taxes

Says Jefferson Standard may not delay paying tax on \$4.5-million sale

Jefferson Standard Broadcasting Co. was turned down by the FCC last week in a bid for permission to postpone payment of federal income tax on the \$4.5 million sale of WBTW(TV) Florence, S. C., in February.

Jefferson had asked the commission to certify that the sale—to Daily Telegraph Printing Co.—had been necessary under a change in commission policy. A certificate would have permitted the licensee to treat the sale, under the tax laws, as an involuntary conversion of property. Jefferson would then have been able to postpone the tax payment if it bought another station before Dec. 31, 1969, at a price at least equal to that which it received for WBTW. Jefferson in July applied for permission to acquire WRVA-TV Richmond, Va., for some \$5 million.

The commission, however, by a 3-to-2 vote, held that the sale was not prompted by its action "and, therefore,

the reason for the sale is not within its certain knowledge." Accordingly it denied the requested certification.

Jefferson based its claim on the impact of a change in the commission overlap rule. The licensee, which continues to own WBTW(TV) Charlotte, N. C., said that it had wanted to improve the facilities of that station and WBTW to meet competition, but the resulting overlap would have resulted in a violation of commission rules. Jefferson said the overlap would have been permitted under a rule in force in 1964, at the time it acquired WBTW.

The commission, however, said it could accept either of the applicant's premises. "which commit the commission to decisions it was never asked to make. . . ." The commission said no applications had been filed to improve the facilities of the two stations either before or after the overlap rules were changed. As a result, the commission said, it was never asked to decide whether an improvement of facilities of either or both of the stations would have been permitted. It also said Jefferson could not assume that the overlap would have been permitted before 1964.

The commission rejected Jefferson's argument that the sale was involuntary. "Neither the commission nor any court

compelled Jefferson to sell station WBTW," it said.

Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth were in the majority, with Commissioners Robert T. Bartley and Kenneth A. Cox dissenting.

NCTA, AT&T settle origination restrictions

The National Cable Television Association negotiations with AT&T regarding program origination restrictions in certain cable-telephone company contracts proved fruitful last week.

AT&T has agreed to file amended tariffs which "will essentially eliminate the restrictions which currently apply to local program origination," as well as amend existing pole attachment agreements with CATV operators "to make them consistent" with those amended tariffs. The amended provisions are those contained in leaseback tariffs which relate to the uses to which CATV channel service can be applied.

The AT&T offer was made in a letter from J. Kenneth Looloian, AT&T assistant vice president, to Frederick W. Ford, NCTA president.

The question of limiting language affecting program origination was one of several posed in April negotiations between AT&T and NCTA (BROADCASTING, April 29). It was noted at that time that most AT&T pole attachment agreements and leaseback tariffs permitted limited originations—time-and-weather mostly, and some local public service originations—which essentially constituted that programming conducted by CATV's about ten years ago. As the letter notes, "as CATV has developed over the years the Bell System tariffs have from time to time been amended to meet new requirements." The letter said the tariff amendment was the result of "our most recent review." The AT&T action is expected to affect an estimated 1,400 pole attachment agreements currently in effect.

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68-3

Changing Hands

Announced:

The following station sales were reported last week, subject to FCC approval:

▪ WHEW Riviera Beach, Fla.: Sold by Donn and Lee Colee to Bertram Lebharr and Jay Lewis Solomon for \$375,000. Mr. Lebharr is former New York radio sportscaster and owns advertising agency and radio-TV program packaging firm. Mr. Solomon is salesman for WEAT-AM-TV West Palm Beach, Fla. WHEW is full time on 1600 kc with 1 kw.

▪ **KKIN** Aitkin, Minn.: Sold by Fred H. and Adele E. Moegle and the estate of Albert H. Wiese to Ralph J. and Marie G. Coursolle for \$60,000. Mr. Coursolle is a Minneapolis attorney. **KKIN** is a daytimer on 930 kc with 1 kw. Broker: Chapman Associates.

▪ **WKOL** Amsterdam, N. Y.: Sold by Tele-Measurements Inc. to Paul E. Carpenter for \$125,000. Mr. Carpenter is principal owner of **WCBA** Corning, N. Y. **WKOL** is a daytimer on 1570 kc with 1 kw. Broker: Chapman Associates.

Approved:

The following transfers of station ownerships were approved by the FCC last week: (For other FCC activities see "For the Record," page 89.)

▪ **KRAM** Las Vegas: Sold by Theodore and Joan Oberfelder and Burton and Hattie Lambert to James B. Francis, Robert D. Hanna and associates for \$500,000. Messrs. Francis and Hanna have interest in the application to purchase **KVIL-AM-FM** Highland Park, Dallas. Mr. Francis is attorney and has extensive holdings in real estate, oil and gas properties. Mr. Hanna owns a program syndication and promotion company and has interest in broadcast sales companies. **KRAM** is full time on 920 kc with 1 kw day and 500 w night.

▪ **Wivi** Christiansted, V. I. Sold by Raymond E. and Hazel M. Higdon to William M. Carpenter, William de la Cruz and Ramon Antonio de la Cruz for \$305,537. Buyers own **WUNO** Rio Piedras, P. R. **Wivi** is full time on 970 kc with 5 kw day and 1 kw night.

Essex gets Telesis assets

Essex Wire Corp., Fort Wayne, Ind., announced last week it has bought the manufacturing assets of the **Telesis Corp.**, Evansville, Ind., for an undisclosed amount of cash. **Telesis** is an operating CATV company, franchised in eight Midwest states, as well as a manufacturer of CATV components. **Telesis** will continue to operate its CATV systems. The purchase by **Essex**, a manufacturer of products used in plastics, aluminum, gas controls and electric current, includes **Telesis** inventory, machinery, equipment, land and buildings.

NAB adds to agenda of fall conference

Panels to discuss problems facing broadcasters during next session of Congress

Additional broadcasters have been named to participate in two panels to be held at each of the National Association of Broadcasters six fall conferences (**BROADCASTING**, Sept. 30).

The panels are government affairs and broadcast personnel policies and practices.

Discussing what problems will face broadcasters during the 91st session of Congress at each opening joint assembly will be: Oct. 21 in Los Angeles, Clayton Brace, **KOGO** San Diego; Ray Johnson, **KMED** Medford, Ore., and James A. Murphy, Washington State Broadcasters Association president.

Oct. 24, Denver, Richard W. Chapin, Stuart Stations, Lincoln, Neb.; Lew Van Nostrand, **WMT-TV** Cedar Rapids, Iowa, and Robert E. Schimide, **KAYS** Hays, Kan.

Nov. 11, Cincinnati, N. L. Bentson, **WLWL** Minneapolis; Marianne Campbell, **Avco Broadcasting Corp.**, Cincinnati, and Raymond A. Plank, **WKLA**

Ludington, Mich.

Nov. 14, Dallas, Don C. Dailey, **KGBX** Springfield, Mo.; A. Louis Read, **WDSU-TV** New Orleans, and Willard E. Walbridge, **KTRK-TV** Houston.

Nov. 18, Atlanta, Harold Essex, **WSJS-TV** Winston-Salem, N. C., and Ray Holbrook, **WHIR** Danville, Ky.

Paul Comstock, NAB vice president for government affairs, and Hollis Seavey, assistant to the vice president, will moderate the sessions.

Ways to attract and keep qualified station employees will be the subject of a panel on broadcast personnel policies and practices to be held during the first morning joint TV-radio assembly at each conference. William L. Walker, NAB director of broadcast management, will moderate.

Broadcast executives scheduled to participate: Oct. 17 in New York, William Bohn, Cox Broadcasting, Atlanta; Don Menke, **WFBM** Indianapolis, Ind.; Frank Estes, **WKXL** Concord, N. H., and Dr. J. Sterling Livingston, Harvard Business School, Boston.

Oct. 21, Los Angeles, Manning Slater, **KRAK** Sacramento, Calif.; Dale G. Moore, **KGOV** Missoula, Mont., and Allan Land, **WHIZ** Zanesville, Ohio.

Oct. 24, Denver, Merritt Milligan, **WTAD** Quincy, Ill.; Thad Sandstrom, **WIBW** Topeka, Kan., and Jack Rosen-

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Nov. 11, Cincinnati, George Campbell, Nationwide Communications, Columbus, Ohio; Eldon Campbell, WFBM, and Mr. Land.

Nov. 14, Dallas, Mr. Campbell of Nationwide Communications; Bill E. Cook, KFDA Amarillo, Tex., and Ben B. Sanders, KICD Spencer, Iowa.

Nov. 18, Atlanta, Mr. Bohn; Charles Sanders, WSPA Spartanburg, S. C., and Mr. Sanders of KICD.

FCC grants parity to Long Island CATV

Defining its top-100-market CATV policy as "not one of mutual exclusivity as in broadcast, but of mutual inclusiveness," the FCC has authorized Suffolk Cable Corp. to serve the Long Island, N. Y., communities of Southampton and Brookhaven with eight distant signals already authorized for carriage by other CATV systems in a number of nearby Suffolk county communities.

The commission's major-market rules, which require hearings on distant-signal proposals in order to determine their impact upon existing or potential stations, had previously been waived to permit importation of the same signals into Suffolk county by Long Island Cablevision Corp. and Broadway Maintenance Corp. In such cases, according to the commission, past policy has been either generally to authorize carriage of distant signals or generally to prohibit it, but not to allow carriage by

one CATV and not another. Authorization for Suffolk Cable, the commission said, "will result in no increase in CATV penetration," and should therefore be granted.

The cable firm had also requested permission to import five signals not previously authorized for Suffolk county. This request will require further consideration as a separate petition for waiver, the commission said.

The eight authorized signals include WPIX-TV, WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV, and WOR-TV, all New York; WNDT-TV Newark, N. J.-New York, and WHNB-TV Hartford, Conn. The five not yet approved are WTEV-TV New Bedford, Mass.; WJAR-TV and WPRI-TV, both Providence, R. I.; WHCT-TV Hartford, Conn., and WATR-TV Waterbury, Conn.

Times-Mirror Co. sells papers to Gannett Co.

The Times-Mirror Co., Los Angeles, publisher of the *Los Angeles Times*, has agreed in principle to sell the *San Bernardino* (Calif.) *Sun* and *Telegram* to the Gannett Co., Rochester, N. Y.-based group publisher and broadcaster.

The sale, announced last week follows court order requiring the Los Angeles publisher to sell the *San Bernardino* newspapers. The court decision came as a result of an antitrust action brought by the Department of Justice.

The Times-Mirror Co. formerly owned KTTV-TV Los Angeles.

Also following a government antitrust suit, and a consent judgment entered last week, the E. W. Scripps Co. has agreed to sell its interest in the *Cincinnati Enquirer* within 18 months. Scripps also owns the *Cincinnati Post*, and in 1958 bought the *Cincinnati Times-Star* which was merged into the *Post*. The E. W. Scripps Co. owns 67% of Scripps-Howard Broadcasting Co., group broadcaster.

NET consolidates its PBL and CTW divisions

Integration of the Public Broadcast Laboratory and Children's Television Workshop as divisions of National Educational Television has been formalized with a new management coordinating committee, NET announced last week.

Members of the committee include NET President John White as chairman; Av Westin and Fred Bohen of PBL; Joan Ganz Cooney of CTW; Edwin R. Bayley, NET vice president for administration; Gerard L. Appy, NET vice president for network affairs; William H. Kobin, NET vice president for programming; and Stephen A. Glauber, NET general counsel.

Further functions of the three operations have been combined; Fritz Jacobi, NET director of information services, will also handle those duties for PBL; Stuart Sucherman, PBL director of business affairs, and Thomas Kennedy, PBL director of finance, will assume those responsibilities for CTW.

Equipment & Engineering

CBS's BEVR headed for market

Sales specialist put in charge to introduce new system of electronic film for television

The CBS/Comtec Group last week made what it said was the first big move toward putting its widely heralded broadcast electronic video recording (BEVR) gear on the market.

The move was the appointment of Lawrence B. Hilford, director of international sales for CBS Enterprises, to the newly created post of vice president and general manager of Broadcast EVR.

"The significance of this appointment," said Felix Kalinski, president of the CBS/Comtec Group, "is that it marks the first major step toward implementing commercial introduction of a revolutionary technical breakthrough

in broadcasting."

Just when the first BEVR equipment will be offered for sale remained unclear, however. Spokesmen said they could offer no estimates of either timing or pricing until Mr. Hilford and his associates get further into their planning.

They noted that Mr. Hilford "has been in the job only a few days" and is busy "building an organization," but indicated that a timetable might at least begin to emerge within a few weeks.

Broadcast EVR uses a special camera to transmit color images—said to be equal in quality to the best 35mm color film—that have been recorded

by a special electronic process on 16mm black-and-white film.

When the development—under the direction of Dr. Peter G. Goldmark, president of CBS Laboratories—was first disclosed a year ago, CBS authorities said the system produces better quality pictures than are now available and does so at less cost, and suggested that in time it may replace conventional film and tape as the basic medium for TV programs and commercials (BROADCASTING, Oct. 23, 1967).

Dr. Goldmark estimated at that time that the camera would sell for a fraction of the cost of conventional broadcast film and tape transmission gear and in addition to providing superior pictures would also be simpler to operate. In his projections then, he suggested the Broadcast EVR camera would sell to stations at \$15,000 to \$20,000.

More recently, Eastman Kodak has reportedly been at work on a technique applying another CBS Labs de-

velopment, the electronic image enhancer, to an Eastman "super 8" color film, with results that are said to produce 16mm color quality on 8mm film (CLOSED CIRCUIT, Sept. 22).

This work—which Eastman has never acknowledged publicly—has led to speculation that because of its much lower cost, 8mm film might eventually replace 16mm as the color standard for TV and also create a competitive problem for CBS in introducing Broadcast EVR.

The announcement of Mr. Hilford's appointment was regarded in some quarters as intended at least partly to dispel any doubts about CBS's marketing intentions for Broadcast EVR, as well as to get the marketing under way as soon as possible.

Mr. Hilford, a graduate in psychology at Yale (1955) with a master's degree from the Harvard graduate school of business administration (1959), joined CBS in 1964.

Expanding need for spectrum foreseen

Forecasts of growing demands for spectrum space appear to have been documented in the results of a survey of companies working on projects involving prospective spectrum allocations. The results indicate that the spectrum cannot accommodate many industry-sponsored developments, let alone those sponsored by the government.

The survey—on "Future Needs and Uses of the RF Spectrum"—was made by a subcommittee of the Joint Technical Advisory Committee of the Electronic Industries Association and the Institute of Electrical and Electronics Engineers.

It was made at the request of the director of telecommunications management and the FCC. A report on the survey has been submitted to those agencies.

The subcommittee conducting the survey recommended the establishment of a spectrum engineering entity to serve the FCC and DTM. One of its responsibilities, the subcommittee said, should be the review of prospective new developments to assure spectrum availability for those successfully completed.

Questionnaires were submitted to some 100 companies, and more than 200 completed questionnaires were returned. Government projects, even though contracted to commercial organizations, were not involved in the survey. These are to be handled separately by the Office of Telecommunications Management.

The JTAC subcommittee report says that 75 of those responding said that a spectrum allocation has been established for projects under development. But 65 said the necessary allocation has

not been made.

Furthermore, 110 of the respondents said work under development would provide service in the near term (less than five years). Seventy-seven said the service involved would be provided beyond the five-year period.

In response to other questions, 77 respondents said the new technology would create new services, 120 said it would result in an improvement in existing services, and 46 said it would replace existing services.

Forty-four said the technology involved related to safety of life, 92 said it would meet a national defense need, 96 said it would meet a public need and 56 said a private need was involved.

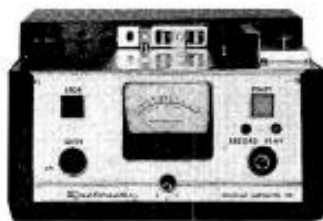
Ward buys Hoffman

Hoffman Electronics Corp., El Monte, Calif., which introduced its first color television set in 1953, last week quit the consumer electronics field. The color television pioneer sold its 51% interest in Hoffman Products Corp., Chicago, a subsidiary, to Montgomery Ward & Co. for a reported \$2.7 million in cash. The subsidiary produced color and monochrome TV sets, radios and stereophonic equipment for private-label customers such as Montgomery Ward as well as for the parent concern. Montgomery Ward previously owned 49% of Hoffman Products.

The Spotlight Is on

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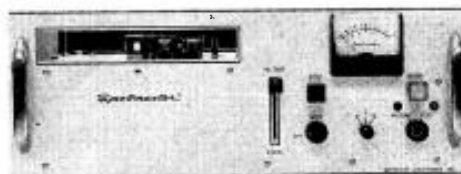
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1967 income down in top-50

Only six TV markets showed bigger profits, though revenue increased in 36

Television revenues in 36 of the top 50 markets in 1967 topped 1966; 14 of those top-50 markets, however, reported a drop in sales last year.

In income, however, the obverse was true. In 1967, only six markets showed an increase in income before federal taxes, while 43 showed decreases from 1966.

The 1967 revenues, expenses and income of TV stations in the top-50 markets were made available by the FCC last week. The report also includes market financial figures for network, national and regional spot and local advertising time sales (see page 81).

Last week's report was the third partial documentation of 1967 financial figures issued by the FCC in the last six months. Earlier the commission re-

leased 1967 figures for networks and their 15 owned TV stations (BROADCASTING, April 15), and last month the figures for the national radio networks and their 19 owned stations (BROADCASTING, Sept. 2) and the first 11 television markets (BROADCASTING, Sept. 16).

Sales last year among the top-50 TV markets were mostly up from sales in 1966, with New York again leading with almost \$129.5 million compared to over \$124.2 million in 1966.

But, surprisingly, some of the major markets slipped: San Francisco-Oakland, for example, registered revenues of \$41.3 million in 1967, it had \$41.5 million the year before. Pittsburgh had sales of \$22.7 million last year, down from \$24 million in 1966. Providence-

New Bedford was over \$8.6 million for 1967, down from \$8.8 million in 1966.

Other markets where TV revenues in 1967 slipped from the year before: Cincinnati, \$13.5 million vs. \$14 million; Seattle-Tacoma, \$14.7 million vs. \$14.9 million; Kansas City, Mo., \$13.1 million vs. \$13.2 million; Sacramento-Stockton, Calif., \$10.35 million vs. \$10.8 million; Columbus, Ohio, \$12.1 million vs. \$12.2 million; Portland, Ore., \$10.5 million vs. \$10.7 million; New Orleans, \$10.5 million vs. \$10.75 million; Flint-Saginaw-Bay City, Mich., \$5.9 million vs. \$6 million; Louisville, Ky., \$8.1 million vs. \$8.2 million.

In income, the six markets where earnings were up in 1967 compared with 1966 were:

New York, \$44.2 million vs. \$44.1 million; Chicago, \$24.1 million, vs. \$23.8 million; Cleveland, \$15.85 million vs. \$14.5 million; Denver, \$1.7 million vs. \$1.6 million; Greenville-Spartanburg (S.C.)-Asheville (N.C.) \$2.0 million vs. \$1.8 million; Charleston-Huntington (W. Va.)-Ashland (Ky.), \$2.41 million vs. \$2.37 million.

The other 43 TV markets reported income in 1967 that fell below that reported in 1966.

The TV and radio financial reports this year have been issued by the Broadcast Bureau's research division on a hand-calculated basis and in abbreviated form because the commission's financial broadcast figures entirely are being fed into computers this year for the first time and the change-over has resulted in some bugs that require corrections. This has delayed the issuance of the annual financial reports that normally come out in August for TV and in October for radio.

Complete reports for 1967 are expected to be issued in December, according to FCC sources.

Broadcast stocks post good records

CATV issues show best figures but most in field beat market averages

Broadcasting industry stocks, in general, prospered well through the month, the quarter and the nine months ended Sept. 30.

The first three quarters of 1968 have been spectacularly successful for a number of stocks in the BROADCASTING index, a new feature introduced this week and appearing on page 82.

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index. As a group, the best performing stocks were those in the CATV category, all up uniformly in the month, quarter and three quarters, with none having a rise of less than 52% in the nine months.

On the other hand, advertising agency stocks, in the service category, continued to show disappointing results, with only Grey Advertising and Ogilvy & Mather registering substantial gains, both making comebacks from previous lows.

Broadcasting stocks generally did better than the Standard & Poor industrial average in a year when the over-all market is up. Stocks of the networks showed little performance in comparison with the group broadcasters, many of which made spectacular

gains. All programing stocks were up for the month.

Leading all the stocks in price increase was Reeves Broadcasting, up 62% in the month and 262% in the nine months. Wall Street observers laid this to speculation over the success of Reeve's purchase last year of a nationwide home-selling service and an executive placement agency and combination of them in a computerized division.

Trans-Lux, in the programing category, also put on a spectacular performance, climbing 29% in the month and 269% in the nine months. Observers laid this to a combination of the firm's new board and the success of its joint project with in-flight motion pictures to create a chain of automated movie theaters.

Wrather Corp.'s 29% gain in the quarter and 314% increase in the nine months was ascribed to an improved outlook for its Lionel Corp. acquisition.

Reflecting the general market trend, the only two major conglomerates in the BROADCASTING index were both down fairly steeply for the nine months—Avco, in the broadcasting-with-other-major-interests category, 28%, and Gulf & Western, in the programing section, 23%—although they did make gains during the month.

Manufacturing stocks, including NBC's parent RCA, followed the general market trend more closely than other categories, with somewhat mixed performance, although most of them were up by healthy amounts in the month, quarter and nine months.

