



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BMI will get 10% more for openers in new contract. p25

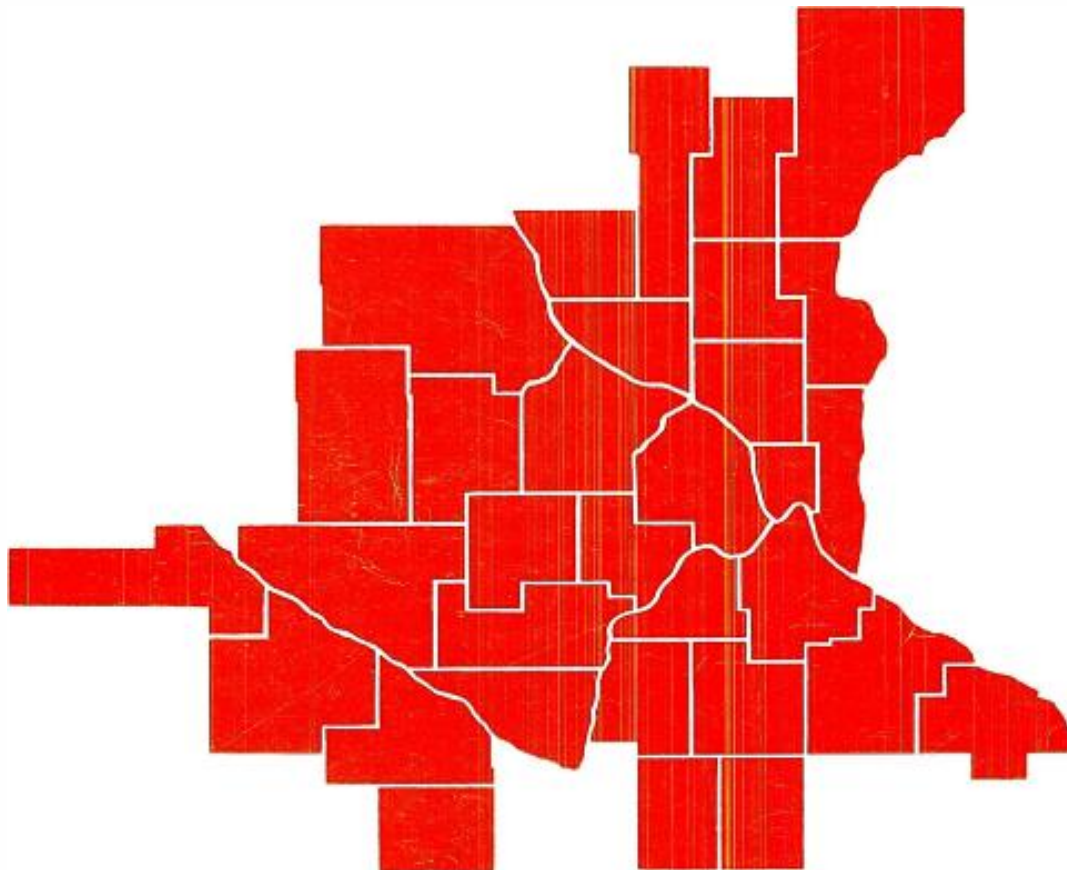
Active trading week finds 11 stations being sold. p40

Daytimers get break in new U.S.-Mexican treaty. p52

Age of the conglomerate spreading in broadcasting. p54

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WCCO-TV delivers more homes than any other medium!

In the counties that count, Channel 4 counts most! The thirty-two Minneapolis-St. Paul ADI counties in Minnesota represent 70% of the state's Effective Buying Income . . . 69% of its total retail sales.*

In these 32 key Minnesota coun-

ties, 31 radio stations, four commercial TV stations, and three daily newspapers compete. *But one medium . . . one station dominates: WCCO-TV Channel 4.*

WCCO-TV delivers more than 706,800 homes** a week in the

total 39 ADI counties (including 7 in Wisconsin). For more information about WCCO-TV and its market, contact your Peters, Griffin, Woodward, Inc. representative or the WCCO-TV sales department.

WCCO TELEVISION **4**

Avon calling? No. Blair calling



on Avon.



Sandra Ogrian and Molly Tappan are time buyers on the Avon account at Dreher Advertising, Inc. It's a big job because Avon is a big user of spot television. In fact, every dollar of Avon's TV budget goes into spot.

But as you can see, Molly and Sandra are anything but harried-looking. Because Jack Bray comes calling often. He's their Blair man. He has at his command — and puts at theirs — the most extensive research facilities and marketing aids in the business. Plus the years of know-how and innovative thinking of the nation's number one broadcast representative firm, John Blair & Company. At the sound of the chime and sometimes before, he's there with avails, market studies, confirmations.

What do you have to do to get that kind of service? Be beautiful? Buy huge hunks of time? Not at all. Big budget or small, everything we've got is on call to help you make your broadcast time buying more efficient and effective. So give your Blair man a call. After that, let him do the calling.



BLAIR TELEVISION

authoritative REPORTING

channel 4 news 4 EDITIONS DAILY



The Dallas-Ft. Worth market — Growing . . . Thriving . . . Pulsating! An area with an increasing amount of important events creating a need for authoritative reporting. Channel 4's professional newsmen keep a constant vigil on the happenings with up-to-the-minute, reliable reporting — where it happens, when it happens.

Pole-to-pole, across the nation, around-the-corner, KRLD-TV news is first, fast, and factual.