How the top 50 made out

Official FCC tabulations of television-station time sales, revenues, expenses, profits in 1967 (in thousands of dollars)

Market	No. of Stations	TIME SALES			Revenues ²	Expenses	Income ³
		Network	National and Regional Spot ¹	Local ¹			
New York	7	15,552	115,708	14,201	129,484	85,312	44,172
Los Angeles	11	8,175	82,824	20,459	92,635	65,992	26,643
Chicago	6	7,769	64,664	13,030	75,903	51,764	24,139
Philadelphia	6	6,491	36,388	10,413	45,041	30,415	14,626
Boston	5	4,898	30,910	9,096	37,111	21,850	15,261
Detroit	4	5,253	23,370	7,193	31,175	18,425	12,750
San Francisco-Oakland	5	4,376	34,985	8,656	41,338	22,717	18,621
Cleveland	3	4,636	20,855	7,516	30,749	14,899	15,850
Washington, D.C.	6	3,065	19,049	4,137	24,514	19,679	4,835
Pittsburgh	3	4,059	16,980	5,805	22,723	14,353	8,370
Baltimore	4	2,617	11,335	4,348	15,938	10,016	5,922
St. Louis	4	3,109	15,289	3,773	18,919	13,247	5,672
Hartford-New Haven, New Britain-Waterbury, Conn.	5	2,532	12,511	2,502	15,422	8,546	6,876
Providence, R.I.-New Bedford, Mass.	3	2,111	5,983	1,949	8,603	7,717	886
Dallas-Ft. Worth	6 ⁴	2,888	13,507	6,611	20,904	13,784	7,120
Cincinnati	3	2,651	8,439	3,493	13,479	8,386	5,093
Minneapolis-St. Paul	4	2,710	10,467	7,277	18,754	13,950	4,804
Indianapolis-Bloomington	4	2,221	10,763	6,209	16,936	10,414	6,522
Atlanta	4 ⁴	2,220	9,986	4,419	14,324	9,196	5,128
Miami	5 ⁴	2,143	11,430	4,048	16,172	10,439	5,733
Buffalo, N.Y.	3	2,789	12,437	4,039	16,255	9,190	7,065
Seattle-Tacoma	5	2,304	10,091	4,783	14,714	10,689	4,025
Kansas City, Mo.	3	2,201	9,688	3,336	13,071	8,016	5,055
Milwaukee	4	2,501	9,502	4,744	14,427	10,261	4,166
Sacramento-Stockton, Calif.	3	1,752	7,266	3,037	10,353	8,386	1,967
Houston-Galveston	4 ⁴	2,359	11,628	4,324	16,031	10,914	5,117
Dayton, Ohio	4 ⁴	2,291	4,344	3,753	9,290	5,438	3,852
Columbus, Ohio	3	1,749	7,691	4,501	12,139	7,553	4,586
Johnstown-Altoona, Pa.	3	1,531	1,827	926	4,048	2,607	1,441
Harrisburg-Lancaster-York-Lebanon, Pa.	5	1,737	3,403	1,882	6,128	4,383	1,745
Tampa-St. Petersburg, Fla.	4	1,723	6,066	2,886	9,225	7,072	2,153
Memphis	3	1,901	4,376	2,585	8,066	4,933	3,133
Charlotte, N.C.	4 ⁴	2,261	4,401	2,254	8,629	6,195	2,434
Syracuse, N.Y.	3	1,855	5,431	1,781	7,800	5,414	2,386
Toledo, Ohio	3	2,210	3,849	2,361	7,473	6,082	1,391
Portland, Ore.	4	1,997	7,126	3,055	10,513	8,567	1,946
Grand Rapids-Kalamazoo, Mich.	3	2,121	5,224	1,890	8,991	5,615	3,376
Denver	4	1,597	7,447	3,382	11,346	9,683	1,663
Birmingham, Ala.	3	2,564	4,696	2,105	8,279	3,772	4,507
Nashville	3	1,607	3,556	2,926	7,259	5,846	1,413
Albany-Schenectady-Troy, N.Y.	3	2,113	5,553	2,226	8,618	5,910	2,708
New Orleans	4 ⁴	1,797	5,971	4,336	10,463	8,520	1,943
Greenville-Spartanburg, S.C.-Asheville, N.C.	4	1,337	3,235	1,445	5,395	3,414	1,981
Greensboro-Winston Salem-High Point, N.C.	4 ⁴	1,554	2,899	1,737	5,592	4,280	1,312
Flint-Saginaw-Bay City, Mich.	3	1,373	3,279	2,042	5,860	5,308	552
Louisville, Ky.	3	1,950	4,396	2,675	8,065	6,068	2,005
Charleston-Huntington, W. Va.-Ashland, Ky.	4	2,175	2,587	2,205	6,437	4,022	2,415

Note: Data withheld in these markets to maintain confidentiality of individual station figures: Wheeling W. Va.-Steubenville Ohio, Lansing and San Diego.

¹ Before commission to agencies, representatives and others.

² Total revenues consist of total time sales less commissions plus talent and program sales.

³ Before Federal Income Tax.

⁴ Not all stations in this market operated a full year during 1967.

The Broadcasting stock index

A weekly summary of market movement in the shares of 69 companies associated with broadcasting, compiled by Roth Gerard & Co.

of 69 companies associated with broadcasting, compiled by Roth Gerard & Co.											
Stock symbol	Ex-change	Closing Oct. 3	Closing Sept. 30	% change			1968		Approx. Shares Out (000)	Total Market Capitalization (000)	
				Month of Sept.	Quarter to Sept. 30	9 mos. to Sept. 30	High	Low			
Broadcasting											
ABC	ABC	N	74¾	70¼	+ 6%	+19%	÷ 6%	74	44	4,709	330,200
CBS	CBS	N	53¾	53¾	+11	- 6	- 2	61	44	23,665	1,269,000
Capital Cities	CCB	N	75	72¼	- 1	- 5	+58	77	43	2,811	203,100
Corinthian	CRB	N	34¾	35¾	-	-11	+21	41	23	3,384	119,700
Cox	COX	N	53¼	53¾	- 2	-14	+ 1	65	44	2,879	153,700
Gross Telecasting	GST	O	32	32¾	+ 2	+ 9	+ 4	37	28	400	13,100
Metromedia	MET	N	45¾	46¼	+13	+17	+70	48	34	4,862	224,300
Reeves Broadcasting	RBT	A	39¼	34¾	+62	+64	+262	39	10	1,825	63,600
Scripps-Howard	SHB	O	30	29½	+ 2	- 1	+11	34	24	2,389	70,500
Sonderling	SDB	A	39¾	40¾	+11	- 2	+47	48	24	930	37,800
Taft	TFB	N	41	40¾	+12	- 3	+10	46	30	3,363	137,000
Wometco	WOM	N	33¾	31¾	+15	+20	+35	33	18	3,815	121,600
Total								55,032		2,743,600	
Broadcasting with other major interests											
Avco	AV	N	46¾	46¾	+ 5	+ 4	-28	65	37	14,075	659,800
Bartell Media	BMC	A	14¾	14¾	-11	-17	+60	21	9	2,106	30,800
Boston Herald-Traveler	BHT	O	60	60	- 2	+ 9	+15	71	48	569	34,100
Chris-Craft	CCN	N	36¼	35¼	+ 6	- 6	-16	45	27	1,153	40,500
Cowles Communications	CWL	N	15¼	14½	+ 2	- 3	- 7	17	13	3,625	52,600
Fuqua	FQA	N	37	35¾	- 2	-12	+ 2	45	33	3,100	88,900
Gannett		O	42¾	42	+14	+24	+83	44	23	4,736	198,900
General Tire	GY	N	33¾	33¾	+19	+11	+20	34	23	17,061	571,500
Gray Communications		O	12¾	12¾	+10	- 5	NA	15	9	475	5,900
LIN		O	30	30	+14	+18	+60	31	16	1,550	46,500
Meredith	MDP	N	41¾	41¾	+18	+43	+56	43	23	2,732	114,100
The Outlet Co.	OTU	N	29	27½	-12	- 9	+ 7	34	20	1,184	32,600
Rollins	ROL	N	76	76½	+22	+12	+68	77	43	3,959	302,900
Rust Craft	RUS	A	47¼	48½	+ 8	+11	+49	52	29	779	37,800
Storer	SBK	N	57	56½	+15	Unch	+19	63	36	4,188	236,600
Time Inc	TL	N	104	103	+ 9	- 2	+ 6	109	86	7,018	722,900
Total								68,310		3,176,400	
CATV											
Ameco	ACO	A	15¾	16¼	+ 2	+63	+55	19	8	1,200	19,400
Entron	NRN	O	10¾	10	+36	+67	+105	10	4	607	6,100
H & B American	HBA	A	21½	22	+ 7	+41	+52	24	10	2,956	65,000
Teleprompter	TP	A	68½	70½	+32	+80	+103	78	24	994	70,100
Vikoa	VIK	A	34¼	35½	+20	+52	+135	37	13	1,364	48,400
Total								7,121		209,000	
Programing											
Columbia Pictures	CPS	N	42¾	39¾	+ 8	+ 7	+37	43	23	4,701	185,100
Commonwealth United	CUC	A	21¾	19½	+11	+53	+66	21	7	6,087	118,900
Disney	DIS	N	76	74	+ 3	+17	+34	76	42	4,230	313,000
Filmways	FWY	A	38¼	37¼	+12	+15	+59	39	17	961	35,800
Four Star		O	7¾	7	+ 8	- 3	Unch	10	5	666	4,700
Gulf & Western	GW	N	46¾	45¾	+14	- 4	-23	66	39	11,680	535,800
MCA	MCA	N	50½	50¾	+ 5	+ 6	+ 2	53	43	7,764	391,100
MGM	MGM	N	51¼	52¾	+35	+27	+ 9	52	36	5,759	301,600
Screen Gems	SGE	A	40	37¾	+15	+37	+31	40	23	4,048	150,800
Trans-Lux	TLX	A	78½	80¾	+29	+14	+269	84	22	753	60,800
20th Century Fox	TF	N	38¼	37¾	+13	+ 1	+21	40	25	7,035	262,900
Walter Reade		O	14	13¾	+14	+45	+62	14	7	1,662	22,200
Warner-Seven Arts	WBS	A	45¼	44	+ 9	+19	+22	46	26	3,810	168,100
Wrather Corp.		O	14¾	14½	+29	+45	+314	15	4	1,760	25,500
Total								60,916		2,576,300	
Service											
John Blair	BLA	O	38½	37½	+15	+25	+47	38	20	1,080	40,500
Comsat	CQ	N	52	54	+10	- 5	+ 9	65	42	10,000	540,000
Doyle Dane Bernbach		O	32	30	+ 6	-17	-29	41	31	2,104	63,100
Foote, Cone & Belding	FCB	N	14¾	14¼	- 3	-25	- 9	20	13	2,157	30,700
General Artists		O	14	15	+ 3	-38	+79	26	10	610	9,200
Grey Advertising		O	15¾	16¼	+30	+ 3	+ 3	20	12	1,201	19,500
MPO Videotronics	MPO	A	6¾	17¼	+30	+39	+15	18	11	517	8,900
MovieLab	MOV	A	12¾	13¼	+ 2	- 7	-10	18	13	1,404	18,600
Nielsen		O	36¾	37½	+12	+12	- 7	40	27	5,130	192,400
Ogilvy & Mather		O	19¾	19½	+ 8	- 5	+26	21	14	1,090	21,300
Papert, Koenig, Lois	PKL	A	7¼	6¾	- 7	-11	+ 2	10	5	791	5,300
Total								26,084		949,500	
Manufacturing											
Admiral	ADL	N	21¼	21¼	+13	- 5	+12	25	17	5,110	107,900
Ampex	APX	N	37¼	36½	+14	+15	+ 2	37	27	9,629	351,500
General Electric	GE	N	86¾	85¼	+ 1	- 1	-11	100	80	91,068	7,763,500
Magnavox	MAG	N	55¼	54¾	+ 7	+12	+38	59	37	15,442	847,400
3M	MMM	N	102¾	103¼	- 2	- 3	+ 9	120	81	53,793	5,554,100
Motorola	MOT	N	135¼	141	+18	+ 1	+21	154	97	6,122	863,200
National Video	NVD	A	13	13¼	- 1	-17	-39	25	12	2,782	36,500
RCA	RCA	N	51	49¾	+ 7	+ 6	- 7	55	44	62,606	3,106,800
Reeves Industries	RSC	A	7	7¼	+ 2	+19	-	9	5	3,240	23,100
Westinghouse	WX	N	76¾	76¾	+ 5	+ 7	+10	78	60	38,064	2,926,200
Zenith Radio	ZE	N	57	58¾	+ 8	+10	+ 2	66	51	18,860	1,096,200
Total								306,716		22,676,400	
Grand total								524,179		32,311,200	
Standard & Poor Industrial Average			112.01		+4	+3	+7	112.18 95.05			

Financial Notes:

■ Outlet Co., Providence, R. I., department store chain with broadcast ownership, reports that quarterly dividends of \$1.37½ per share on 5½% convertible preferred stock and 16¼ cents per share on common stock will be paid to stockholders of record Oct. 18 and payable Nov. 1.

■ Corinthian Broadcasting Corp., has set a dividend of 7½ cents per share on common stock to be paid Oct. 31 to stockholders of record Oct. 16.

■ Tele-Tape Productions Inc., Chicago, last week filed a registration statement with the Securities and Exchange Commission for a public offering of 200,000 shares of common stock. Tele-Tape, which is heavy in video-tape and film production work in New York and elsewhere, already is traded over the counter.

■ Screen Gems Inc. has formed the Learning Corp. of America to create

and market educational materials to schools, colleges, libraries and other institutions. It will make its headquarters at 711 Fifth Avenue, New York.

■ Great American Holding Corp., a New York insurance holding company, filed suit Sept. 27 in a New York federal court against National General Corp., Los Angeles. Essentially an entertainment company, with movie theaters and television and motion picture production among other interests, National General has been attempting to acquire Great American through a tender offer. The complaint charges that National General conspired to take over Great American and made false statements and fraudulent claims in the process. Great American's management favors a different tender bid made by AMK Corp., New York.

■ John Blair & Co. has declared a dividend of 20 cents per share, payable Nov. 15 to shareholders of record Oct. 15.

Promotion

Flexibility built into Storer's UA film appeal

Storer Studios, Inc. of Atlanta has produced a ten-minute 16mm color film for the United Appeal campaign in the Atlanta metropolitan area. The film, which UA Chairman A. Anderson Huber described as "the finest piece of work that has been done for United Appeal in its history," contains a series of studies depicting in character the suffering people who are aided by United Appeal.

The production was designed so that 60-second, 30-second, 20-second and ten-second television spots could be lifted directly from the film for separate airing during the United Appeal campaign in Atlanta. The spots have been used by WAGA, WSB and WATL in the recently started campaign. The film has also been distributed widely to civic and industrial organizations in Atlanta.

ABC Radio report slated for five cities

ABC Radio executives are going on tour next week with an elaborate presentation designed by New York's Charisma Productions. The presentation, which is intended to tell the story of 10 months of ABC Radio four-network service, will go to five cities, opening at the Detroit Athletic Club on Oct. 15.

Network President Walter A. Schwartz and Vice President and Sales Manager

Herb Grath are supervising the project.

The rest of the tour: Oct. 17 at the Hotel Drake, Chicago; Oct. 21 at the Century Plaza in Los Angeles; Oct. 24 at the Fairmont in San Francisco; Oct. 30 at the Waldorf Astoria in New York.

Rates that may stick

Who says radio rate cards are complicated? To prove that its rate card is simple and easy to read, KRLA Pasadena, Calif., reproduced the 12 lines of statistical material and notes on the square inch head of a specially designed pin. The effect was created by shooting the rate card on microfilm, which was then embedded in clear plastic and attached to a pin shaft. The pin is being presented to timebuyers along with an old fashioned pin cushion.



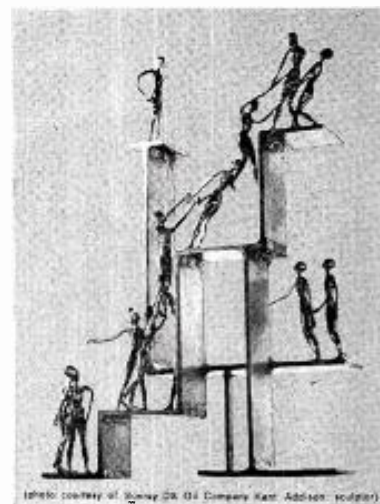
NEED AN ELECTROVOICE MICROPHONE?

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GLOUCESTER CITY, N. J.
(609)-456-1716

TO THOSE WHO



(Sculpture courtesy of Henry C. G. Company. Artist: Addison, sculptor)

**THINK
FEEL
AND CARE
ENOUGH**

**Support your
Mental
Health
Association**

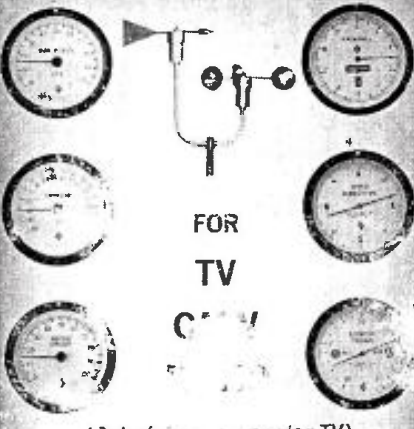


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WEATHER INSTRUMENTS



FOR
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(Colorful... TV)



**Manufacturers of Precision
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In Use Around the World**

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CONSOLE?**

CONTACT CCA (WE STOCK THEM)



CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609)-456-1716



**FIGHT
MUSCULAR
DYSTROPHY**

Drumbeats:

Tribute ■ The North American Association of Alcoholism Programs, a group of state and local alcoholism care officials in the U. S. and Canada, has given its first annual media award to NBC News and its late president, William R. McAndrew, for the one-hour documentary, *The American Alcoholic*, citing the program as "an exceptional contribution to increased public understanding of the problem of alcoholism in our society."

TV marathon ■ The 15th annual WHAS Crusade For Children TV marathon, Sept. 21-22, broke all its previous records by raising \$520,536 in cash, checks and pledges. The Louisville, Ky., station presented 49 grants to agencies serving mentally and physically handicapped children in the Kentucky-Southern Indiana area.

U. S. salutes RAI ■ The four U. S. television networks, ABC, CBS, NBC and NET, presented a Steuben glass eagle to RAI Corp. (Italian Radio-TV System) as a salute to its Prix Italia international television competition on

its 20th anniversary. NET President John White made the presentation in Rome Sept. 21.

WGN's jobmobile ■ WGN Continental Broadcasting Co., Chicago-based group owner, last week fielded a mobile unit designed specifically to help neighborhood unemployed find jobs. Unit is manned by Chicago Alliance of Businessmen and Illinois State Employment Service. WGN Chicago will promote services of the "jobmobile."

WABC-FM contribution ■ WABC-FM New York, has donated its entire classical record-album library to the Ghetto Arts Program of the New York State Council on the Arts. The library contained 3,000 albums.

Introduction ■ WNHC-TV New Haven, Conn., was invaded last month by 40 girls from Blair Television. The sales assistants, secretaries and traffic clerks were introduced to every phase of a television station's operation, including following a commercial from mail room receipt to telecast during a simulated half-hour newscast. Blair hopes the information will be useful to the girls in their future station dealings.

International

Leonard Marks leaves USIA

**Will head U.S. Intelstat delegation,
and then resume his law practice**

Leonard H. Marks, director of the U. S. Information Agency and a former Washington communications lawyer, has been named by President Johnson to be chairman of the U. S. delegation to next year's conference of the International Telecommunications Satellite Consortium (Intelsat).

The Intelsat conference, a meeting of 63 members of the consortium, is scheduled to begin Feb. 24, 1969 in Washington. Its purpose is to formulate a permanent treaty on the use of the American communications satellites now in use over the Atlantic and Pacific oceans.

Mr. Marks's resignation as USIA director will become effective in mid-November, he said last week. He also said he will return to the active practice of law as a partner in the former law firm of Cohn and Marks at the conclusion of the conference.

Mr. Marks was one of the incorporators and a director of the Communications Satellite Corp. when it was established in 1964. He was named to the USIA post by President Johnson in

1965. Before entering private practice, Mr. Marks was assistant general counsel of the FCC.

As chairman of the U. S. delegation, Mr. Marks will carry the personal rank of ambassador.



Mr. Marks

Mexican stations get assist from GE

General Electric Co. is in the process of filling contracts from two Mexican broadcasting stations worth more than \$2.5 million, according to GE's Visual Communication Products Department in Syracuse, N. Y.

Fomento de Television Nacional, S.A. de C.V., Mexico City, and Television de Puebla, S.A. de C.V., Puebla, have ordered equipment for two new stations and a production center in Mexico City, including nine live and three film color cameras, monochrome live and film cameras, film projectors and multiplexers, video and audio control and switching systems, transmitters, anten-

nas, and color and monochrome mobile units.

Mormons get waiver

The FCC has granted a request by international broadcast station WNYW for special operation of the station October 6-9. The temporary authorization was requested to permit broadcast by WNYW of the semiannual Mormon Conference. The commission waived its frequency assignment and use requirements and the authorized frequency hours, permitting WNYW to operate an additional 14 hours beyond its normal authorization of 64 frequency-hours. The station broadcasts in English and Spanish to Central America, Europe, South America and West Africa.

USIA honors Murrow

The U. S. Information Agency last week renamed its Greenville, N. C., shortwave transmitting complex and dedicated it to the memory of Edward R. Murrow. The facility went on the air in 1963, while Mr. Murrow was director of USIA. During ceremonies at USIA's Washington headquarters Thursday (Oct. 3), a plaque commemorating Mr. Murrow was unveiled at the complex, which now boasts 18 transmitters totaling 4.8 kw in power. The facility was renamed "The Edward R. Murrow Transmitting Station." Mr. Murrow was USIA director between 1961 and 1964, following a lengthy career as a radio and television journalist with CBS.

Telestatus

Color TV ownership

Nielsen estimates current U.S. color ownership at 30%. Penetration by region continues to show the Pacific coast above the national average (with 39% of TV homes color-equipped) and the South well below (24%).

The following local market color data are Papert, Koenig, Lois estimates as of October 1968. They are projections from NSI spring-summer data adjusted to regional growth patterns developed by Nielsen from census, color set sales and Nielsen survey data. The markets listed are NSI defined "designated market areas," which exclusively assign each county to a specific market. The PKL ranking is based upon each market's DMA TV households.

Nielsen cautions that because NSI survey data are sample-base estimates, they are subject to both survey and sampling error, and thus should not be regarded as exact to precise mathematical values. The PKL projections have the additional error-possibility associated with forecasting.

	Nielsen Station Index		PKL Projections
	9/1/68 DMA area TV Households		10/1/68 Color TV sets: % Households
1. New York	5,638,920	28	1,568,500
2. Los Angeles	3,201,990	42	1,352,000
3. Chicago	2,449,950	32	789,200
4. Philadelphia	2,051,340	33	679,300
5. Boston, Mass.-Manchester, N.H.- Worcester, Mass.	1,429,000	23	330,200
6. San Francisco-Oakland	1,404,900	37	522,900
7. Detroit	1,344,150	33	437,000
8. Cleveland-Akron	1,239,470	37	452,600
9. Washington	989,910	27	267,400
10. Pittsburgh	950,920	25	235,000
Average for markets 1-10		32	
11. St. Louis	845,530	28	232,100
12. Dallas-Ft. Worth	813,340	28	229,500
13. Minneapolis-St. Paul	678,760	28	187,400
14. Seattle-Tacoma-Bellingham	650,860	33	216,200
15. Indianapolis-Lafayette-Muncie Marion	632,540	35	222,100
16. Houston	631,950	28	179,600
17. Baltimore	627,470	24	147,500
18. Atlanta	591,500	26	151,500

	Nielsen Station Index		PKL Projections
	9/1/68 DMA area TV Households		10/1/68 Color TV sets: % Households
19. Kansas City, Mo.-St. Joseph	572,860	28	158,200
20. Cincinnati	560,950	32	177,300
Average for markets 11-20		29	
Average for markets 1-20		30	
21. Miami-Ft. Lauderdale	552,700	29	159,300
22. Hartford-New Haven, Conn.	549,960	28	154,100
23. Buffalo, N.Y. (U.S. only)	543,010	26	138,500
24. Milwaukee	532,820	35	183,900
25. Memphis-Jackson, Jonesboro, Ark.	496,130	19	94,300
26. Providence, R.I.	487,910	32	156,200
27. Portland, Ore.	479,120	41	197,500
28. Tampa-St. Petersburg, Fla.	472,100	26	122,800
29. Sacramento-Stockton, Calif.	466,950	44	204,600
30. New Orleans, Biloxi, Miss.	441,590	25	111,800
Average for markets 21-30		30	
Average for markets 1-30		30	
31. Columbus, Ohio	434,000	41	178,900
32. Nashville, Bowling Green, Ky.	428,730	21	88,800
33. Denver	421,030	38	160,900
34. Birmingham, Ala.	408,130	23	93,900
35. Charleston-Huntington- Parkersburg, W. Va.	405,540	23	93,300
36. Grand Rapids-Kalamazoo, Mich.	383,950	31	119,100
37. Albany-Schenectady-Troy, N.Y.	382,620	27	101,800
38. Dayton, Ohio	374,010	39	144,100
39. San Diego	369,810	41	150,600
40. Charlotte, N.C.	366,880	22	80,400
Average for markets 31-40		31	
Average for markets 1-40		30	
41. Louisville, Ky.	366,370	23	83,900
42. Oklahoma City	348,770	23	81,000
43. Greenville-Spartanburg, S.C. Asheville, N.C.-Anderson, S.C.	339,880	23	79,200
44. Lancaster-Harrisburg-Lebanon- York, Pa.	337,600	39	131,700
45. Wichita-Hutchinson, Ensign- Garden City, Hays-Goodland, Kans.-McCook, Neb.	329,180	31	102,100
46. Norfolk-Portsmouth- Newport News, Va.	322,730	22	72,600
47. San Antonio, Tex.	322,580	18	59,100
48. Phoenix	317,530	32	101,300
49. Flint-Saginaw-Bay City, Mich.	315,010	32	100,500
50. Syracuse, N.Y.	313,420	29	92,200
Average for markets 41-50		27	
Average for markets 1-50		30	
51. Orlando-Daytona Beach, Fla.	304,260	30	91,900
52. Salt Lake City	296,040	33	98,300
53. Tulsa, Okla.	286,690	25	71,100
54. Greensboro-High Point- Winston Salem, N.C.	284,810	22	62,400

			Nielsen Station Index		PKL Projections					Nielsen Station Index		PKL Projections	
			9/1/68 DMA area TV Households		10/1/68 Color TV ests: % Households					9/1/68 DMA area TV Households		10/1/68 Color TV ests: % Households	
55.	Toledo, Ohio		277,710	36	100,300		126.	Western North Dakota		105,160	21	21,800	
56.	Richmond-Petersburg, Va.		275,870	18	49,400		127.	Topeka, Kan.		101,380	25	25,400	
57.	Shreveport, La.		273,280	25	69,200		128.	Austin, Tex.		99,630	21	21,400	
58.	Wilkes Barre-Scranton, Pa.		272,010	39	107,200		129.	Erie, Pa.		99,010	27	26,800	
59.	Little Rock-Pine Bluff, Ark.		263,420	25	65,100		130.	Eugene, Ore.		96,080	37	36,000	
60.	Rochester, N.Y.		256,620	31	78,300		131.	Mason City, Iowa-Austin- Rochester, Minn.		95,870	30	28,600	
Average for markets 51-60				28			132.	Wausau-Rhineland, Wis.		95,670	30	28,800	
Average for markets 1-60				30			133.	Yakima, Wash.		92,110	39	35,700	
61.	Davenport-Rock Island-Moline, Ill.		252,660	41	103,600		134.	Macon, Ga.		91,610	22	20,500	
62.	Omaha		251,900	34	86,200		135.	Cadillac-Traverse City, Mich.		90,510	21	18,800	
63.	Jacksonville, Fla.		251,420	23	57,900		136.	Odessa-Midland-Monahans, Tex.		89,620	35	31,800	
64.	Knoxville, Tenn.		250,810	19	48,900		137.	Savannah, Ga.		87,050	19	16,500	
65.	Des Moines-Ames-Fort Dodge, Iowa		249,760	33	81,700		138.	Las Vegas		86,820	50	43,000	
66.	Champaign-Springfield-Decatur, Ill.		244,740	34	83,500		139.	Bakersfield, Calif.		85,910	45	39,000	
67.	Mobile, Ala.-Pensacola, Fla.		240,040	26	61,500		140.	Chico-Redding, Calif.		85,880	37	31,500	
68.	Fresno, Calif.		237,850	42	99,900		141.	Boise, Idaho		82,990	34	28,600	
69.	Raleigh-Durham, N.C.		237,770	23	54,000		142.	Wilmington, Del.		81,400	18	14,800	
70.	Roanoke-Lynchburg, Va.		237,620	22	51,800		143.	Beckley-Bluefield, W. Va.		80,460	31	24,600	
Average for markets 61-70				30			144.	Harlingen-Weslaco, Tex.		80,020	20	16,000	
Average for markets 1-70				30			145.	Huntsville-Decatur, Ala.		79,380	23	17,900	
71.	Johnstown-Altoona, Pa.		235,990	34	80,500		146.	Tallahassee, Fla.		79,290	21	16,500	
72.	Green Bay, Wis.		231,520	38	87,100		147.	Santa Barbara, Calif.		76,950	43	33,200	
73.	Cedar Rapids-Waterloo, Iowa		224,410	32	71,800		148.	Bangor, Me.		74,440	17	12,700	
74.	Spokane, Wash.		222,420	33	74,300		149.	Abilene-Sweetwater, Tex.		73,220	29	21,500	
75.	Jackson-Greenwood, Miss.		218,190	27	58,300		150.	La Crosse, Wis.		71,870	27	19,600	
76.	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.		209,210	26	54,400		Average for markets 126-150				29		
77.	Portland, Me.-Poland Spring, Me.		206,250	28	58,200		Average for markets 1-150				29		
78.	Lincoln-Hastings-Kearney, North Platte-Hayes, Neb.		204,080	31	63,100		151.	Alexandria, Minn.		71,660	20	14,200	
79.	Greenville-New Bern- Washington, N.C.		194,800	23	44,200		152.	Reno		68,040	37	25,500	
80.	Chattanooga		187,770	26	48,300		153.	Albany, Ga.		67,890	20	13,400	
Average for markets 71-80				30			154.	Florence, S.C.		67,820	20	13,800	
Average for markets 1-80				30			155.	Watertown, N.Y.		63,820	26	16,600	
81.	Springfield-Holyoke, Mass.		178,410	29	51,000		156.	Meridian, Miss.		61,810	14	8,900	
82.	Albuquerque, N.M.		177,200	25	44,700		157.	Clarksburg-Weston, W.Va.		59,900	25	15,000	
83.	Honolulu		173,380	26	45,400		158.	Billings, Mont.		58,990	23	13,700	
84.	Sioux Falls-Aberdeen- Mitchell, S.D.		170,330	20	34,100		159.	Dothan, Ala.		58,180	21	12,500	
85.	Peoria, Ill.		167,860	39	66,200		160.	Great Falls, Mont.		58,150	32	18,600	
86.	South Bend-Elkhart, Ind.		153,890	43	65,700		161.	Ft. Smith, Ark.		56,210	14	8,100	
87.	Ft. Wayne, Ind.		152,600	38	58,500		162.	Cheyenne, Wyo.-Scottsbluff, Neb.- Sterling, Colo.		55,400	30	16,400	
88.	Evansville, Ind.		151,430	28	42,100		163.	Mankato, Minn.		54,770	23	12,400	
89.	Fargo-Valley City, Pembina, N.D.		149,100	26	38,800		164.	Alexandria, La.		50,530	24	12,100	
90.	Tri-Cities, Tenn.-Va.		145,910	20	29,600		165.	Marquette, Mich.		50,200	19	9,700	
Average for markets 81-90				29			166.	Idaho Falls, Idaho		49,880	41	20,300	
Average for markets 1-90				30			167.	Lima, Ohio		49,370	36	17,700	
91.	Lansing, Mich.		145,900	35	51,100		168.	Roswell, N.M.		47,530	29	13,900	
92.	Amarillo, Texas		142,460	36	51,200		169.	Lake Charles, La.		45,110	24	10,900	
93.	Binghamton, N.Y.		142,420	29	41,300		170.	Rapid City, S.D.		43,890	22	9,800	
94.	Rockford, Ill.		141,650	39	55,700		171.	Columbus, Miss.		43,500	17	7,300	
95.	Duluth, Minn.-Superior, Wis.		139,890	33	46,700		172.	Ada-Ardmore, Okla.		42,220	18	7,800	
96.	Wheeling, W. Va.-Steubenville, O.		138,850	30	42,100		173.	Medford, Ore.		40,460	37	15,000	
97.	Springfield, Mo.		136,920	21	28,600		174.	Ottumwa, Iowa		39,500	28	11,100	
98.	Monterey-Salinas, Cal.		136,900	38	51,800		175.	Eureka, Calif.		39,450	34	13,500	
99.	West Palm Beach, Fla.		136,490	29	40,000		Average for markets 151-175				25		
100.	Augusta, Ga.		135,570	21	29,000		Average for markets 1-175				29		
Average for markets 91-100				31			176.	Hattiesburg, Miss.		38,700	20	7,600	
Average for markets 1-100				30			177.	Florence, Ala.		36,180	16	5,900	
101.	Wichita Falls, Tex.-Lawton, Okla.		135,480	26	34,800		178.	Tyler, Tex.		36,090	18	6,400	
102.	Sioux City, Iowa		134,930	31	41,400		179.	Butte, Mont.		34,820	30	10,500	
103.	Baton Rouge		134,210	30	40,400		180.	Eau Claire, Wis.		33,420	24	8,000	
104.	Columbus, Ga.		132,990	23	29,400		181.	Harrisonburg, Va.		32,550	16	5,100	
105.	Waco-Temple, Tex.		129,300	23	29,400		182.	Fort Myers, Fla.		32,430	27	8,900	
106.	Madison, Wis.		128,870	33	43,100		183.	Grand Junction-Montrose, Colo.		31,750	20	6,400	
107.	Columbia, S. C.		128,260	24	30,800		184.	Casper, Wyo.		31,140	28	8,800	
108.	El Paso		127,690	30	37,900		185.	Panama City, Fla.		30,150	25	7,500	
109.	Terra Haute, Ind.		126,690	31	38,900		186.	Twin Falls, Idaho		28,830	32	9,100	
110.	Colorado Springs-Pueblo, Colo.		126,400	32	40,700		187.	Salisbury, Md.		27,170	21	5,800	
111.	Monroe, La.-El Dorado, Ark.		126,260	19	24,500		188.	Lufkin, Tex.		27,320	16	4,400	
112.	Beaumont-Port Arthur, Texas		126,000	29	36,400		189.	San Angelo, Tex.		25,990	25	6,400	
113.	Youngstown, Ohio		124,280	42	52,100		190.	Zanesville, Ohio		24,230	43	10,500	
114.	Joplin, Mo.-Pittsburg, Kan.		122,850	24	29,500		191.	Presque Isle, Me.		24,220	19	4,700	
115.	Quincy, Ill.-Hannibal, Mo.- Keokuk, Iowa		122,620	33	40,700		192.	Missoula, Mont.		22,210	23	5,100	
116.	Tucson, Ariz.		118,290	34	39,900		193.	Tupelo, Miss.		19,980	14	2,700	
117.	Utica-Rome, N.Y.		117,330	24	28,600		194.	Laredo, Tex.		15,140	14	2,300	
118.	Charleston, S.C.		113,750	25	28,100		195.	Klamath Falls, Ore.		16,000	34	5,500	
119.	Lafayette, La.		113,130	23	25,300		196.	Yuma, Ariz.		14,420	30	4,300	
120.	Burlington, Vt.-Plattsburgh, N.Y.		110,430	22	23,900		197.	Riverton, Wyo.		10,460	17	1,800	
121.	Lubbock, Tex.		109,660	35	38,600		198.	Glendive, Mont.		4,280	19	800	
122.	Columbia-Jefferson City, Mo.		108,580	27	29,800		Average for markets 176-198				23		
123.	Montgomery-Selma, Ala.		106,490	23	24,100		Average for markets 1-198				28		
124.	Corpus Christi, Tex.		105,690	29	30,800		Nielsen Territory						
125.	Lexington, Ky.		105,490	22	23,000		Northeast		14,931,290	28	4,243,100		
Average for markets 101-125				28			East Central		9,151,890	32	2,912,100		
Average for markets 1-125				29			West Central		10,255,800	31	3,171,000		
							South		13,912,340	24	3,382,800		
							Pacific		8,737,150	39	3,444,500		
							Total U. S. (excluding Alaska and Hawaii)		56,988,470	30	17,153,500		

Broadcast Advertising



Mr. Jordan

Mr. Hilton

James J. Jordan, senior VP and creative director, BBDO, New York, appointed worldwide creative director. **Robert A. Hilton**, VP and management supervisor, San Francisco, appointed regional manager. He succeeds **John G. Motheral**, who retires at end of year.

C. K. Carmichael, account management supervisor, Geyer-Oswald Inc., New York, elected senior VP.

John R. Bassett, **D. Reynolds Moore** and **Marston Myers**, VP's and management supervisors. Sullivan, Stauffer, Colwell & Bayles, New York, elected senior VP's.

Sy Ethan, with Gumbinner-North Co., New York, named VP and account group supervisor.

Mutual affiliates slate elected

Eleven metropolitan representatives elected to two-year terms on MBS Affiliates Advisory Council. Names of alternates in parentheses: **Ed Bernstein**, WOLF Syracuse, N. Y. (**Ed Newmann**, WMAS Springfield, Mass.); **Victor Diehm**, WAZL Hazelton, Pa., chairman (**William Stone**, WRDS South Charleston, W. Va.); **Charles Smith**, WTMA Charleston, S. C. (**James Martinson**, WWOK Charlotte, N. C.); **Carter Peterson**, WBYG Savannah, Ga. (**Charles McClure**, WHYD Columbus, Ga.); **William Mnich**, WMNI Columbus, Ohio (**John Shepard**, WLYV Fort Wayne, Ind.); **Dennis Israel**, WNUS Chicago (**Neil Searles**, WMAD Madison, Wis.); **George Mooney**, WGN Knoxville, Tenn. (**William Hart**, WNPS New Orleans); **Harvey Swenson**, KLMS Lincoln, Neb. (**Robert D. Bruce**, KCBC Des Moines, Iowa); **Durward Tucker**, WRR Dallas (**Sam Pendleton**, KSET El Paso); **Charles Jones**, KGGM Albuquerque, N. M. (**Richard Wheeler**, KTLN Denver); **Richard Brown**, KPOJ Portland, Ore. (**Sherwood Gordon**, KSDO San Diego).

Peter A. Lund, general sales manager, KYW Philadelphia, joins WIND Chicago, in same capacity. Both are Westinghouse Broadcasting Co. stations.

Marion N. Hampden, manager of sales services, WCBS-TV New York, appointed to newly created position of manager of sales administration.

Charles F. Kleber, VP and account supervisor, Benton & Bowles, New York, joins W. B. Doner & Co., Detroit, as assistant to chairman.

Brenda Berkley, formerly with Governor Rockefeller's press staff and *Candid Camera*, New York, joins Kane, Light, Gladney Inc., that city, as manager, TV/radio.

Ralph Petti, general manager, KDAY Santa Monica, Calif., joins KFI Los Angeles, as local sales manager.

Robert Lewis, account executive, RKO Television Representatives, New York, appointed manager of new RKO television sales office, Atlanta.



Mr. AvRutick

Julian E. AvRutick, account supervisor, Young & Rubicam, New York, named VP.

Henry Newbauer, account supervisor, Cunningham & Walsh, New York, named VP.

Michael Blatt, executive art director, Gardner Advertising Co., New York, named VP.

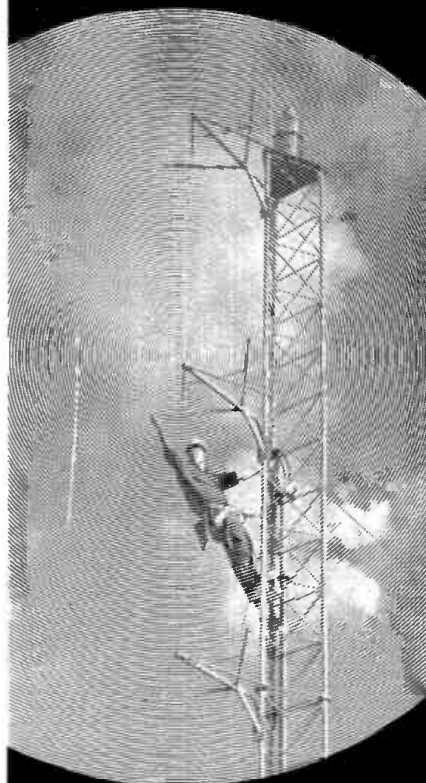
Richard L. Buck, account supervisor; **Peter J. Dalton**, media director, and **Stuart Hyatt**, copy chief, also named VP's. In St. Louis office, **Claude R. Bruner Jr.**, account supervisor; **Seth Dingley**, account supervisor; **Jane D. Groves**, director of information center; **Charles W. Haines Jr.**, corporate media research manager; **Phillip Mango**, account group head supervisor; **Gene F. Murray**, creative supervisor, and **Francis H. Noedel**, research director, all named VP's.

Diane L. Sass, research, Avco Radio Television Sales Inc., New York, named VP. **Vincent T. Deluca**, manager, Chicago television sales; **Arthur C. Elliot**, group manager, New York television sales; **Robert T. Lamkin**, administration and finance, and **James Richards**, manager, New York radio sales, also named VP's.

George L. Jones, assistant manager of advertising and sales promotion, west-

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ern area, products division of Atlantic Richfield Co., Los Angeles, appointed manager of department. He succeeds **Fred M. Jordan**, who retires after holding position 16 years.

Media

Marshall A. Pite, sales manager, WAVZ New Haven, Conn., named VP of Kops-Monahan Communications Inc., licensee of WAVZ.



Mr. White

Thomas J. White, regional manager, ABC station relations, New York, joins NBC, that city, in same capacity. **Gerald M. Jaffe**, manager, ratings, named director. television ratings. **Nancy Mead**, supervisor, ratings, appointed

manager, nighttime television ratings. **Peter F. Hanes**, senior research analyst, daytime and sports, appointed supervisor, daytime and sports ratings.

Glenn C. Jackson, manager, station relations, Mutual Broadcasting System, New York, joins WRDU(TV) Durham, N. C., as general manager. Station to begin broadcasting this month.

Mortimer Weinbach, retired VP and general counsel of ABC Inc., New York, joins law firm of Katz, Moselle and Schier, there. Mr. Weinbach, who retired Aug. 1 after 17 years with company, was in charge of labor relations and was general counsel of network.



Mr. Hankoff

Norm Hankoff, general manager, KTHO-AM-FM Tahoe Valley, Calif., named VP.

George Bonnell, manager station operations, WQXY-FM Baton Rouge, joins WAFB-FM there as manager.

Jack H. Wiedemann, operations manager, WATE-TV Knoxville, Tenn., joins WEX-TV Petersburg-Richmond, Va., as general manager. He succeeds **Irvin G. Abeloff**, who retires.

Helene Lindow, daughter of Lester W. Lindow, executive director of Association of Maximum Service Telecasters, will become press, social and personal secretary to Mrs. Lyndon B. Johnson when family moves to Texas in January. Johnson family controls Texas Broadcasting Co., which includes radio, TV and CATV holdings.

John B. Slade, operations manager,

WJMO Cleveland Heights, Ohio appointed station manager.

Programing

Gino A. Conte, **Maurice J. Corwin**, **George Habib** and **John R. Kennedy**, managers of production services, broadcast facilities and operations, unit managers and technical operations departments, respectively, for NBC-TV West Coast, all appointed directors of their respective departments.

Dale Sheet, VP, MCA-TV, Universal City, Calif., appointed president, Trans-General Inc., Los Angeles, new corporation and division of Imagineering Inc., St. Louis, involved in talent management, live TV packaging and in TV and movie production.

Richard Colbert, VP, western sales, Four Star Entertainment Corp., San Francisco, named VP and general sales manager.

Pat Kelly, program manager, KFI Los Angeles, named VP, operations and programing.

Dan J. Lala, VP, Universal American Corp., New York, joins Paramount Pictures Corp., that city, as VP, finance. He succeeds **James J. Burke**, who retires. Both companies are subsidiaries of Gulf & Western Industries Inc., New York.

Jack P. Fleischmann, executive consultant on *Journey to the Unknown* series, appointed executive story editor on all pilots and special projects at 20th Century-Fox Television, Los Angeles.

Bob Novak, general manager, Pittsburgh Playhouse, joins KGO-TV San Francisco, as program director.

Don Thomas, air personality, KFMB-FM San Diego, joins KRNO San Bernardino, Calif., as program director.

Bill Mann, air personality, WEXL Detroit, appointed program and music director.

Philip Z. Lando, announcer, wvsc Somerset, Pa., joins WCUM Cumberland, Md., as program director.

Art Mann, news personality and music director, KOKX Keokuk, Iowa, appointed program director.

Johnny Knox, announcer, WQAM Miami Beach, Fla., appointed production director.

David Sterling, air personality, KFI Los Angeles, appointed production manager.

News

Hans W. Sitarz, assistant news director, WHNT-TV Huntsville, Ala., appointed news director.

Tom Connor, with wife Indianapolis, appointed managing news director.

Promotion

Arthur I. Selby, supervisor, photographic services, NBC, New York, appointed manager, photographic services, NBC press. Mr. Selby succeeds **Sidney Desfor**, who has retired after 34 years with NBC.

Howard C. Enders, manager, news and information for RCA electronics components, Harrison, N. J., named manager, product news. RCA corporate staff, New York.

Deaths

Edwin T. Jameson, 50, executive with Time-Life Broadcast Inc., New York, died Sept. 29 of heart attack. Mr. Jameson joined Time-Life Broadcast in 1962. He previously served as VP and general sales manager, ABC Television National Sales and as national manager for NBC Television Spot Sales. He is survived by his wife, Virginia, son and daughter.

Frank Braucher, 83, former VP and director of WOR New York and Crowell-Collier Publishing Co. (now Crowell Collier & Macmillan Inc.) there, and former president of Periodical Publishers Association, died Sept. 29 at New York hospital. Mr. Braucher began career as reporter with Illinois and California papers; later he entered magazine publishing as western manager, *Review of Reviews*. In 1922 he became VP and director of Crowell, and in 1937 joined WOR in same position. He later served as president of Magazine Advertising Bureau and of Publishers Information Bureau. He is survived by his wife, Lucile, and two daughters.

William Dougherty Bowen, 60, former radio director, Radio Free Europe, died Sept. 25 in New York, of cancer. Mr. Bowen was social worker in New York and served in Army (Pacific) during World War II. He joined Radio Free Europe after war. He is survived by his wife, Jutta.

Beth Ljungh, 53, Canadian stage-radio-television actress, died Sept. 21 in Toronto, of heart attack. Mrs. Ljungh began career in Winnipeg as radio journalist-producer and actress. She later moved to Toronto where she acted major TV roles and won trophy as best director, 1961 Central Ontario Drama Festival. She is survived by husband, Esse Ljungh, drama supervisor for Canadian Broadcasting Corp. radio network.

Arthur Schatzow, 50, chief of FCC Broadcast Bureau's division of research and education, died Oct. 1 in Washington, of cancer. Mr. Schatzow joined FCC in 1960 after serving with Department of Labor. He is survived by his wife, Clara, and two sons.

As compiled by BROADCASTING, Sept. 25 through Oct. 2 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant. antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod. modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final action

■ FCC assigned ch. 40 to Fort Smith, Ark. Assignment terminates rulemaking to amend TV table of assignments adopted July 10. Action Oct. 2.

Other actions

■ Review board in Homewood, Ala., TV broadcast proceeding, Docs. 15461, 16760-61, 16758, granted motion for extension of time filed Sept. 16 by Birmingham Television Corp., extended to Oct. 30 time within which to file exceptions to initial decision. Action Sept. 27.

■ Review board in Jacksonville, Fla., TV broadcast proceeding, Docs. 10834, 17582-84 and 18185-86, granted motion to waive rule filed Aug. 1 by Antwin Theatres Inc., denied appeal from memorandum opinion and order of hearing examiner released July 25, filed Aug. 1 by Antwin Theatres Inc. Action Sept. 26.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Terre Haute, Ind. (Broadcasting Affiliates Corp., Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, designated Hearing Examiner David I. Kraushaar to serve as presiding officer, scheduled prehearing conference for Nov. 12 and hearing for Dec. 16 (Docs. 18320-2). Action Sept. 25.

■ Chief Hearing Examiner James D. Cunningham in Racine, Wis. (John Weigel Associates and United Broadcasting Corp.), TV proceeding, designated Hearing Examiner Thomas H. Donahue to serve as presiding officer, scheduled prehearing conference for Nov. 15 and hearing for Dec. 16 (Docs. 18323-4). Action Sept. 25.

Existing TV stations

Final actions

■ WBRC-TV Birmingham, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to March 25, 1969. Action Sept. 25.

■ KOA-TV Denver—Broadcast Bureau granted mod. of license covering change in name of licensee to General Electric Broadcasting Co. of Colorado Inc. Action Sept. 25.

■ WHYY-TV Wilmington, Del.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 27. Action Sept. 25.

■ WSMS-TV Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of CP to change studio location to 2151 North Federal Highway, Fort Lauderdale; and granted mod. of CP to extend completion date to March 30, 1969. Action Sept. 30.

■ FCC ordered WJHG-TV Panama City, Fla., to comply with Sec. 315 obligations and permit Republican candidate George Logue Jr. use of station's facilities for time accumulated between June 3 and Aug. 21 because of daily appearance of Democratic opponent Donnell Brookins. Action Sept. 25.

■ WMAA(TV) Jackson, Miss.—Broadcast Bureau granted mods. of CP to change type trans., type ant., and to decrease ant. height to 1958.5 ft.; and to extend completion date to March 26, 1969. Action Sept. 26.

■ WNYS-TV Syracuse, N. Y.—Broadcast Bureau granted CP to replace expired permit.

Action Sept. 25.

■ WBRE-TV Wilkes-Barre, Pa.—Broadcast Bureau granted CP to change ERP to 2740 kw vis., 548 kw aur.; change type trans., type ant., ant. structure, increase ant. height to 1640 ft.; condition. Action Sept. 25.

■ FCC denied request by Jefferson Standard Broadcasting Co. for certificate entitling it to postpone federal income tax on sale of WBTW(TV) Florence, S.C., because it was sale which was not prompted by commission action and therefore reason for sale is not within its certain knowledge. Action Oct. 2.

■ WETK(TV) Burlington, Vt.—Broadcast Bureau granted license covering new station. Action Sept. 26.

■ KNDO(TV) Yakima, Wash.—Broadcast Bureau granted mod. of CP to change ERP to 295 kw vis., 37.1 kw aur.; change type ant.; change ant. structure and increase ant. height to 960 ft. Action Sept. 25.

Action on motion

■ Chief Hearing Examiner James D. Cunningham in Miami (Coral Television Corp. [WCIX-TV]), TV proceeding, designated Hearing Examiner Isadore A. Honig to serve as presiding officer, scheduled prehearing conference for Oct. 31, hearing for Nov. 27 (Doc. 18325). Action Sept. 25.

Designated for hearing

■ FCC designated for hearing applications by Integrated Communication Systems Inc. of Massachusetts, permittee of WREP(TV) Boston, for extension of time to build and make facility changes. Issues include possible trafficking in CP and unauthorized transfer of control. Action Sept. 25.

New AM stations

Other actions

■ Review board in Sumiton, Ala., AM broadcast proceeding, Docs. 18204-05, granted petition for extension of time filed Sept. 26 by Cullman Music Broadcasting Co., extended to Oct. 10 time within which to file response to supplementary comments with respect to petition to enlarge issues. Action Sept. 30.

■ Review board in Grandview, Mo., AM broadcast proceeding, Docs. 18183-84, granted motion for extension of time filed Sept. 25 by H-B-K Enterprises and Broadcasting Inc., extended to Oct. 14 time within which to file reply to Broadcast Bureau's opposition to joint petition for approval of agreement and for other relief. Action Sept. 26.

Action on motion

■ Hearing Examiner H. Gifford Irion in Sunbury, Pa., Stirling and Watchung, both New Jersey (Sunbury Broadcasting Corp., Herbert P. Michels, Kel Broadcasting Co.), AM proceeding, cancelled hearing date of Nov. 14 and scheduled further prehearing conference for Dec. 2 (Docs. 18291-3). Action Sept. 27.

Call letter application

■ Hayward F. Spinks, Hartford, Ky. Re-

quests WLLS.

Existing AM stations

Applications

■ Cedartown, Ga.—Cedar Valley Radio. Seeks amendment to CP for new AM station on 1140 kc, 500 w-D. with remote control, to make changes in ant. system. Ann. Sept. 27.

■ Natick, Mass.—Natick Broadcast Associates Inc. Seeks amendment to CP for new AM station on 1060 kc, 1 kw-D, with remote control, to change ant. trans. location to end of Prospect Street, Natick, Mass. Ann. Sept. 25.

■ WMPS Memphis—Seeks CP to increase daytime power from 10 kw to 25 kw and change from DA-N to DA-2; install new trans. Ann. Oct. 1.

Final actions

■ WRAG Carrollton, Ala.—Broadcast Bureau granted mod. of CP to make changes in ant. system; condition. Action Sept. 30.

■ WAOA Opelika, Ala.—Broadcast Bureau granted license covering new station. Action Sept. 26.

■ KLOM Lompoc, Calif.—Broadcast Bureau granted CP to replace expired permit. Action Sept. 24.

■ KVNQ Napa, Calif.—Broadcast Bureau granted mod. of CP and extended completion date to March 11, 1969. Action Sept. 30.

■ KOA Denver—Broadcast Bureau granted mod. of license to change name to General Electric Broadcasting Co. of Colorado Inc. Action Sept. 24.

■ KREX Grand Junction, Colo.—Broadcast Bureau granted mod. of CP to make changes in DA system; and change type trans. Action Sept. 30.

■ WRKV Rockville, Conn.—Broadcast Bureau granted extension of completion date to March 20, 1969. Action Sept. 24.

■ WMYR Fort Myers, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 28. Action Sept. 30.

■ WNRJ Gainesville, Ga.—Broadcast Bureau granted license covering changes. Action Sept. 30.

■ WLOP Jesup, Ga.—Broadcast Bureau granted license covering changes. Action Sept. 30.

■ KCCN Honolulu—Broadcast Bureau granted application for remote control. Action Sept. 27.

■ WIBC Indianapolis—Broadcast Bureau granted mod. of license to change name to Fairbanks Broadcasting Co. Action Sept. 24.

■ KIRL St. Charles, Mo.—Broadcast Bureau granted license covering new station. Action Sept. 30.

■ WBN Buffalo, N.Y.—Broadcast Bureau granted application for remote control; conditions. Action Sept. 30.

■ WJER Dover-New Philadelphia, both Ohio—Broadcast Bureau granted license covering changes. Action Sept. 26.

■ WAHT Anville-Cleona, Pa.—Broadcast Bureau granted license covering new station. Action Sept. 30.

■ KING Seattle—Broadcast Bureau granted application for remote control; conditions. Action Sept. 26.

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. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Summary of broadcasting

Compiled by BROADCASTING, Oct. 2, 1968

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,204 ¹	23	4,227 ¹	70	4,297 ¹
Commercial FM	1,846	52	1,898	209	2,107
Commercial TV-VHF	495 ²	10	505 ²	12	517 ²
Commercial TV-VHF	117 ²	51	167 ²	152	320 ²
Educational FM	343	10	353	29	382
Educational TV-VHF	68	6	74	3	77
Educational TV-UHF	65	19	84	27	111

Station boxscore

Compiled by FCC, Sept. 1, 1968

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,194 ¹	1,829	609 ²	339	127
CP's on air (new stations)	23	47	48	10	30
Total on air	4,217 ¹	1,876	656 ²	349	157
CP's not on air (new stations)	76	231	177	32	31
Total authorized stations	4,293 ¹	2,107	834 ²	381	188
Licenses deleted	0	0	0	0	0
CPS'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.

Other action

■ Office of Opinions and Review in Canton, N.C. (Western North Carolina Broadcasters Inc.), renewal of license of WWIT, granted petition by Vernon E. Pressley and extended time to and including Oct. 9 to reply to Broadcast Bureau's exceptions to initial decision released May 17, 1968 (Doc. 17050). Action Sept. 30.

Fines

■ Broadcast Bureau notified WLAD Danbury, Conn. it has incurred apparent forfeiture liability of \$250 for violation of Sec. 73.39(d)(1)(vii) of rules by failing to make and enter in maintenance log weekly calibration of base and remote ant. meters. Licensee has 30 days to contest or pay forfeiture. Action Sept. 24.

■ Broadcast Bureau notified WVOX New Rochelle, N. Y. it has incurred apparent forfeiture liability of \$200 for violation of Sec. 73.47(b) of rules by failing to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Action Sept. 24.

■ Broadcast Bureau notified KOOS Coos Bay, Ore. it has incurred apparent forfeiture liability of \$100 for violation of Sec. 73.57(a) of rules by not maintaining required tolerance of 10% below authorized power of 1000 w D. and 250 w N. Licensee has 30 days to pay or contest forfeiture. Action Sept. 24.

■ Broadcast Bureau notified WLAT Conway, S. C. it has incurred apparent forfeiture liability of \$200 for violation of Sec. 73.47(b) of rules by failing to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Action Sept. 24.

■ Broadcast Bureau notified KERB Kermit, Tex. it has incurred apparent forfeiture liability of \$200 for violation of Sec. 73.111(a) of rules by not making regular entries in maintenance log. Licensee has 30 days to pay or contest forfeiture. Action Sept. 24.

■ Broadcast Bureau notified KOJL Quannah, Tex. it has incurred apparent forfeiture liability of \$200 for violation of Sec. 73.114(b) of rules in that maintenance log does not contain entries attesting that required daily maintenance inspections are being made. Licensee has 30 days to pay or contest forfeiture. Action Sept. 24.

■ Broadcast Bureau notified KODI Cody, Wyo. it has incurred apparent forfeiture liability of \$200 for violation of Sec. 73.47(b) of rules in that no equipment performance measurements made within past year were available at time station was inspected. Licensee has 30 days to pay or contest forfeiture. Action Sept. 24.

■ Broadcast Bureau notified KLME Laramie, Wyo. it has incurred apparent forfeiture liability of \$200 for violation of Sec. 73.114(a) (b) of rules in that there were no entries in maintenance log after Dec. 29, 1967. Licensee has 30 days to pay or contest forfeiture. Action Sept. 24.

Call letter applications

■ WHYY, Orlando Radio & TV Broadcasting

Corp., Orlando, Fla. Requests WORJ.
■ KWEN Broadcasting Co., Port Arthur, Tex. Requests KCAW.

Designated for hearing

■ FCC designated for hearing license renewal applications of KICM Golden, Colo. and KSVN Ordan, Utah. Action Oct. 2.

Presunrise service authority

■ Broadcast Bureau pursuant to Sec. 73.99 of rules until further notice granted following AM stations pre-sunrise service authority from 6:00 a.m. or sunrise, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and power as shown: WELF Tomahawk, Wis. 500 w and WMCL McLeansboro, Ill. 120 w. Actions Sept. 10. WQIZ St. George, S. C. 500 w. Action Sept. 16. KDFL Sumner, Wash. 250 w. Action Sept. 25. KYMN Northfield, Minn. 4.2 w. Action Sept. 26. KLIX Twin Falls, Idaho 500 w. Action Sept. 3. KMFB Mendocino, Calif. 500 w. Action Sept. 4. KFNW Ferriday, La. 500 w. Action Sept. 6. WNBI Park Falls, Wis. 500 w. and WWGS Tifton, Ga. 500 w. Action Sept. 9. KTBB Tyler, Tex. 500 w. Action Sept. 10. KTYN Minot, N. D. 500 w. Action Sept. 13.

New FM stations

Applications

■ Brinkley, Ark. — Tri-County Broadcasting Co. Seeks 102.3 mc. ch. 272A, 3 kw. Ant. height above average terrain 192 ft. P.O. address: 226 West Cedar Street, Brinkley, Ark. 72021. Estimated construction cost \$20,495; first-year operating cost \$7,500; revenue \$8,000. Principal: Mason W. Clifton, sole owner. Mr. Clifton is owner of KBRI Brinkley, Ark. Ann. Oct. 1.

■ Henderson, Ky. — Futura Sound Inc. Seeks 103.1 mc. ch. 276, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Dr. Frank R. Fults Jr., 210 5th Street, Henderson, Ky. 42420. Estimated construction cost \$17,000; first year operating cost \$20,000; revenue \$25,000. Principals: Dr. Frank Fults Jr., president-secretary (30%), Mr. Frank R. Fults Jr., treasurer (25%), Bethel P. Brown, 2nd vice president (15%) and Dr. Willis B. Blue, 1st vice president (30%). Dr. and Mrs. Fults each own 25% of concrete molding firm and Dr. Fults is dentist. Mr. Brown is owner of radio sales and service company. Mr. Blue has medical practice Ann. Sept. 25.

■ Cleveland, Miss. — Radio Cleveland Inc. Seeks 103.9 mc. ch. 280, 3 kw. Ant. height above average terrain 138 ft. P.O. address: c/o J. R. Denton, WCLD Cleveland, Miss. 38732. Estimated construction cost \$19,258.60; first-year operating cost \$15,000; revenue \$20,000. Principal: J. R. Denton, president. Radio Cleveland Inc. is licensee of WCLD Cleveland, Miss. Ann. Oct. 1.

■ Glendive, Mont. — Christian Enterprises

Inc. Seeks 96.5 mc. ch. 243, 95.4 kw. Ant. height above average terrain 30 ft. P.O. address: Box 1875, Billings, Mont. 59103. Estimated construction cost \$20,000; first-year operating cost \$11,400; revenue \$12,000. Principals: Harold Erickson, president, Donald Ross, vice president, L. E. Wood, secretary-treasurer, et al. Mr. Erickson has no other business interests indicated. Mr. Ross is salesman for implement company. Mr. Wood is owner of ready-mix company. Christian Enterprises Inc. is licensee of KGVW-AM-FM Belgrade, KURL-AM-FM Billings and KGLE Glendive, all Montana. Ann. Oct. 1.

■ Centerville, Tenn. — Trans-Aire Broadcast Corp. Seeks 104.9 mc. ch. 285A, 3 kw. Ant. height above average terrain minus 8 ft. P.O. address: c/o David R. Price, 121 Perry Street, Centerville, Tenn. 37033. Estimated construction cost \$3,300; first-year operating cost \$4,000; revenue \$5,000. Principals: David Ralph Price, president (66⅔%) and Francis Daniels Clinghan, treasurer (33⅓%). Mr. Price has 66⅔% interest in WHLP Centerville, Tenn. Mrs. Clinghan has no other business interests indicated. Ann. Sept. 25.

■ Dayton, Tenn. — Norman A. Thomas db/as WDNT Seeks 104.9 mc. ch. 285, 3 kw. Ant. height above average terrain minus 198 ft. P.O. address: Box 428, Chattanooga, Tenn. 37401. Estimated construction cost \$4,690; first-year operating cost \$4,260; revenue \$4,800. Principals: Norman A. Thomas, sole owner. Mr. Thomas owns WDNT Dayton, Tenn. Ann. Oct. 1.

■ Mercer Island, Wash. — Mercer Island School District #400. Seeks amendment to application for CP for new FM station to change frequency from 88.9 mcs, ch. 205 to 88.5 mcs, ch. 203. Ann. Sept. 26.

Final actions

■ Lake City, Fla. — Deep South Radioways Inc. Broadcast Bureau granted 94.3 mc. ch. 232, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Highway 441 South Lake City 32055. Estimated construction cost \$25,000; first-year operating cost \$24,000; revenue \$24,000. Principals: Joe L. Duckett, president; W. C. Woodall Jr., vice president-treasurer and Miles H. Ferguson, vice president-secretary (each 33⅓%). Mr. Duckett is 33⅓% owner of WDSR Lake City and 50% owner of rental company. Mr. Ferguson is 98.1% owner of WRLD West Point, Ga. and 20% partner and supervisor of WJHO Opelika, Ala. Mr. Woodall is 50% owner and president of WDWD Dawson, Ga. 25% owner and vice president of WGRA Cairo, Ga. 25% owner and vice president of WFRM Ft. Valley, Ga. 34⅓% owner and president of WGSW Greenwood, S.C. and 51% partner in WBBK Blakeley, Ga. Action Sept. 23.

■ Belvidere, Ill. — Belvidere Broadcasting Inc. Review board granted 104.9 mc. ch. 285A, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 1100 Rockford Trust building, Rockford, Ill. 61105. Estimated construction cost \$33,200; first-year operating cost \$40,000; revenue \$45,000. Principals: Keith E. Walker, president (20%), Richard Allen McDaniel (10%), et al. Mr. Walker is sales executive for Winnebago Television Corp., licensee of WTVQ(TV) Rockford, and 100% owner of Rockford Recording Co., custom recording company. Ann. March 14. Mr. McDaniel is program director for WTVQ. In same action, mutually exclusive applications for Quest for Life Inc. for FM facility at Rockford, Ill. was denied, and Greater Rockford Sound Inc., Rockford, dismissed with prejudice. Action Sept. 25.

■ Oswego, N. Y. — State University of New York. Broadcast Bureau granted 89.9 mc. ch. 210, 41 kw. Ant. height above average terrain 16 ft. P.O. address: 8 Murlow Terrace, Albany, N. Y. 12201. Estimated construction cost \$14,175; first-year operating cost \$33,600; revenue none. Principals: Board of trustees of State University of New York. Action Sept. 23.

Other actions

■ FCC rescheduled oral argument on applications for new FM station of Cherokee Broadcasting Co., Murphy, N.C. and Fannin County Broadcasting Co., Blue Ridge, Ga., for Nov. 14 at 10 a.m. (Docs. 17086-7). Action Sept. 25.

■ FCC has rescinded its first report and order (Doc. 18222) adopted Aug. 28, insofar as it made assignment of FM ch. 232A to New Castle, Ind. Action rescinding assignment, which was to become effective Oct. 11, is taken pending further appropriate action concerning assignment of channel at Rushville, Ind. Action Sept. 25.

■ Review board in Pompano Beach, Fla., FM broadcast proceeding, Docs. 18020-21, 18187, granted joint request for extension of

time filed Sept. 25 by Almarcon Inc. of Florida and Deerfield Radio Inc., extended to Oct. 9 time within which to file replies to Broadcast Bureau's comments on joint request for approval of agreement. Action Sept. 27.

■ Review board in Pleasantville, N.J., FM broadcast proceeding, Docs. 18005-06, granted joint petition under rule 1.525 for approval of agreement and related procedures filed Aug. 26 by WMID Inc. and Atlantic City Broadcasting Co.; agreement approved; application of Atlantic City Broadcasting Company dismissed with prejudice; application of WMID Inc. retained in hearing status. Action Sept. 26.

Action on motions

■ Office of Opinions and Review in Slidell, La. (Bill Arrett Broadcasting Corp. and Faulkner Radio Inc.) FM proceeding, ordered oral argument in proceeding rescheduled for Nov. 14 at 10:00 a.m. to be held before commission en banc (Docs. 17261-2). Action Sept. 26.

■ Chief Hearing Examiner James D. Cunningham in Fort Smith and Van Buren, both Arkansas (KFPW Broadcasting Co. and George Domereuse), FM proceeding, ordered further prehearing conference scheduled for Oct. 3 and evidentiary hearing scheduled for Oct. 7, continued to date to be specified in subsequent order (Docs. 18241-2). Action Sept. 26.

■ Chief Hearing Examiner James D. Cunningham in Albuquerque, N. M. (R. Edward Ceries and Jack C. Hughes), FM proceeding, set Oct. 7 in lieu of Sept. 30 as date for exchange of exhibits (Docs. 18213-4). Action Sept. 26.

■ Hearing Examiner Charles J. Frederick in Fort Wayne, Ind. (The Gospel Broadcasting Co. of Fort Wayne Inc. and Fort Wayne Broadcasting Co.), FM proceeding, ordered record reopened to entertain forthcoming petition and amendment by Fort Wayne Broadcasting Co. concerning changed status of Clarence C. Moore relative to certain of his broadcast interests (Docs. 17594-5). Action Sept. 27.

■ Hearing Examiner Isadore A. Honig in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.), FM proceeding, granted motion by Soundvision Broadcasting Inc. and extended time to Oct. 21 in which to file proposed findings of fact and conclusions, and to Nov. 4 to file reply findings (Docs. 17916-7). Action Sept. 27.

■ Hearing Examiner Forest L. McClenning in Port Jervis, N. Y. (Port Jervis Broadcasting Co. and Murray Hill Associates), FM proceeding, granted informal request by Port Jervis Broadcasting Co. and continued prehearing conference from Oct. 2 to Oct. 9 (Docs. 18267-8). Action Sept. 26.

■ Hearing Examiner Chester F. Naumowicz Jr. in Gordon and Macon, both Georgia (Heart of Georgia Broadcasting Co., Middle Georgia Broadcasting Co.), FM proceeding, set certain procedural dates and scheduled hearing for Dec. 16 (Docs. 18278-9). Action Sept. 26.

Rulemaking petitions

■ Stephen Dinkel, Ames, Iowa—Requests amendment of rules to permit allocation of an FM channel to Humboldt, Iowa. Ann. Sept. 27.

■ Larry C. Bowler, Scobey, Mont. — Requests institution of rulemaking proceeding to change table of FM assignments by assigning ch. 239 to Scobey, Mont. Ann. Sept. 27.

■ WCPK Chesapeake, Va.—Requests institution of rulemaking proceeding looking toward amending rules to change table of FM assignments to assign ch. 235 to Chesapeake, Va. Ann. Sept. 27.

■ FCC in notice of proposed rulemaking proposed amendment of FM table of assignments to provide for assignment of a first class A FM channel to communities in New York, Arizona, Mississippi, Michigan, Louisiana, Tennessee, California, Pennsylvania and Kentucky. Following proposals are included in notice: Eupora Miss. ch. 269A; South Haven, Mich. ch. 252A; Marksville, La. ch. 249A; Lawrenceburg, Ky. ch. 265A; Bardstons, Ky. ch. 244A; Bay Shore, N. Y. ch. 276A; Lake Havasu City, Ariz. ch. 240A, 257A. Commission said in view of limited size of Lake Havasu City, its decision in this case will be restricted at this time to selection of either ch. 240A or 257A, but not both. North East, Pa. ch. 265A; Sledge, Miss. ch. 240A. In view of size of Sledge commission is also inviting counter-proposals from interested parties for assignment of channel to either of larger communities of Marks or Sardis, both Mississippi. Humphreys County Broadcasting Co. filed for reassignment of ch. 285A from Centerville to Waverly, both Tennessee. KPEN(FM) San

Francisco requested deletion of ch. 269A from Hayward and assignment to Livermore, both California. Action Oct. 2.

Call letter application

■ WEMB Inc., Erwin, Tenn. Requests WXIS(FM).

Existing FM stations

Final actions

■ KADO(FM) Texarkana, Ark. — Broadcast Bureau granted license covering new station. Action Sept. 30.

■ KWAV(FM) Monterey, Calif. — Broadcast Bureau granted CP to install new type ant.; make changes in ant. system; condition. Action Sept. 25.

■ KOA-FM Denver — Broadcast Bureau granted mod. of license to change name to General Electric Broadcasting Co. of Colorado Inc. Action Sept. 24.

■ *WHUS(FM) Storrs, Conn.—Broadcast Bureau granted mod. of CP to change ant. trans. location to 0.25 mile NW off N. Eagleville Rd. opposite university campus. Storrs: change ant. height to 360 ft.; remote control permitted. Action Sept. 25.

■ WEAT-FM West Palm Beach, Fla.—Broadcast Bureau granted extension of completion date to March 12, 1969. Action Sept. 20.

■ WNAF(FM) Indianapolis—Broadcast Bureau granted mod. of CP and license to change name to Fairbanks Broadcasting Co. Action Sept. 24.

■ KEYN-FM Wichita, Kan.—Broadcast Bureau granted mod. of CP to change ant. trans. location to 6400 block of N. Hillside, Wichita: change type trans., type ant.; make changes in ant. system. Increase ant. height to 310 ft.; ERP 58 kw; remote control permitted. Action Sept. 25.

■ *KSJN-FM New Brighton, Minn.—Broadcast Bureau granted CP to install new type trans.; ant. height 340 ft.; ERP 16.5 kw; install new circular polarized ant. Action Sept. 25.

■ Broadcast Bureau notified WIGS-FM Gouverneur, N. Y. it has incurred apparent forfeiture liability of \$100 for violation of Sec. 73.267(b)(1) of rules by not operating station within authorized tolerance of licensed power. Licensee has 30 days to pay or contest forfeiture. Action Sept. 24.

■ WBBF-FM Rochester, N. Y.—Broadcast Bureau granted mod. of license to change name to WBBF Inc. Action Sept. 24.

■ WFMQ(FM) Lebanon, Tenn.—Broadcast Bureau granted extension of completion date to Dec. 31. Action Sept. 20.

■ WMNA-FM Gretna, Va.—Broadcast Bureau granted extension of completion date to Dec. 10 (Doc. 15987). Action Sept. 20.

Other actions

■ Review board in Boulder, Colo., FM broadcast proceeding, Docs. 17029-30, denied request for additional time for oral argument filed Sept. 20 by Environmental Science Services Administration.

■ Review board in Aurora, Ind., FM broadcast proceeding, Docs. 18264-65, granted motion for extension of time filed Sept. 30 by GREPCO Inc.; extended to Oct. 10 time within which to file reply to Dearborn County Broadcasters' opposition. Action Oct. 2.

■ Hearing Examiner Forest L. McClenning in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. [KBUC-

FM]), FM proceeding, granted petition by Bexar Broadcasting for leave to amend application to amend financial proposal to include current balance sheet; provide additional information of financial position of Principal Robert G. Brown; and show availability of additional funds and make related changes in Sec. III of application (Docs. 18238-9). Action Sept. 26.

Call letter applications

■ KHJ-FM, RKO General Inc., Los Angeles. Requests KZUZ(FM).

■ KXRQ(FM), KXRQ Inc., Sacramento, Calif. Requests KZAP(FM).

■ WHIY-FM, Orlando Radio & TV Broadcasting Corp., Mt. Dora, Fla. Requests WORJ-FM.

■ KDOK-FM, KDOK Broadcasting Co., Tyler, Tex. Requests KNUE(FM).

Call letter actions

■ WHK-FM, Metromedia Inc., Cleveland. Granted WMMS(FM).

■ WJMX-FM, Atlantic Broadcasting Co., Florence, S. C. Granted WSTN(FM).

■ KCLE-FM, Jim Gordon Inc., Cleburne, Tex. Granted KFAD(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations: KTSL Burnet; and KERB Kermit, both Texas. Actions Sept. 26.

■ Broadcast Bureau granted renewal of licenses for following stations: KFVS Cape Girardeau, Mo.; KLLD Lubbock, Tex.; KVLH Pauls Valley, Okla.; and WJRX Newark, N. J. Actions Sept. 25.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KAAA Kingman, Ariz.; KAFE Santa Fe, N. M.; KAFF Flagstaff, Ariz.; KAIN Nampa, Idaho; KAIR Tucson and KALF Mesa, both Arizona; KALG Alamogordo, N. M.; KALL Salt Lake City; KARS Belen, N. M.; KART Jerome, Idaho; KASA Phoenix; KATI Casper, Wyo.; KATN Boise, Idaho; KATO Safford, Ariz.; KAVE Carlsbad, N. M.; KAYT Rupert, Idaho; KBBS Buffalo, Wyo.; KBGN-AM-FM Caldwell, Idaho; KBLW Logan, Utah; KBOI-AM-FM Boise and KCID Caldwell, both Idaho; KCLS Flagstaff, Ariz.; KCPX-AM-FM Salt Lake City; KCUB Tucson, Ariz.; KDEF-AM-FM Albuquerque, N. M.; KELK Elko and KELY Ely, both Nevada; KENM Portales, N. M.; KENO Las Vegas; KEOS Flagstaff, Ariz.; KEST Boise, Idaho; KEVT Tucson, Ariz.; KFBC Cheyenne, Wyo.; KFLI Mountain Home, Idaho; KGGM Albuquerque; KGRT Las Cruces and KHOB-AM-FM Hobbs, all New Mexico; KHYT Tucson, Ariz.; KICA Clovis, N. M.; KID-AM-FM Idaho Falls and KIGO St. Anthony, both Idaho; KIKX Tucson and KIKO Miami, both Arizona; KINN Alamogordo, N. M.; KLER Orofino, Idaho; KLME Laramie, Wyo.; KLO Ogden, Utah; KLOB Salt Lake City; KLUC-AM-FM Las Vegas; KNAK Salt Lake City; KOAL Price, Utah; KOLD Tucson, Ariz.; KONI-AM-FM Spanish Fork, Utah; KOOL-AM-FM Phoenix; KORT Grangeville, Idaho; KOVO Provo, Utah; KOY Phoenix; KOZE-AM-FM Lewiston, Idaho; KPBM Carlsbad, N. M.; KPHO Phoenix; KPIN Casa Grande, Ariz.; KRAE



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Cheyenne and KRAL Rawlins, both Wyoming; KRAM Las Vegas; KRDS Tolleson, Ariz.; KRGO Salt Lake City; KRRC Lewisville, Idaho-Clarkston, Wash.; KROE Sheridan, Wyo.; KRPL Moscow, Idaho; KRRR Ruidoso and KRSN Los Alamos, both New Mexico; KRXX Rexburg and KSEI Pocatello, both Idaho; KSOP Salt Lake City; KSVC Richfield, Utah; KTAR-AM-FM Phoenix; KTEE Idaho Falls, Idaho; KTUC Tucson and KUPD-AM-FM Tempe, both Arizona; KUPI Idaho Falls, Idaho; KUTA Blanding, Utah; KVEG Las Vegas; KVWM-AM-FM Show Low and KVIO Cottonwood, both Arizona; KVLV-AM-FM Fallon, Nev.; KVOB Albuquerque, N. M.; KVOY Yuma, Ariz.; KWEW Hobbs, N. M.; KWIV Douglas, Wyo.; KWNA Winnemucca, Nev.; KWYO Sheridan, Wyo.; KXIV Phoenix; KYCN Wheatland and KAWY(FM) Casper, both Wyoming; KCEE-FM Tucson, Ariz.; KCMN(FM) Carlsbad, N. M.; KFMM(FM) Tucson, Ariz.; KGRD Las Cruces, KLEA-FM Lovington and KSNM(FM) Santa Fe, all New Mexico; KSRN(FM) Reno; KTQM-FM Clovis, N. M.; KULA(FM) Las Vegas; KWIC-FM Salt Lake City; KNEV(FM) Reno; KOB-FM Albuquerque, N. M.; KRFM(FM) Phoenix; KRGH(FM) Las Vegas; *KANW(FM) Albuquerque, N. M.; *KBYU-FM Provo and *KCDR-FM Cedar City, both Utah; *KEDP(FM) Las Vegas, N. M.; *KFCA(FM) Phoenix; *KLHS-FM Lewiston, Idaho; *KRWG(FM) University Park, N. M.; *KUER(FM) Salt Lake City; *KUID(FM) Moscow, Idaho; *KUNM(FM) Albuquerque, N. M.; *KUSU-FM Logan, Utah; *KAET-TV Phoenix; *KBYU-TV Provo, Utah; *KNME-TV Albuquerque, N. M.; *KOET-TV Ogden, Utah; *KUAT-TV Tucson, Ariz.; *KUED-TV Salt Lake City; *KUID-TV Moscow, Idaho; *KWCS-TV Ogden, Utah; KBOI-TV Boise, Idaho; KCRL-TV Reno; KGGM-TV Albuquerque, N. M.; KGUN-TV Tucson, Ariz.; KID-TV Idaho Falls, Idaho; KIVA-TV Yuma, Ariz.; KLAS-TV Las Vegas; KLEW-TV Lewiston, Idaho; KOAT-TV Albuquerque, N. M.; KOLD-TV Tucson, Ariz.; KOOL-TV Phoenix; KSWB-TV Roswell, N. M.; KTAR-TV Mesa, Ariz.; KTVB-TV Boise, Idaho; KTVK-TV Phoenix; KTVN-TV Reno; KUSU-TV Logan, Utah; KUTV-TV Salt Lake City; KOVA-TV Tucson, Ariz.; and KFDW-TV Clovis, N. M. Actions

Sept. 25.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: KDOT-FM Scottsdale, Ariz. to Feb. 15, 1969; KWXY-FM Cathedral City, Calif. to Jan. 5, 1969; WBRK-FM Pittsfield, Mass. to March 12, 1969; KTWN(FM) Anoka, Minn. to April 3, 1969; KWFC(FM) Springfield, Mo. to Dec. 31; WQMG(FM) Greensboro, N. C. to April 14, 1969; WKAL-FM Rome, N. Y. to March 1, 1969; KALL-FM Salt Lake City to Dec. 1. Actions Sept. 25.

Other actions, all services

■ FCC denied petition by Milton E. Dupuy, President of Board of Levee Commissioners, Orleans Levee District, New Orleans, for review of FCC staff ruling on fairness complaint against WDSU-AM-TV New Orleans. Action Sept. 25.
■ Acting Chief, Broadcast Bureau granted request by Electronics Industries Association and extended time to Oct. 25 in which to file comments and to Nov. 25 in which to file reply comments in matter of amendment of part 73 of the rules to provide for installation and use of automatic and self-monitored FM broadcast trans. (Doc. 18109). Action Sept. 26.

Translators

Actions

■ K07HA Camp Nelson, rural area east of Springville, Springville and Balch Park, all California—Broadcast Bureau granted mod. of license of VHF TV translator station to change primary TV station to KJEO-TV Fresno, Calif. Action Sept. 24.
■ K72CQ Greenville, Calif.—Broadcast Bureau granted CP to change type trans. of UHF TV translator station. Action Sept. 24.
■ K77BT Rushford, Minn.—Broadcast Bureau granted assignment of license of UHF TV translator station to Twin City Area Educational Corp. Action Sept. 27.
■ Las Vegas Translator Cooperative, Las Vegas, N. M.—Broadcast Bureau granted CPs for new VHF TV translator stations to serve Las Vegas on ch. 9 by rebroadcasting KOAT-TV and on ch. 11 by rebroadcasting KGGM-TV, both Albuquerque, New Mexico. Actions Sept. 18.
■ K04FA Lakeview, West Side and New Idaho district, all Oregon—Broadcast Bureau granted CP to replace expired permit for new VHF TV translator station. Action Sept. 23.
■ Ochoco Telecasters Inc., Prineville, Ore.—Broadcast Bureau granted CP for a new UHF TV translator station to serve Prineville and vicinity on ch. 72 by rebroadcasting KPTV-TV Portland, Ore. Action Sept. 27.
■ K75BL Prineville and Redman, both Oregon—Broadcast Bureau granted CP for UHF TV translator station to specify principal community as Prineville and vicinity; and change primary TV station to KGW-TV Portland, Ore.; make changes in ant. system. Action Sept. 27.
■ K77BN Prineville, Ore.—Broadcast Bureau granted CP to specify principal community of UHF TV translator station as Prineville and vicinity, and change type trans. Action Sept. 27.
■ Silver Lake Community Television Association, Silver Lake, Ore.—Broadcast Bureau granted CP for new VHF TV translator station to serve Silver Lake on ch. 5 by rebroadcasting KGW-TV Portland, Ore. Action Sept. 28.
■ Broadcast Bureau granted renewal of licenses for following UHF and VHF TV translator stations: K74CO, K76BX and K78BX, all Marceline, Missouri; W04AK Waterville, Maine. Action Sept. 30.

CATV

Applications

■ Carbon Cable Television Inc.—Requests distant signals from WOR-TV WNEW-TV and WPIX-TV, all New York, to Lehigh and Townshensing townships, both Pennsylvania (Wilkes-Barre-Scranton, Pa.-ARB69). Ann. Oct. 2.
■ Lyons CATV Inc.—Requests distant signals from KMBC-TV and WDAF-TV, both

Kansas City, Missouri; and WIBW-TV and KTUU-TV, both Topeka, Kansas to Lyons, Kan. (Wichita-Hutchinson, Kan.-ARB56). Ann. Sept. 26.

■ Valley Antenna Systems Inc.—Requests distant signals from WSCO-TV Cincinnati-Newport, Ky. to Piqua, Ohio (Dayton, Ohio-ARB27). Ann. Oct. 2.

Final actions

■ FCC waived hearing provisions of Sec. 74.1107 of rules and granted Suffolk Cable Corp. permission to serve Long Island, New York communities of Southampton and Brookhaven township with same signals authorized for carriage by CATV systems in a number of Suffolk County communities. Action Sept. 25.
■ FCC granted Peninsula Broadcasting Corp. waiver of hearing requirements of Sec. 74.1107 of rules and authorized it to operate CATV system at the town and township of Ahoskie, N. C. Action Sept. 25.

Other action

■ FCC in Charleston-Huntington, W. Va. TV market authorized carriage of distant signals by Clearview TV Cable Inc. and set consolidated hearing for proposals of C&S TV Inc., Capital Cablevision Corp. and Kanawha Cable Television Co. Action Sept. 25.

Ownership changes

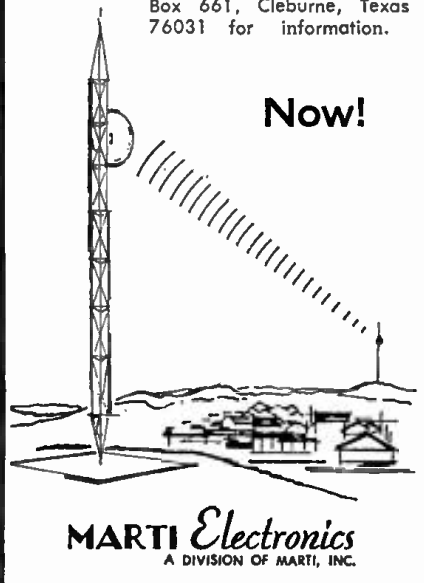
Applications

■ KXO-AM-TV El Centro, Calif.—Seeks transfer of control of KXO Inc. from Mozelle Y. Hanan, administratrix of estate of Marco Hanan, deceased (55.48% before, none after) to William J. Ewing (29.11% before, 50% after), Gordon Belson (10.1% before, 25% after), J. Edgar Snively (5.4% before, 20% after) and Edward Muzylowski (none before, 5% after). Mr. Ewing has 37½% interest in law firm, 50% interest in real estate investment firm and 7.6% interest in KSND Seattle. Mr. Belson has real estate interests. Messrs. Snively and Muzylowski have no other business interests indicated. Ann. Sept. 30.
■ KTUX-FM Livermore, Calif.—Seeks assignment of license and CP from Vernon C. Hatfield, sole owner, to Peer Broadcasting Corp. for \$30,000. Principals: Ralph Peer II, president, Monique I. Peer, secretary-treasurer and Arthur L. Fishbein (jointly 100%). Ralph Peer II owns 50% of two music publishing companies and is co-trustee with Monique I. Peer and Mr. Fishbein of a third music publishing company and subsidiaries, which include a performance rights licensing firm and a real estate company. Mr. Fishbein is partner in law firm. Ann. Sept. 27.
■ WHEW Riviera Beach, Fla.—Seeks assignment of license from Colee Enterprises Inc. to Beach Broadcasting Corp. for \$375,000. Principals of Colee Enterprises Inc.: Donn and Lee Colee (each 50%). Principals of Beach Broadcasting Corp.: Bertram Lebar Jr., president (60%) and Jay Lewis Solomon, vice president (40%). Mr. Lebar is sole owner of advertising agency and radio-TV program packaging firm. Mr. Solomon is salesman for WEAT-AM-TV West Palm Beach, Fla. Ann. Sept. 26.
■ WYND Sarasota, Fla.—Seeks assignment of license from Radio WYND Inc. to Lowell W. Paxson, sole owner, for \$102,000. WYND Inc. is wholly owned by Republic Investments Inc. Leonard K. Nave is secretary-treasurer of both companies. Mr. Paxson is majority owner of WKSJ-AM-FM and WNYP-TV, all Jamestown, New York. He also has application pending to purchase WERY Waterbury, Conn. Ann. Sept. 27.
■ KUMU Honolulu—Seeks sale of stock of John Hutton Corp. from John H. Weiser (50% before, 1% after) to John H. Weiser Jr. (none before, 49% after) for \$10,000. Trust of Ellen S. Weiser owns 50% of John Hutton Corp.; John H. Weiser is trustee. Ann. Sept. 27.
■ WRTH Wood River, Ill.—Seeks assignment of license from Madison County Broadcasting Co. Avco Broadcasting of California for \$3,000,095 to \$3,345,000, depending on results of ARB radio audience report for St. Louis for Oct./Nov. Principals of Madison County Broadcasting Co.: Robert W. Sudbrink, president, and Margareta S. Sudbrink (jointly 100%). Robert W. Sudbrink has 85% interest in KYND Burlington, Iowa and 50% interest in WRMS Beardstown, Ill. Margareta S. Sudbrink has the same interest in WRMS and owns 15% of KYND. Principals
(Continued on page 100)

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Best medium-market management job of the year now available. Five figure base salary. Liberal expenses. Share of profit. Instant option for ownership share based on performance at a bargain price and we'll furnish the money. Apply first letter in full with complete resume earnings record and particularly sales record. If you're our man, we'll call you and send you a round trip air ticket for interview leading to immediate employment. Reply Box J-232, BROADCASTING.

Manager-sales manager for deep south C&W station. Must have prior experience in sales & management. Box J-298, BROADCASTING.

Sales

3rd ticket-combo, board and sales position open with upstate New York, vacation hearland small market station. Opportunity to advance with group. Salary commensurate to experience, plus commission and fringes. Send audition, photo, resume and salary requirements to Box J-227, BROADCASTING.

Personality wanted: Sell yourself on our air and you'll be an even better salesman off the air for top rated regional AM-FM in plush northeast resort area. Can you do both? Low 5 figures a year are a "shoo-in" for the right guy. Send resume and recent photo to Box J-295, BROADCASTING.

Sales manager for 1 kw AM with FM affiliate going to 5 kw in 60 days in southern Calif. 50% commission guaranteed first year, then will talk salary based on sales. Send complete information, returnable photo to Box J-297, BROADCASTING.

Virginia two station operation seeks experienced stable salesman, permanent position, would want to become part of management and share in profits; must be a good radio man. If this man is you, contact us today. Box K-23, BROADCASTING.

Aggressive married radio salesman needed for expanding sales force in major southern market. Send complete resume immediately. Box K-25, BROADCASTING.

Immediate opening, number one sales position in a three-man sales staff. Open immediately. Good earnings, guaranteed draw against 15% commission. Hospitalization, retirement plan, group operation. Sales experience desired but not mandatory if you have radio continuity and announcing experience. Mail full particulars to Ken Soderberg, Vice President-Radio Sales, KAUS AM-FM, Austin, Minnesota.

Ground floor opportunity for salesman or experienced radio man wishing sales. Complete resume required. No phone calls. Please. Dale Low, KLSS/KSMN, Mason City, Iowa.

Broadcast school counselor wanted, we will teach experienced broadcaster. Our present counselor, who earns \$576.00 weekly (records available for inspection), being promoted. Live and work in San Francisco. Please send resume, photo to Wm. Anderson, President, Columbia School of Broadcasting, Box 18006, San Francisco, 94118.

Salesman wanted for background music, virgin territory, wonderful opportunity. Write Melodi-Cast, Inc., P.O. Box 211, Anderson, South Carolina or call 803-224-3424.

Southern New Jersey—AM needs strong local salesman. Tremendous opportunities. Sales management possible. Call 609-365-5603.

Orlando, Florida, home of the Disney Project and Sunshine State needs account executive with good track record! Pay commensurate with ability. Write Big Orange Radio, P.O. Box 2328 Orlando, Florida. Attention: Russe Starnes.

Announcers

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.

Announcers—(cont'd)

If you want to grow—grow with our chain. Immediate opening for announcer with 1st ticket. No maintenance. 6 to midnight shift at MOR on the east's beautiful DelMarVa peninsula. Send tape, resume and references to Box H-283, BROADCASTING.

Contemporary eastern North Carolina 5 KW wants experienced morning man to double in sales or news. Third phone required. Send resume and tape to Box J-187, BROADCASTING.

Experienced announcer for station in the middle west. Permanent position. Good salary. Send tape and resume to Box J-183, BROADCASTING.

Announcer-first phone. Excellent opportunity with enterprising prosperous medium-market station near metropolitan areas. No maintenance. Unlimited growth potential within station to man willing to assume responsibility. Salary growth commensurate with initiative. Mature, contemporary, tight-board programming. Starting salary \$140.00. Commission on sales. Central Maryland. Box J-191, BROADCASTING.

Midwestern half-million market needs another contemporary dj. First ticket increases your worth. Work with major-market pros with first class operation. Air check, resume, photo to Operations Director, Box J-254, BROADCASTING.

Dynamic radio only group has career for accent free pro at top rated C&W in sunny Florida. Tight fast paced format, group, life and medical insurance. Send tapes and resume to Box J-310, BROADCASTING.

Experienced announcer for daytime slot on Vermont AM station. MOR format. Over average pay, excellent working conditions. Box J-313, BROADCASTING.

Florida 5,000 watt regional full-time station. Program director and morning man. Contemporary format, hard worker. Believable mature voice. \$200.00 per week. Write and send tape to Box J-321, BROADCASTING.

Announcer experienced in commercial writing and production. Part time sales possible; non-metropolitan, southwest. Box K-8, BROADCASTING.

\$160.00 to start. Good voice, versatile, play-by-play, capable operations manager, pd, possibility of assistant manager or manager in six months. This may be the opportunity to move up. Get the facts. Shenandoah Valley of Virginia near Washington, D.C. Box K-10, BROADCASTING.

1st ticket—qualified for major market with potential for rapid advancement to program director. Must be production and promotion minded. Knowledge and experience in modern country format advantageous. Salary open—excellent future. Rush tape, resume to Box K-14, BROADCASTING.

Experienced announcer-newsmen for single station market in northern Ohio. Send resume complete with audition tape, picture and salary requirements. Box K-21, BROADCASTING.

We're expanding. Opening new middle of road clear channel station in the St. Louis area. We need two announcers with first, pd. job is available for one with very good pay. Call 314-JU 6-8577 or write Box K-43, BROADCASTING.

Midwest major station. Mature sounding young midwest announcer with 3rd class endorsement. Potential more important than experience. Send photo, tape, resume and salary requirements to Box K-54, BROADCASTING.

New England contemporary music station looking for an aggressive announcer-salesman. Salary plus commission. Tape and resume requested, Box K-57, BROADCASTING.

Need personality jock for metro midwest group station. Modern format. Send tape, resume soonest to Box K-75, BROADCASTING.

A young, moving radio chain is looking for young moving personalities who have something to say and say it succinctly. Please no button pushers. If you're looking for that next step up, come grow with us. Openings in two markets with more to come. Box K-80, BROADCASTING.

Announcers—(cont'd)

Mature, first ticket. News, production and shift. Send tape—KDKO, 1723 Sherman, Denver, Colorado.

3rd class announcer-sales. Immediate opening KHIL, Wilcox, Arizona.

We've got a good job and want a good first phone announcer. Bob Clark, KNCY, Nebraska City, Nebraska, AC 629-873-3348.

M.O.R. with production experience. Must be able to type and write good copy. Out standing peaceful community. Mild climate. Near Sequoia and Kings National Parks. No floaters please. Send tape and resume to KONG-AM & FM, Visalia, California.

Stable personality wanted for modified top 40 sign on shift. First phone helpful, but not necessary. Send resume and tape to Dan Miller, KOOK Radio, Box 2557, Billings, Montana.

We're down to specifics. KWIX needs a "country-politan" jock and a combo board and/or newsmen heavy on sports and play by play, for which we'll pay. Call or send tape and resume to Lawrence Weller, Program Director, Moberly, Missouri 65270. 816-263-1230.

Great opportunity—need 1st class ticket night man starting about October 20. MOR and contemporary format. Excellent working conditions in modern station. Many fringe benefits for man who wants to settle down. Not interested in floaters. Salary open. If interested send tape & resume or phone: Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

Announcer, \$120.00 week to start. Ken Gordon, WFTR, Front Royal, Va. Interview Necessary. 703-635-4121, nine AM til noon.

Swingin' C/W operation in St. Louis area needs first ticket dee jay who can operate a tight board. Send resume to Chuck Norman, WCNU, Granit City, Illinois.

Morning man—personable, mature, good on production Send resume to Bud Sunkel, PD, WILO AM-FM, Frankfort, Indiana.

Immediate opening for announcer looking for permanent position. First class license an asset. Good pay. Send tape and resume to: Don Wealer, General Manager, Radio Station WMIX, Southern Illinois' Most Powerful Radio Voice, Mt. Vernon, Illinois.

Announcer . . . commercial experience preferred . . . to work night shift. Pay up to \$100 area to start. Want pleasant, non-rock personality. Send resume and tape, which will be returned to WPAM, P.O. Box 629, Pottsville. If we're interested interview will follow.

Middle market, good music station needs top quality announcer; rapid advancement to program director possible. Though not totally necessary, 1st ticket will mean more money. Send resume and tape to WPVL, Painesville, Ohio.

First phone announcer, MOR AM, 50,000 watt stereo FM newspaper affiliated stations. Beginner considered. \$500 to \$563 month, paid Blue Cross insurance with major medical benefits. WRSW AM-FM, Warsaw, Indiana 46580. Phone 219-267-3111.

Man for sports play-by-play. Must also have announcing, sales or technical ability. Mature, good references. V. J. Kaspar, WILO AM-FM, Frankfort, Indiana.

Immediate opening. First phone morning man. Number one station medium market. Many fringe benefits. Opportunity for advancement. Call Manager 217-446-1313.

Wanted: MOR dj . . . sales and play by play opportunity possible. Good hours. Good pay. Send resume and tape to Box 89, Lemmon, S. D.

New AM station with modern country format needs air personalities, college city in the growing Pacific northwest. Best living area in the USA. Send resume and tape to John H. Brown, 220 A Unity St., Bellingham, Washington.

Morning man with first phone, for New Castle, Indiana. MOR. No maintenance. Good working conditions. Salary open. Call 317-529-2600 immediately.

Announcers—(cont'd)

Immediate opening first phone announcer. Unlimited opportunity and growth potential. Call me and I'll tell you about it. Get excited! Bob Clark, AC 402-873-3348.

First ticket combo man for 5kw full time Pennsylvania adult music station with heavy accent on news and sports. No. 1 in medium market. Modern operation with top sound. No maintenance or selling. Good salary and fringe benefits. 213-696-3590.

Technical

Technical director needed for Ohio three stations at once. Must be experienced in maintenance and constructing AM and FM. Box J-27, BROADCASTING.

1st phone needed at once. Salary commensurate to board and maintenance. Experience plus fringes. Opportunity to advance with group in upstate New York—vacation heartland small market. Send audition, photo, resume and salary requirements to Box J-226, BROADCASTING.

Engineer—with substantial experience in broadcast maintenance and service. Must be capable of working in the field with medical electronics users in service and sales. Small but growing company in suburban D. C. needs one man who is flexible and resourceful, who can deal with people and who knows audio inside-out. We promise you'll never be bored. Send full resumes and salary requirements to Box J-296, BROADCASTING.

Chief engineer. Able to handle minor evening announcing shift. Great Plains college community of 25,000. Stable operation. Start \$560 monthly or above. Box K-36, BROADCASTING.

Chief engineer/announcer . . . immediate opening. Northern Illinois daytimer . . . send resume, references, tape, picture to Box K-42, BROADCASTING.

Chief engineer—AM-FM, directional experience. Multi station chain. Excellent salary and advancement opportunities. Box K-51, BROADCASTING.

Chief engineer wanted. 5,000 watt New York City suburban AM-stereo FM. Big job, big future. Administrative maturity, intelligence, technical know-how and competency needed. Box K-58, BROADCASTING.

1st phone needed immediately. Salary open. No maintenance. No announcing necessary. 5kw full-time directional. Call or write George Bissell, Jr., WEAV, Plattsburgh, New York 12901, 518-561-0960.

Engineer position—first class license—open. Illinois. 125 miles from St. Louis. NBC-TV-ABC Radio affiliate, Quincy, Ill. Outstanding community, 50,000. Best in benefits. Write, wire or phone Jim Martens, Chief Engineer. Phone a/c 217-222-6840, WCMM-AM/FM/TV. Hotel Quincy, Quincy, Ill. Send resume, references-photo.

AM-FM needs phone first engineer for maintenance and board shift. Good community living. Prefer family man. Send references and resume to V. J. Kaspar, WILO, Frankfort, Indiana.

NEWS

Mid-Michigan top rated independent AM-FM radio station has immediate openings for experienced news director and newsmen. Must be aggressive and experienced in news and editorial writing. Send tape resume and photo to Box H-196, BROADCASTING.

Major Ohio market wants experienced newscaster who can take charge of the news operation. \$10,000 minimum. Tape, photo, details immediately. Box J-134, BROADCASTING.

Aggressive heads up, newsmen for midwest medium market. Gather, write, air. Some TV. Must have mature approach and sound. No flatters. Fringe benefits, salary commensurate with ability, tape and resume to Box J-274, BROADCASTING.

Newsmen with experience in news gathering writing and broadcasting. Must have potential for morning AM news personality as prime assignment on AM-FM-TV news staff. Northeast group expansion. Write: Box J-278, BROADCASTING.

Newsmen: Must be able to read, write and deliver news. Suburban Detroit market. Send tape, resume, salary requirements and photo to Box J-288, BROADCASTING.

Above average pay available for above average local newsmen. Box J-326, BROADCASTING.

Experienced radio newsmen—for 50,000 W established, northeast station in fast growing group. Must be able to write, produce and air newscasts. Excellent company benefits. Send audition tape, copy and resume to Box K-72, BROADCASTING. Equal opportunity employer.

Need News director for metro midwest group station. Modern format. Send tape, resume soonest to Box K-74, BROADCASTING.

News—(cont'd)

News director for University community. Top rated 5 KW CBS station needs a top flight newsmen to head up its news department. Send complete resume, picture, tape, and salary requirements to Colin Rosse, General Manager WJLA, Charlottesville, Virginia or call 703-256-6177.

Wanted: "Combo-newsmen" capable of doing evening sports show—play-by-play, football and basketball and work with the largest independent radio news team in New Jersey. If you're the man . . . send resume and tape to Alan Galer, News Director, WJLK, Asbury Park, New Jersey.

Experienced newsmen needed for staff-expansion. Heavy emphasis local news. Must be able to gather, write, broadcast. WLNA, Peekskill, New York 10566.

Programing, Production, Others

PD-operations man—MOR format large market northeast. Start \$5,000.00 to \$10,000.00. Experienced. Age over 30 years. First class ticket essential. Send tape and resume. Box J-264, BROADCASTING.

Immediate opening in midwest for program director and drive time disc jockey. We play a combination of top 40 and R&B. Take over complete control of programing. Box K-71, BROADCASTING.

Radio producer for university radio network and 100,000 watt FM station Public affairs and educational programs. Professional quality. Degree required. An equal opportunity employer. Contact Raymond Shirley, Radio Services, University of Tennessee, Knoxville.

Situations Wanted Management

Seeking managership in small southern market. Fully qualified. Excellent references. Box J-18, BROADCASTING.

Manager, GMS, thoroughly experienced national sales mgr/vp, AM-TV-CATV. Heavy administration, pgm. promo, research, marketing, station sales. Top contacts, agencies, clients, industry. Seeking promising opportunity in broadcasting, related fields. Box J-319, BROADCASTING.

Successful manager, experienced in all phases of broadcasting, looking for one station or a chain in trouble in southeast. Prefer TV-A area. Box K-15, BROADCASTING.

Proven record, Mgr. Strong sales, 1st phone—community minded. Box K-22, BROADCASTING.

Large market salesman with programming experience desires management. College degree and engineering experience with first phone. Excellent references. Box K-32, BROADCASTING.

Manager/salesmanager for small-medium market station. Fifteen years radio experience selling local, retail, direct as salesman, salesmanager, manager. Moderate salary for station operation plus commission. Highest industry references. Box K-34, BROADCASTING.

General Manager. Young, aggressive, heavily sales oriented. Solid knowledge of business, programming and engineering. Will work long and hard for responsible owner of large market facility with good potential. Box K-52, BROADCASTING.

Available in 60 days, general manager, radio, twenty-one years experience. In less than one year brought small station to no. one in area of five radio stations, one TV station. Age 45, Texas or Louisiana. Box K-63, BROADCASTING.

Outstandingly successful 42 year old business executive desires general manager or sales manager position with stable radio or TV station in market under 100,000. Background in radio includes staff announcer, continuity, PD, sales manager, general manager. Offered executive position in other industry some years back by National Corporation. Developed outstanding intangible sales organization of over 12 million annually in Omaha—7½ million in Texas. Would prefer future ownership possibilities. Midwest top preference. Home owner, 4 sons, Lions Club, NALU, etc. Write: 3920 Clayton Road West, Fort Worth, Texas 76116.

Sales

Salesman, beginner, degree. Toastmaster. Broadcasting student. Northeast Florida. Box K-17, BROADCASTING.

Experienced, employed, salesman. Stable, married, family. Ready to move into sales management. Desires opportunity. References. Box K-24, BROADCASTING.

I am 26 years old. B.S. in R-TV, one year toward M.S. in journalism. Experienced in all phases of broadcasting except sales. Desire sales position. Present salary \$7,000. Box K-69, BROADCASTING.

Top salesman seeks great group with ideas for growth. Terrific background for sales management. Box K-78, BROADCASTING.

Announcers

No cute gimmicks, just a plea for a job. Some experience, good voice and talent. For tape and resume, write Box J-212, BROADCASTING.

Recent broadcasting school graduate seeks position as announcer and play-by-play sportscaster. FCC license, third endorsed, draft exempt. Box J-263, BROADCASTING.

Black personality disc-jockey . . . program variety show and jazz. Best radio ratings in the country. Dependable. married. Resume, tape upon request. Box J-259, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box J-271, BROADCASTING.

Majors only: Professional Top 40 more music personality presently medium market pd, #1 by 13%, great program concepts but desires move up. College grad, draft deferred. Box J-273, BROADCASTING.

College graduate, 27, third-endorsed mature voice and attitudes, seeks permanent position with stable adult oriented station. Experience as announcer but desire to sell or work a combination. Position must offer advancement into programing or management. Box J-284, BROADCASTING.

Beginner; female announcer; Negro. Prefers news, enunciation better than average. Box J-290, BROADCASTING.

Experienced beginner—broadcast school graduate—3rd endorsed—good potential, college, sales, acting background. Prefer northeast. Box J-323, BROADCASTING.

DJ-announcer, 3rd ticket, tight board, good production, New York area. Box K-5, BROADCASTING.

First phone! Seven years experience, veteran. MOR or news. Prime concern is best offer. Box K-6, BROADCASTING.

No. 1 rated C&W personality dj in one of nation's top 20 markets, tight production, creative, multi voice air salesman, family man, will locate anywhere in a major market. Box K-9, BROADCASTING.

Am seeking position. Two years experience, third phone. Box K-20, BROADCASTING.

Broadcasting school graduate, first phone, military fulfilled, for break in anywhere, prefer northwest. Box K-26, BROADCASTING.

Play by play, all sports, 3rd endorsed, news, sales, married. Box K-28, BROADCASTING.

Available today! Announcer-first class engineer. Pennsylvania and surrounding states preferred. If you need a hard working beginner, contact Box K-38, BROADCASTING.

Excellent references, resume, tape. Any format. Professional broadcaster. West coast. Want move up. Box K-48, BROADCASTING.

Major markets!! Warm friendly dj. Personality dj. Currently midday in top fifteen market. Excellent ratings, references. Six years experience. Stable family man. Box K-53, BROADCASTING.

1st phone jock with major market exp. want more music top 40. Prefer northeast U.S. or California. Box K-60, BROADCASTING.

Top adult music personality major markets. 20 years experience. Now in Florida. Family man. Let's talk. Box K-61, BROADCASTING.

Professional seeking step up in major market radio/TV. Good voice. Heavy experience gathering, writing, airing news. Also experienced MOR dj shows. Young, but mature. Hard working, responsible. Married. Box K-64, BROADCASTING.

Negro jock, first class license, three years experience. Draft exempt, single, experienced in programing and production. Relocate anywhere. Box K-65, BROADCASTING.

Experienced-disc jockey-announcer-newscaster. Tight board, third endorsed, sales. Box K-66, BROADCASTING.

American, dj, personality, 40, completing European radio contract January. Looks for good music news, station. Desiring mature approach. Contract only. Tape-photo. Box K-67, BROADCASTING.

Beginner . . . Negro . . . disc jockey/announcer/control board operator/sales/will relocate/third endorsed/tight board/dependable/available. Box K-70, BROADCASTING.

Recent Bill Wade School graduate, 22 year old vet, married, 1 child, seeks stable employment as dj on top 40 or up tempo MOR. Will relocate. Box K-73, BROADCASTING.

Authoritative newscaster beginner. Willing to relocate. Third class. Box K-76, BROADCASTING.

Experienced/first phone/references/custom jingle package/good voice/good production/personality/received special award recognizing service to youth, 1968/tcp 40. Phone 813-983-7678.

Announcers—(cont'd)

Excellent play by play, graduate from top broadcasting school. Obtained 3rd class license. Salary open. Call 201-267-7264 after 4.

Intelligent, sober, reliable, ambitious New York City area announcer with background in markets including Philadelphia, Scranton, and the New York City metropolitan area interested in a major market. Bob Curley, 233 Thomas St., Woodbridge, N. J. 201-634-5024.

Month's trial: John Pluta, dial 315—RE 6-1538.

1st phone—no experience willing to learn: Bill Morrissey, 9341 Crawford Ave., Rock Hill, Mo. WO 2-3248.

Top 40, dj-pd, personality/drake, well experienced, 3rd class, now! 513-631-5428 after 5:30 P.M.

Looking for young blood? . . . this married mature dj wishes to sink permanent roots at growing progressive station. Not job jumper. Dependable. Creative personality. Desire full time working top 40/MOR format. Asking living wage. Adapts easily. Works hard, needs a break. Board and news good. 1967 grad. Career Academy. Tapes available, so am I. Call collect evenings, Jon Scott, 516-484-4679. 3rd endorsed, soon 1st.

1st phone experienced announcer-pd desires combo position at fulltime, medium market contemporary in northern US. 2 years college, draft exempt. Looking for station with a challenge and possibility to move to pd. Contemporary only. Johnny Thunder, Box 232, Mt. Morris, New York. 716-658-4159.

Buddy Stax, WKLZ, Kalamazoo—21—single—exempt—contemporary. Call/write . . . 15899 Hanover, Allen Park, Michigan.

Mature announcer desires announcer/Sales position or sales manager position. Excellent sales record. Excellent newscaster. Salary plus commission arrangement. Midwest. small to medium market. Call 817-732-6532.

New York City area announcer interested in a major market. Bob Curley, 233 Thomas St., Woodbridge, New Jersey 634-5024.

News and MOR man. Colored, recent graduate. Contact Ed Mitchell, Midwestern Broadcasting School, Chicago, Illinois.

Technical

Engineer + newsmen, first phone. 25 years radio-electronics. Maintenance, design, construction. Solid news background in make-up, rewrite, features, analysis, weather. Can air news. No dj work. Can handle your engineering or newsroom . . . or both. Small to medium market. Prefer northern California, Pacific northwest, New England. Interview welcome. Box K-27, BROADCASTING.

Opening for engineer with experience in broadcast technical equipment to work for company with maintenance contacts for radio stations. Box K-29, BROADCASTING.

Immediately available. Recent radio school graduate has first class license. Pennsylvania and New York preferred. However willing to relocate. Contact Box K-39, BROADCASTING.

Technical director, young, major market wants any west coast relocation. Excellent references resume. Will teach. Box K-47, BROADCASTING.

NEWS

Miami area broadcasters. Your audience knows me. I know your market. Top reputation newscaster. Major experience radio. Four years TV. Box K-7, BROADCASTING.

Experienced competent newsmen seeks major mid-west or northeast market move College graduate—Vietnam veteran Box K-12, BROADCASTING.

Metro news pro, all categories. Ten years, includes news directorships and major market background. Now and for three years, top twenty midwest station, rated first in market. Seeking challenge with future. Radio, television or both. Background earns five figure salary . . . Reply to Box K-16, BROADCASTING.

For sale: Talent. 13 year pro, radio, TV, all phases. Prefer newsmen or sports. Consider other. Good family—references—credit. \$150 minimum will relocate Box K-30, BROADCASTING.

News position sought by radio neophyte. Gather, write, report. Journalism experienced, has first. Mature. West Coast only. After 6 P.M. (408) 736-7056.

TELEVISION—Help Wanted

Sales

Are you a professional local TV salesman who's wondering where your career is headed? Local business is big business with us . . . and frankly we do it well. If you think you're ready to be paid for your effort and know-how; if you're ready for the fast pace of mid-America's most dynamic TV market, let's see the best presentation (because it will be selling you) you've ever done. Send it to Box K-35, BROADCASTING.

TV . . . hard sell salesman, 300,000 market . . . close Nashville, Birmingham. Good guarantee, established list, opportunity unlimited . . . 1-205-766-2091 after 6 for interview.

Announcers

Announcer-director for midwest UHF. Need a man for small hard working staff. Chance for experience in all phases of TV production. Send photo, resume and audio tape to Box J-210, BROADCASTING.

Personable, dependable announcer for south Texas station. Box K-49, BROADCASTING.

Staff announcer—we have an immediate opening for an experienced television staff announcer with a background in sports to handle general announcing assignments. Starting salary is \$170 with annual increases and a complete range of fringe benefits. Send resume and tape to Mr. Don Prijatelj, Production Manager, WLV-D, 4590 Avco Drive, Dayton, Ohio 45439. An equal opportunity employer (m/f).

Technical

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 J-61, BROADCASTING.

Engineering position available in major midwest market. Experienced maintenance of RCA TK-27, Ampex 2000 first class license required. Station full-color group ownership. Send complete resume to Box K-18, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer, southwest VHF. Box K-50, BROADCASTING.

Immediate opening for cameramen, switchers, film editors. If you have had experience in a small market and are ready to take advantage of the opportunities offered on the East Coast by a new independent TV operation, send resume. Box K-79, BROADCASTING.

Need two first class licensed technicians for TV control room. Write or phone Roger Sawyer, Chief Engineer KGLO-TV, Mason City, Iowa.

Television engineer, 1st phone. Some experience; studio, transmitter. North central Wisconsin. Contact Bill Anderson, Chief Engineer WAEO-TV, Phone 715-362-7800, zip 54501.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer. WBJA-TV, Binghamton, N. Y. . . . 607-772-1122.

TV engineer for control room operation and maintenance in station now installing full color. FCC first class phone license required. Contact Chief Engineer, WLX-TV, 1510 Springport Road, Jackson, Michigan 49204 or telephone 517-783-2621.

Chief engineer, new UHF under construction. Familiar with all phases of TV operation. WLXT-TV 17 South Stolp, Aurora, Illinois 60504. 312-897-0466.

Needed immediately—broadcast technicians with television camera operating experience for studio and remote camera operations. Permanent Civil Service position and excellent fringe benefits. Send complete resume or contact Mr. John Hollenbeck, Civilian Personnel Office Redstone Arsenal, Alabama 35809, phone area code 205—Extension 876-5798. Federal Civil Service procedures apply. An equal opportunity employer.

Electronic technician. Install and maintain audio-visual, sound and television equipment; assist in television operation. Two years technical school and television installation and operation experience. Excellent fringe benefits. Contact C. Blohm, Instructional Resources Center, SUNY College, Fredonia, New York 14063.

Programing, Production, Others

Program director, dedicated professional who desires to be an important part of fast growing TV station. Will have responsibility for film buying, production, film editing, traffic, Washington, D. C. Box J-325, BROADCASTING.

Prog., Prod., Others—(cont'd)

Documentary cameraman, creative, skilled cameraman editor to shoot and edit for a unit which produces a half-dozen quality documentaries and another dozen quickie TV specials each year. All film in color. Most is double system with stress on technical excellence in both picture and sound quality. The cameraman will enjoy high budget and unusual creative opportunities in a unit which has won many national awards. He will work on a demanding schedule requiring endurance as well as skill. This is a large midwest chain offering good salary, fringe benefits, wide distribution of efforts. Send a complete confidential resume to Box J-265 BROADCASTING. An equal opportunity employer (M/F).

Wanted: Assistant advertising and promotion manager for east coast TV station in top 10 market. Department handles on-air, print, radio, transmit and other types of advertising. Exploitation and publicity. Send resume to Box K-2, BROADCASTING.

Young writer director needed by midwest network affiliate. You're recently out of college or the service and you're ready for that first (or second) important job. You possess the basic knowledge to handle this position and you're willing to work hard to polish your skills. As director, you'll be responsible for producing a quantity of programs and commercials. Part of your time will be spent writing commercials. You'll be busy, but you'll be learning a great deal, too. Send us a resume that includes everything you've learned and done which would qualify you for this position. Box K-56, BROADCASTING.

Accepting applications for a bright, ambitious TV director for full color, newly equipped net-affiliate station. Opportunity to grow with a chain operation. Send resume of experience to: Bruce Gronen, KAUS-TV, Austin, Minn. 55913.

TV—Situations Wanted

Management

Leading UHF gm with outstanding industry reputation and proven record and ability available in 30 days to handle any situation from CP to daily operation. Box J-266, BROADCASTING.

General Manager—National Sales Manager for medium to large market or group. Thoroughly experienced all phases: station-ownership, management, sales management-sales (national and local), programming, film-buying, network newscasting-announcing. Leader in community affairs. 14 years in television; 14 prior years in radio. Total experience: 28 years. Age—43. Nationally known as successful administrator—developer—troubleshooter. A professional, quality competitor. Accustomed to much responsibility. Capable of developing prestige properties and substantially increased profits. Box K-41, BROADCASTING.

Technical

12 years experience all facets of TV engineering, including major manufacturer. Experienced chief. Strong on planning-construction. Desire position as TV chief. Will take over and run technical operation. Box J-262, BROADCASTING.

TV engineer, 1st phone, interested in transmitter operations, experience in GE and RCA UHF transmitters. Box K-33, BROADCASTING.

NEWS

Weatherman ready for your station. I intend to keep your viewers well informed. Also booth work and news. Married. Box K-55, BROADCASTING.

American cameraman in Vietnam, network experience. Will shoot "hometowns" for local station. John W. Coates, Juspao Press Mission, APO 96243, San Francisco.

Programing, Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255, BROADCASTING.

Director, five years experience in medium market. Currently directing news and public affairs programs, producing commercials and switching breaks. Have BA plus graduate work in television. Available immediately after notice to present employer. Desire relocation into southeast or mid-Atlantic. Box J-305, BROADCASTING.

Producer-director/A.D. seeks major market position with future. Experience, degree, references. Your inquiry, Box K-19, BROADCASTING, will bring resume on truly dedicated guy. Presently employed, full color network affiliate, top-10 market.

Producer director in a top 20 market desires position in Florida television with management potential. Box K-31, BROADCASTING.

Prog., Prod., Others—(cont'd)

Versatile, imaginative, dependable producer director, NY agency experience, currently employed NY network, has impossible area: Operations manager position in dynamic station. Northern California, with comfortable salary and genuine growth potential. Good family environment essential. Box K-40, BROADCASTING.

Artist-experienced in color 3 years—prefers coast. Box K-62, BROADCASTING.

Sports/weatherman . . . 11 years R-TV pro know how . . . current medium market, modest 5 figures per year . . . looking for advancement. Versatile, married, stable. Box K-68, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

5 kw low band VHF transmitter. Prefer General Electric, TT-40. Phone 206-624-6000.

Need used 250 watt AM transmitter send description price to WLEO, PLAYA-Ponce, P.R. 00731.

FOR SALE—Equipment

Coaxial-cable—Heliox, Styroflex, Spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box #668, Oakland, Calif. 94623, phone 415-832-3527.

Schafer stereo automation system. Year old. Excellent condition. \$26,000 new—make offer. KTBT, Garden Grove, California.

Collins 737 amplifier converted to 4CX5000A tubes, \$1750, f.o.b. Los Angeles. Good condition. Also Moseley SCC-4, 67kc. Generator like new. \$450. Write or phone Adams, KUTE Radio, Occidental Center, Los Angeles 90015.

For sale: WE 405 B-1. Still in service as alternate main. Good for parts only. Being disassembled end of October. Make offer. Box K-11, BROADCASTING.

Late model G.R. 916A R.F. Bridge, mint, \$400; C.R. 1602 UHF Bridge, \$120; two Altec A-322C combined limiter and 10W monitor amplifier, \$130 each; two Altec P-511 power supplies for the limiters, \$50 each; one RCA WX 1A Field intensity meter (50 to 220 MHz, AM and FM) \$70; one RCA type 308A Field intensity meter (120 kHz to 18 MHz) \$350. Box K-13, BROADCASTING.

20,000 watt FM transmitter. New Standard Electronics Type 2014. Bargain for you if you're interested in saving you're company money. Contact Mr. R. T. Bentley, KTAL-FM, Shreveport, Louisiana.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Wanted to buy, record albums LP's stereo or mono, or 45's. DJ's clean out your record library. Call Mr. King, LOCust 7-6310, King Co., 15 N 13th., Phila., Penna.

35,000 professional comedy lines! Forty speakers' joke books plus current comedy, a topical humorous service period. Catalog free. Sample selection, \$5. John Rain Associates, Inc., 232 Madison Avenue, New York City 10016.

Deejay lines by top comedy writers. 3 recent samples—\$5.00. \$25 yearly. Humor Originals. Box 86, East Meadow, N.Y. 11554.

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.

New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

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.

INSTRUCTIONS—(cont'd)

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, 4115 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programming, production, news casting, 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.

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.

RADIO—Help Wanted

Management

RADIO SALES MANAGER

Group owned station will offer solid career opportunity to salesman ready for management. Send resume with salary requirements to

Box K-44, Broadcasting.

Our employees know of this ad.

Sales

SALES OPENING!

Do you believe the broadcast industry needs a good Radio and TV personnel service? If so, why not investigate the opportunities now available at Nationwide Broadcast Personnel Consultants. We are ready for a major expansion program and can offer unlimited potential to people with an eye to the future. We need a man of management caliber with maturity and intelligence to join our staff as a specialist in contacting TV and Radio key influentials. The man we select will function effectively in the "highly confidential" management consulting business. Those who meet our standards will earn top money plus receive stock options while working in an atmosphere of dignity, prestige and confidence. Send resume to Ron Curtis, President.



Nationwide Broadcast Personnel Consultants

645 NORTH MICHIGAN AVENUE
CHICAGO 60611
312-337-5318

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 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).

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, Combiners, and Announcers.

Radio Engineering incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (famous 5 week course). Total tuition \$350. Classes begin at all R.E.I. Schools Nov. 11, Jan. 6, Feb. 10, Mar. 17. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

See our display ad under instruction on page 99. Don Martin School of Radio & TV, 1653 No. Cherokee Hollywood, California 90028. HO 2-3281.

Announcers

21 OPENINGS

for air personalities and newsmen. These are America's great radio stations call:

Dick Werges, Radio Division
Nationwide Management Consultants
Chicago 312-337-5318

Technical

RADIO BROADCAST TECHNICIANS

The Voice of America, U.S. Information Agency, has positions available for RADIO Broadcast Technicians in Washington, D.C. These positions require a MINIMUM of FIVE years progressively responsible experience in both Studio and Recording activities. Starting salary rates are \$3.99, \$4.47, and \$4.94 per hour, depending on experience and training. Under Civil Service. Applications (CSC Form 171, available at local Post Office or other Federal offices) should be sent to: Chief, VOA Personnel Office, U.S. Information Agency, HEW-South Building, 330 C Street, S.W., Washington, D.C. 20547

AN EQUAL OPPORTUNITY EMPLOYER

CHIEF ENGINEER

Here's your spot in the Sun!

Aggressive AM & FM operation seeks experienced, competent Chief in San Juan, P.R. Must take full charge of operation and maintenance. 18 Month contract, excellent working conditions. Send resume to

Genr. Mgr. Box 9986
Santurce, P.R. 00908

NEWS

NEWSMAN

We need a 1st phone Newsmen. Must have good news background. Group operation. \$200 per week to start.

Box K-43, Broadcasting.

RADIO NEWS

Top 50 market, midwest station has a rare opening in its 8 man news department for an experienced radio newsmen. Must have extensive background in broadcast news. Immediate opening. Send complete resume, salary requirements and audition tape on first reply to:

Terry Wood, PD, WAKR Radio
Box 1590, Akron, Ohio 44309

We are an equal opportunity employer.

Programing, Production,

Others

PROGRAM MANAGER

Medium East coast market has immediate opening for experienced Program Director. Salary \$12,000 with benefits. Send resume to

Box K-46, Broadcasting.
Confidential

Situation Wanted

Announcer

LOOKING FOR AN ANNOUNCER?

Let Dick Good help you.



Dick is Director of Job Placement Services at Columbia School of Broadcasting. With our 27 offices in the U. S. and Canada the chances are excellent that we have just the graduate you're looking for. Just tell him what you want and he'll send you a resume, photo and audition tape. Air Mail.



Columbia School
of Broadcasting

4444 Geary Blvd., San Francisco 94118
Telephone: (415) 752-5162

(Not affiliated with CBS, Inc. or any other institution)

Situations Wanted—Programing, Production, Others

Increase Your Billings Profitably with Stability

EXECUTIVE

Sales and Programing

Now employed, Gen. Mgr. Radio/TV syndication company. 10 year record, sales and product development. Will relocate med. or large mkt., south or west coast only. Available for personal interview October 16th. Wire

Box K-77, Broadcasting.

TELEVISION—Help Wanted

Management

TV/RADIO OPENINGS

We need applicants in the following job categories only. Please send your typewritten resume immediately to be confidentially represented to our station clients. No fee to applicants.

CHECK AREA OF INTEREST

- TV ☐ RADIO ☐
- ☐ General Manager
 - ☐ Program Director
 - ☐ Sales Manager
 - ☐ Salesman
 - ☐ Broadcast Equipment Sales
 - ☐ Chief Engineer
 - ☐ Studio Maintenance
 - ☐ Transmitter Maintenance
 - ☐ Video Tape Technician
 - ☐ Broadcast Equipment Design
 - ☐ First Phone Announcer
 - ☐ Continuity Director
 - ☐ Art Director
 - ☐ Sales Promotion Mgr.
 - ☐ CATV System Manager
 - ☐ CATV Chief Technician

Name

Address

Salary desired

NO PLACEMENT FEE!!!



Nationwide Broadcast Consultants

645 NORTH MICHIGAN AVENUE
CHICAGO 60611
312-337-5318

CHICAGO

Major Chicago broadcasting company is offering a one year management training program leading directly to an executive position with one of our stations. Applicants must be 30 years of age or under, have a college degree along with a minimum of 5 years station experience in either sales or programing and strong ambition to become an industry leader. Send resume in confidence to

Box K-4, Broadcasting.
All replies will be acknowledged

Sales

TV EQUIPMENT SALES REPRESENTATIVE

Central Dynamics has openings for experienced salesmen. Liberal salary, expenses and incentive plan. Relocation if necessary. Please send resume and salary requirements, or call:

James E. Landy, V.P., Central Dynamics Corp., Cherry Hill Industrial Center, Cherry Hill, N.J. (08034) (609) 424-3900.

Announcers

ANNOUNCER-WEATHERMAN

VHF Station in Top 10 Market needs experienced staff announcer with a weathercasting or meteorological background. Send a detailed resume immediately to:

Box J-327, Broadcasting.

Technical

IMMEDIATE

Permanent openings for experienced television engineers at expanding midwest station originating Big Ten sports. Opportunity to advance to supervisory post. FCC First Phone license required. \$500 up depending on experience with VT, color, microwave, and transmitter maintenance. Send resume to

Box K-37, Broadcasting.

Video Tape Technician

Southeast TV Station will pay up to \$200.00 per week for experienced Video Tape Technician. Call Ron Curtis at 312-337-5318 for more info. Nationwide Broadcast Consultants. No fee to applicant.

X mtr Engineer

1st class license required for this immediate opening in the Midwest. Call Ron Curtis at 312-337-5318. Nationwide Broadcast Consultants. No fee to applicant.

Broadcast Personnel New ETV Station

Ground-floor key position openings now available for West Virginia's first public/educational TV station—WWVU-TV. Affiliated with NET, EEN. New physical plant including million-dollar color facility. High band color video tape (4) and color film (2). Transmitter 30 kw. Openings for Master Control Switcher, Video Tape/Film, Maintenance, and Transmitter Operators. Competitive salaries and excellent fringe benefits. Apply by resume to:

Employment Manager, Personnel Office, West Virginia University, Morgantown, West Virginia 26506.

An equal opportunity employer

NEWS

TV NEWS EDITOR

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Box K-59, Broadcasting.

(Continued from page 92)

of Avco Broadcasting of California: J. R. Kerr, chairman of the board, and J. T. Murphy, president et al. Messrs. Kerr and Murphy have respective positions with Avco Broadcasting Corp., of which Avco Broadcasting of California is a subsidiary. Avco Broadcasting Corp., a group broadcast owner, is subsidiary of Avco Corp., which has diversified interests. Ann. Sept. 27.

■ KSEL-TV Lubbock, Tex.—Seeks transfer of stock of McAlister Television Enterprises Inc. from McAlister Broadcasting Corp. (30% before, 17.5% after) to Dr. Joseph M. Lehman, J. E. Birdwell, David Newby and Fred E. West (each none before, 2.5% after); W. G. McMillan Construction Co. (none before, 5% after) and Giles C. McCrary (5% before, 7.5% after). Principals of McAlister Broadcasting Corp.: R. B. McAlister, chairman of the board (40%), Bill B. McAlister, president (35%) and Lewis D'Elia (5%). McAlister Broadcasting Corp. is licensee of KSEL-AM-FM Lubbock, Tex. Buyers have no other business interests indicated. Consideration: \$70,000. Ann. Oct. 1.

Actions

■ WBSA Boaz, Ala.—Broadcast Bureau granted transfer of control from L. D. Bentley Jr. and Rachel B. Bentley to Glenn M. Cornelius (46.67% before, 96.67% after). Consideration: \$16,000. Action Sept. 30.

■ KDJJ Holbrook, Ariz.—Broadcast Bureau granted transfer of control of Navajo Broadcasting Co. from Drew Shumway, president. (25% before, none after) to Walter V. Lowe, vice president-general manager. (25% before, 50% after). Consideration: \$15,000. Action Sept. 26.

■ KARL-FM Carlsbad, Calif.—Broadcast Bureau granted transfer of control of Radio KARL Inc. from Gordon Bambrick (50% before, none after) to Irene B. Bambrick (50% before, 100% after) through transfer of stock. No consideration involved. Action Sept. 24.

■ KCFT-TV Concord, Calif.—Broadcast Bureau granted assignment of CP from John M. England, trustee of estate of Jerry Bassett Inc., to joint venture of Television Communications Inc. and Watson Communications Systems Inc. db/as T. V. Hill for \$13,500. Principals of Television Communications Inc.: Lindsey H. Spight, president (controlling stockholder), Richard D. Spight, vice president (20%) and James S. Spight (15%). Mr. Lindsey H. Spight is director of a cable TV association. Mr. Richard D. Spight owns 25% of one CATV company and 10% of another. Mr. James S. Spight is in swimming pool contracting business. Television Communications Inc. owns 8% of a group CATV owner and is involved in operation of mountain top transmitter sites. Principal of Watson Communications Systems Inc.: Herbert M. Watson, sole owner. Mr. Watson is consulting and electronics engineer and is co-author of radio engineering textbook. Watson Communications Systems Inc. operates mountain-top transmitter sites and leases radio equipment to cities. Action Sept. 26.

■ KWOW Pomona, Calif.—Broadcast Bureau granted assignment of license from Dean H. Wickstrom (45%) and Warner H. J. Sorenson (55%) db/as Valley Broadcasting Co. to Dean H. and Florence E. Wickstrom (100% jointly) for \$192,500. Mr. Wickstrom is KWOW general manager. Action Sept. 30.

■ WFSH Valparaiso-Niceville, Fla.—Broadcast Bureau granted transfer of control of Embury Broadcasting Co. from Allen H. Embury (50% before, none after) to Audrey K. Embury (50% before, 100% after). Principals: Allen H. and Audrey K. Embury. Mr. Embury owns 27.6% of Allen Broadcasting Co., licensee of WHHT Lucedale, Miss. Mrs. Embury owns 13.2% of the same company. Consideration: Transfer of all of Mrs. Embury's stock in Allen Broadcasting Co. to Mr. Embury, giving him 40.8% ownership of that company. Action Sept. 30.

■ WDW Decatur, Ill.—Broadcast Bureau granted assignment of license from Prairie Land Broadcasters to Decatur Prairie Land Broadcasters. Principals: Stephen P. Belling (50% before, 45% after), Joel W. Townsend (29% before, 26.5% after), Ben H. Townsend (21% before, 18.5% after) and Reynold Fischmann (none before, 10% after). Consideration: \$37,000 plus 10% of assets less 10% of liabilities. Action Sept. 26.

■ KSOA Ava, Mo.—Broadcast Bureau granted assignment of license from Orville Murray, Harlan House, Sibyl Kerr and Quentin Haden (each 25%) db/as Ava Radio Association to Ava Radio Association Inc. for purpose of incorporation. No consideration involved. Action Sept. 30.

■ KRAM Las Vegas—Broadcast Bureau granted assignment of license from Theodore and Joan Oberfelder and Burton and Hattie Lambert to Nevada Broadcast Inc. for \$500,000. Sellers: Theodore I. Oberfelder, president and treasurer and Burton Lambert (each 43%), et al. Buyer: Sovereign Broadcast Inc. (100%). James B. Francis, president, Robert D. Hanna, vice president, and J. Tilley, secretary-treasurer. Mr. Francis is lawyer and has real estate, oil and gas properties. He is also 51% owner of Carla Broadcasting Inc., Dallas, applicant for purchase of KVIL-AM-FM Highland Park, Tex. Mr. Hanna is 49% owner of Carla Broadcasting and has numerous other business interests. J. Tilley is legal secretary. Action Sept. 25.

■ WWHG-AM-FM Hornell, N. Y.—Broadcast Bureau granted assignment of license from Ra-Tel Broadcasters Inc. to Steuben County Broadcasters Inc. for \$160,000. Principals of Ra-Tel Broadcasters Inc.: Saul Dresner, president, Samuel, vice president, Alfred, secretary and Rose Dresner (each 25%). Principals of Steuben County Broadcasters Inc.: Gary W. Hagerick, president and treasurer (33.3%), Edgar L. Nevins, vice president (16.6%), Arthur C. Meushaw Jr., vice president (16.6%) et al. Mr. Hagerick is former sales manager of WCRO and also former sales manager of WJAC, both Johnstown, Pa. Mr. Nevins is sole owner of duplicating company. Mr. Meushaw has interests in acoustical and flooring firms. Action Sept. 25.

■ WFAS-AM-FM White Plains, N. Y.—Broadcast Bureau granted transfer of control of Courtland Broadcasting Corp. from Lucile Stone, president. (56.7% before, 26.8% after) to Harry H. Stone, chairman of the board. (43.3% before, 73.2% after) through termination of voting trust agree-

ment. No consideration involved. Action Sept. 26.

■ WBUX Doylestown, Pa.—Broadcast Bureau granted transfer of control of Eastern Broadcasting Corp. from Edgar and Naomi Crawford (1% each before, none after). Consideration: \$50. Action Sept. 24.

■ KFNE and KHEM Big Spring and KPET-AM-FM Lamesa, all Texas—Broadcast Bureau granted assignment of licenses from The Cobra Corp. to The Connor Corp. for exchange of stock to restructure organization. Principals: Thomas E. Connor, president, Robert E. Bradbury Jr., secretary. The Connor Corp. is a wholly owned subsidiary of The Cobra Corp. Messrs. Connor and Bradbury each own 50% of both corporations. After exchange of stock, Mr. Connor will be sole owner of KPET-AM-FM and Mr. Bradbury will be sole owner of KFNE and KHEM. Action Sept. 30.

■ KBBB Borger, Tex.—Broadcast Bureau granted assignment of license from Weldon W. and Weldon E. Lewis to KBBB Inc. for \$42,000. Sellers own CP for new FM at Borger, Tex., which will be returned to FCC for cancellation. Buyer: Charles F. Small, sole owner. Mr. Small is 60% owner of tool supply company. Action Sept. 26.

■ KTSL Burnet, Tex.—Broadcast Bureau granted assignment of license from Land of Lakes Radio to Highland Lakes Broadcasting Co. for \$150,000 plus \$58,400 as compensation for non-competition agreement. Principal of Land of Lakes Radio: Robert Dalton Johnson, sole owner. Principals of Highland Lakes Broadcasting Co.: John David Rutledge, President; Joseph N. Dohm, vice president-treasurer; and Wilford A. Nolen, vice president-secretary (each 33 1/3%). Mr. Rutledge has no other business interests indicated. Mr. Dohm is accountant and Mr. Nolen is attorney. Action Sept. 26.

■ KERB Kermit, Tex.—Broadcast Bureau granted assignment of license from Kermit Broadcasting Co. to KERB Broadcasting Inc. for \$106,000. Principal of Kermit Broadcasting Co.: J. H. Speck, president. Principals of KERB Broadcasting Inc.: Flynnd Shelton, president (81%) and M. F. (Ken) Welch, vice president (19%). Mr. Shelton is general manager of KDLK-AM-FM Del Rio, Tex.; 27% owner of KROP Brawley, Calif.; owner of real estate firm, manager of CATV company, and has less than 25% interest in various real estate and stock holdings. Mr. Welch is manager of KERB. Action Sept. 26.

■ KTER Terrell, Tex.—Broadcast Bureau granted transfer of control of Terrell Broadcast Corp. from Orval Pirtle (90% before, none after) to Billy D. Pirtle (none before, 90% after). Orval Pirtle has no other business interests indicated. Billy D. Pirtle is KTER general manager and owner of background music service. Consideration: \$6,000. Action Sept. 26.

■ WHRO-TV Hampton-Norfolk, Va.—Broadcast Bureau granted assignment of license from Hampton Roads Educational Television Association to Hampton Roads Educational Television Association Inc. for purpose of incorporation. No consideration involved. Principals: Dr. M. A. Kise, chairman; Mrs. Mary C. Paulson, vice chairman; Richard Harder, secretary; Hugh L. Holland Jr., treasurer; and Harrol A. Brauer Jr., member of board of directors et al. Messrs. Kise, Harder and Holland and Mrs. Paulson have no other business interests indicated. Mr. Brauer is a member of Hampton school board and has 8% interest in Peninsula Broadcasting Corp., licensee of WVEC-TV Hampton, Va. He also has 8% interest in Peninsula Radio Corp., licensee of WVEC-AM-FM, that city. Action Sept. 30.

■ WIVI Christiansted, St. Croix, V. I.—FCC granted transfer of control of Radio American West Indies from Raymond E. and Hazel M. Higdon (100% jointly before, none after) to Virgin Islands Broadcasting Corp. (none before, 100% after). Virgin Islands Broadcasting Corp. is wholly owned subsidiary of San Juan Broadcasting Corp. Principals of San Juan Broadcasting Corp.: William M. Carpenter, president (50%), William de la Cruz, vice president (37 1/2%) and Ramon Antonio de la Cruz, treasurer (12 1/2%). Principals own WUNO Rio Piedras, P. R. Consideration: \$305,537. Action Sept. 25.

■ WIVI-FM Christiansted, St. Croix, V. I.—Broadcast Bureau granted assignment of license from Radio American West Indies Inc. to Raymond E. and Hazel M. Higdon for \$20,792.58 (book value of station equipment). Principals: Raymond E. and Hazel M. Higdon jointly own 100% of Radio American West Indies Inc. Action Sept. 25.

■ WMON Montgomery, W. Va.—Broadcast Bureau granted transfer of control of Greater Montgomery Broadcasters Inc. from Stephanie Harvit (1% before, none after) to Robert B. Harvit (49% before, 50% after). Consideration: \$1. Action Sept. 24.

Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING through Oct. 2. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ Daly City, Calif.—Vista Grande CATV Co., Pacifica, has applied for an exclusive franchise.

■ Coeur d'Alene, Idaho—KING-TV Seattle (multiple CATV-group broadcast owner), has applied for a franchise.

■ Crookston, Minn.—Crookston Broadcasting Corp. (KROX Crookston) has been granted a 25 year franchise. City will receive from 1% to 2 1/2% of gross annual revenue.

■ Avalon, N. J.—National CATV systems has been granted a franchise for a 9-channel system with provision for additional New York channels in the future. National CATV Systems also has franchises in Stone Harbor and Sea Isle City, both New Jersey.

■ Newton, N. J.—Garden State CATV Inc., Newark, has purchased the franchise of Tower Antennas Inc., Coshocton, Ohio (multiple CATV owner). Tower Antennas Inc. will continue to operate under its present management in 19 cities.

■ Newton, N. J.—Garden State CATV Inc., Sparta (multiple CATV owner), has been granted a nonexclusive 15-year franchise. Other franchise holder is Total Cable Inc., Phillipsburg. Garden State CATV Inc. also holds franchises in Sparta, Byram, Franklin, Hamburg, Ogdensburg and Vernon, all New Jersey.

■ Islip, N. Y.—Teleprompter Corp., New York (multiple CATV owner), has applied for a franchise.

■ Tusten, N. Y.—Narrowsburg Transmission Corp., Narrowsburg, has been granted a franchise.

■ Celina, Ohio—Celina Cablevision, Celina, and Shardo Cablevision Inc., Wapakoneta (multiple CATV owner), both Ohio, have each applied for a franchise.

■ Tyrone, Pa.—Cox Cablevision Corp., Atlanta, Ga. (multiple CATV owner), operating in borough as Susquehanna Valley Television Corp., has been granted a 10-year franchise.

■ Stoughton, Wis.—Viking Media Inc., Peoria, Ill., has been granted a franchise for a 22-channel system. Installation and monthly fees will be \$20 and \$5, respectively.

Roy Silver's big deal was announced last month. NBC-TV reported it had signed a long-term agreement with the Campbell, Silver, Cosby Corp., a young, cocky, ambitious entertainment complex. That agreement will bring actor-comedian Bill Cosby—undoubtedly among the performers most in demand today—back to weekly television next season in half-hour comedy-drama.

Roy Silver's personal announcement was less chary with details. The series will have Bill Cosby playing a detective in San Francisco. It will start in the fall of next year. Most important, in an unusual affirmation for a network to grant, given the fierce competition of prime-time programming, the series will have a guaranteed run of two seasons.

Campbell, Silver, Cosby also will turn out an hour *Bill Cosby Special* annually for the next five years. This will be in addition to two half-hour animated specials based on the popular Cosby character creations of "Fat Albert" and "Old Weird Harold."

But aside from product directly involving Mr. Cosby, CSC reportedly will produce a second series, format to be determined, that will be presented on NBC-TV between the spring and fall of 1970. CSC also will develop and produce at least one pilot yearly for the network. It further will develop and produce specials, variety shows and films, live or animated, with the first one to be possibly a late-night strip with a panel format called *The Kissy Face Show*, to star Carol Wayne.

Even in an industry where multi-millions for talent and product is standard operating procedure, last month's transaction leads to only one conclusion: Man, that's sure some big deal. Indeed it may be one of the biggest package deals ever sold by an independent production house—one with an inconclusive track record at that—to a network (actually it was negotiated by Creative Management Associates). According to Roy Silver the deal will initially bring about the exchange of \$15 million between NBC-TV and CSC and could conceivably escalate to \$50 million.

When word of the transaction first broke on the West Coast, the industry reaction seemed virtually unanimous. "That Roy Silver," was the way the opinion went, "you've got to give him credit. He's sure getting a lot of mileage out of Cosby."

That kind of comment is inevitable. For the Campbell, Silver, Cosby Corp. is hitched to a star, no question. The fount for the NBC largess—Carol Wayne's charms and Fat Albert's hilarity notwithstanding—is Bill Cosby. It's like being married to the boss's daughter or born with a silver spoon—every success is qualified.

Roy Silver has been in this enviable

The name of the game is expansion

but sometimes frustrating position since 1961 when he first saw Bill Cosby performing in a Greenwich Village night club. Over coffee afterwards, the performer and his personal manager-to-be agreed to run together over the long haul and see where it would lead them.

Roy Silver was as much of a fledgling as Bill Cosby. Cut adrift when an advertising agency he was with capsized, the then-26-year-old Silver—on more or less a dare—became a Greenwich Village entrepreneur (without portfolio or much of anything else except mental

agility and determination not to be inhibited by anything) by serving jazz concerts with Sunday morning coffee in a dilapidated theater. Then he set out to become a sort of hip William Morris of the Village folk field with such unknowns as Bob Dylan, Judy Collins and Mama Cass Elliott as clients.

But the important relationship was with Bill Cosby. He used to tape every night's performance of the comedian in a club and the next day, dragging Mr. Cosby off a basketball court and sitting with him on a bench at Sixth and Waverly in the Village, analyze why a routine didn't get laughs and modify them or insert new things.

The dazzling, dizzy pace since then started with shaky but stunning appearances on Jack Paar's *Tonight* show and included a rousing three-season run on *I Spy*, triumphant night-club dates and albums selling in the millions.

In August 1966, with his operations moved to the West Coast ("that's where it's happening"), Roy Silver teamed with producer Bruce Campbell to form the Campbell, Silver, Cosby Corp. as hopefully a self-contained entertainment complex ("the only way to maintain quality control"). A five-minute nightly radio series—*The Bill Cosby Radio Program*—backed by Coca-Cola Co. for 50 weeks—was the firm's first splashy effort. The radio series, heard on some 410 stations, probably will go into a second year. Beyond that there's a \$15-million deal with Warner Bros.-Seven Arts for five motion pictures (Mr. Cosby to star in two) and another independent movie commitment. In addition there is a CSC public relations division, plus record publishing, personal management, Tetragrammation Records and television syndication divisions.

And the growth at CSC is even more tangible. The firm's Beverly Hills, Calif., offices teem with young people and youthful enthusiasm. The oldest staff member, among 82 full-time employees, is 42 (included are offices in London and New York).

"We'll have contractual commitments with an anticipated income of \$40 million over the next two or three years," says Roy Silver. The ratio of Bill Cosby's participation to income is about 40%.

This leaves a sizable chunk for CSC to generate on its own. The aim of the company is to make it big in the entertainment community independent of Bill Cosby's activities.

Roy Silver is wearing a Mexican bandito mustache these days. Behind it lurks a guy clever and resilient—such as the streets of New York produce best—able to talk and project his way successfully past situations that may appear to be beyond him. He's not the kind to remain hitched only to a star.

Week's Profile



Roy Silver—president, *The Campbell, Silver, Cosby Corp.*, Beverly Hills, Calif.; b. Aug. 30, 1934, New York City; attended University of Pennsylvania and Temple University, both Philadelphia; and New York University, Hofstra University and The New School for Social Research, all New York, 1948-51; in U. S. Army in Korea, 1951-53; director of purchasing, *Scientific Design Co.*, New York, 1953-58; account executive, *E. D. Gottlieb Advertising*, New York, 1958-60; Roy Silver Management, New York, 1960-65; co-founded *The Campbell, Silver, Cosby Corp.*, 1966; president, *The Campbell, Silver, Cosby Corp.*, 1966-present; m. actress Kathryn Creek, Nov. 21, 1964; children—Kristen, 1; hobbies—music.

Where the action ought to be

An interpretive report appearing elsewhere in this issue lists a number of actions the FCC has taken lately in the direction of radically tightening the regulation of broadcasting. If all of these first steps in rulemaking procedures were followed to their proposed ends, they would remake the broadcasting business.

Among the results that would come from proposals now under formal consideration at the FCC are these: All multi-media ownerships within individual markets would be broken up. Current relationships between television networks and their affiliated stations would be dismantled. Television would have to create whole new systems of national program supply. And there are more.

Not all of these ends will be achieved. Some may not be reached at all, and others may be altered in the process of attainment. But collectively, the matters that the commission has set out to pursue add up to a spate of activism that is unmatched in any earlier period of the agency's history.

There is some doubt that the FCC, if left alone, would have voted to embark on so many adventures all at once. But the FCC has not been left alone. It has been alternately bullied and sniped at in the Congress. It has been told by the Justice Department how to create a special antitrust policy for broadcasters. It has been belabored in the press. And it has harbored within its own staff some career civil servants who sincerely believe that broadcasters are unsuited to run broadcasting and who stand ever ready to insinuate the government into broadcast management.

At this point the question is not so much how the commission got into all these rulemakings as how it will get out of them. It will need strong reasons not to carry to fruition the proposals it has initiated. No only that, it will need relief from the political pressures that have beset it and would boil up again at signs of an FCC retreat.

Broadcasters may take some comfort in the prospects that the Nov. 5 elections may eliminate some of their more militant critics in the government. But it would be unrealistic to suppose that the next administration and next Congress will be wholly disposed to roll back the regulation of radio and television. The wiser course is to assume that there will be an ongoing need to cultivate understanding for broadcasting in Washington.

The record clearly proves that broadcasters have not done enough so far. Their existing apparatus of Washington representation is better designed to put out fires than to prevent their starting. No system of consistent and coordinated effort by broadcasters themselves exists.

If broadcasters are to command respect in any administration and any Congress, they must individually work with the legislative delegations from their own areas, and they must support a stronger on-the-scene representation in the capital—even, indeed especially, when things seem quite.

The not-so-hidden threat

Unless his aim was personal publicity, Thomas P. F. Hoving did his cause no good with his theatrical—and incredible—charge that the commercial TV networks and AT&T are in cahoots to keep the public uninformed.

Mr. Hoving heads what he invented and calls the National Citizens Committee for Public Broadcasting, a euphemism for noncommercial broadcasting, which purports to be his cause. His charge was so outlandish that responsible leaders of noncommercial television felt called upon to issue prompt

and public disavowels of association with his views.

But Mr. Hoving should not be dismissed lightly. In a subsequent elaboration he made clear that he's determined that there is going to be public participation in TV programing decisions, and his committee is going to be in the forefront making it happen.

That claim may not be as empty as Mr. Hoving's accusation, because the call for public participation fits into a pattern that has been developing. We won't try to distinguish warp from woof, but in the past month alone new configurations have been added to the pattern not only by Mr. Hoving but also by FCC Commissioner Nicholas Johnson in a major labor magazine—not to mention innumerable earlier Johnson speeches—and by the Consumer's Union in its call for formation of a television and radio consumers council (BROADCASTING, Sept. 16, 30).

It adds nothing to Mr. Hoving's stature that his charge of collusion was not only unfounded but was stated in a context of deception. Mr. Hoving claims the networks and AT&T are distributing "new-season trivia when our times literally scream out for relevancy," and that noncommercial broadcasters, who could fill the gap, are prevented from doing so by AT&T's refusal to give them interconnection facilities in decent hours at reduced rates. Mr. Hoving is entitled to his own views on both commercial programing and noncommercial capabilities, but he is not entitled to claim—as he did—that noncommercial broadcasting is "entitled by law to free or reduced rates for national and regional hookups."

Sounds as if AT&T is required by law to offer free or reduced rates, doesn't it? But what the law says is merely that common carriers, in this case AT&T, are not prohibited from offering free or reduced rates.

Actually there were two statements last week, a somewhat milder one by Mr. Hoving's committee, and the one by Mr. Hoving in releasing the committee's. The committee's also made the mistaken claim of legal entitlement to lower AT&T rates, but it at least had the grace to add a footnote quoting the law verbatim.

Mr. Hoving's charges naturally took the headlines away from his committee's statement, and perhaps that's what he had in mind. But whatever his intent, he does nothing to advance noncommercial broadcasting by making wild charges that even its most dedicated leaders can't buy.



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Miss Texas 1969

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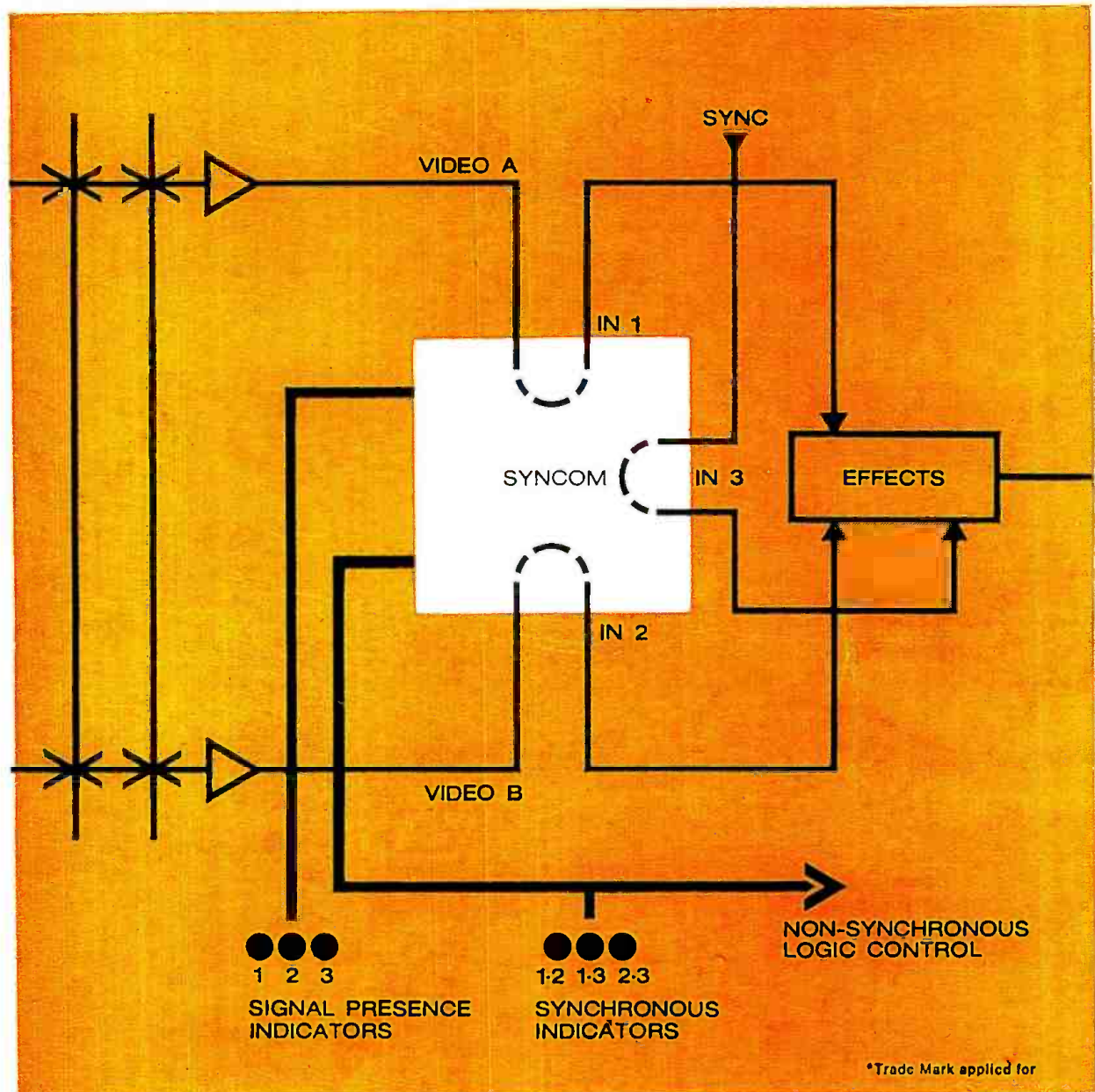
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