Contact your H-R representative to place your next schedule in the happenings of the Dallas-Ft. Worth market.

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Busy, busy, busy

House Investigations Subcommittee staffers have not exhausted their interest in broadcast news operations by their inquiries into alleged staging of pot party by WBBM-TV Chicago and their ongoing inquiry into network coverage of Democratic convention in Chicago. Investigators are said to be checking into allegations that another TV station staged marijuana party for its cameras. They are also said to be looking into complaints that television, in its coverage of Newark, N. J. disturbances in summer of 1967, made conditions there worse than they would otherwise have been. One or both of these matters could become part of hearing subcommittee seems likely to hold on broadcast news coverage (see page 30).

Last year's plateau

Official word on revenues, expenses, profits for TV broadcasting in 1967 is now expected from FCC later this month. As expected, figures reportedly will show that network time sales were slightly off from 1966 (0.8%), spot was slightly up (0.3%), local made somewhat larger gain (5.5%). Total revenues from time and programs for networks and stations gained 3.4% in 1967 over 1966, but expenses climbed faster—to leave profits down by 15.3%. According to all indications, record of 1968 will put TV back on rising curve in all categories.

Review board

One item that's expected to be under discussion at National Association of Broadcasters executive committee meeting in Washington Dec. 18 is intriguing proposal offered several times before broadcast groups by Lee Loevinger, former FCC commissioner. Proposal calls upon broadcasters to set up grievance machinery under NAB auspices where they would hear public gripes about broadcast news and pass judgment on claims of breach of fairness and accuracy in reporting (BROADCASTING, Oct. 21 et seq.).

Mr. Loevinger is said to be preparing for committee consideration letter that more fully expands his idea. Proposal already has drawn varied response at NAB where it's felt that although it might provide outlet for public opinion to "take the heat off" broadcasters, it involves difficult Solomon-like task: One group of licensees passing judgment on news performance of another.

Lee's second thoughts

Speculation naturally continues on make-up of FCC after administration change Jan. 20. First opportunity for new appointment by President Nixon would come June 30, 1969, when FCC Chairman Hyde's term expires. Since Mr. Hyde is Republican, political balance wouldn't be affected whether he was reappointed or replaced. Robert E. Lee, FCC member since 1953, and old friend of new President, is believed not too anxious to assume chairmanship, even if proffered. He's neither lawyer nor engineer, and if he had his druthers would prefer to remain as commissioner. James W. Wadsworth, third Republican, assumed office in 1965 and presumably does not covet chairmanship. He probably would prefer diplomatic service. He's career ambassador and former ambassador to United Nations.

Under amnesty

Seminar on violence and mass media with 40-50 working newsmen participating is scheduled by President's Commission on Violence in Washington Dec. 13-15—week before commission hears network presidents and news chiefs, Dec. 18-20. Conference with newsmen—representing networks, individual stations, wire services, newspapers, magazines—will be closed to outsiders, and transcript will identify participants by number not by name on theory they will talk more freely. Transcript will be for benefit of commission; it will not be made public.

Now they're worried

Ruling by Iowa Supreme Court last month that declared 3% state tax on advertising constitutional (BROADCASTING, Nov. 18) is drawing more serious attention from National Association of Broadcasters and American Advertising Federation. Stay of that ruling pending appeal to U.S. Supreme Court has been requested by Iowa multimedia group, which has pursued case that is now regarded by observers as belweather for other state legislatures should it be legally upheld.

Although both NAB and AAF have previously provided "some consultation" with group, both are currently assessing case with view toward possible active participation, either as intervenors before high court or providing monetary support to multimedia group. Extent of that participation is certain to be one major topic discussed at AAF board meeting in Washington today

(Dec. 2). That topic will also be focal point of meeting between lawyers assisting multimedia group and NAB general counsel, Douglas Anello, next week.

Try, try again

TV sources say they detect substantial increase in number of commercials being rated as unacceptable by networks, at least in form originally submitted. They detect no clear pattern, however, as to product type, agency or reason for rejection, but say, rather, that it seems to be happening to commercials of all sorts, for all sorts of reasons. Phenomenon is attributed to agencies' probably "trying too hard" in response to proliferation of products, mounting competition and pressures for more effectiveness per advertising dollar—which, if analysis is correct, suggests problem is more likely to get worse than better.

One way out

President-elect Nixon is being urged not to wait 18 months (June 30, 1970) to shift control of FCC from Democrats to Republicans. Suggestion is that "ripper" bill would stand good chance even in Democrat-controlled Congress. Bill would retain all provisions of existing law except for number of members and possibly title of agency (satellite communications might be included). If membership were cut from seven to five, president could name all new members or he could drop two Democrats—say Commissioners Ken Cox and Nick Johnson—with new make-up three Republicans and two Democrats.

Another intriguing thought being advanced is that new commission would be new broom, and sweep out number of long-pending rulemaking projects of doubtful substance, and give fresh impetus to deserving ones since it would not then be committed to unworthy projects of its predecessor.

New point of interest

Change in administration will trigger some semi-official changes in activities of networks, and possibly other entities, on Washington scene. Although there's currently no indication of any changes in resident vice presidents of three major networks, it's expected that chief executives Dr. Frank Stanton (CBS), Julian Goodman (NBC) and Leonard Goldenson (ABC) will be spending more time than ever on Washington front.

An expert team of specialist reporters feeds WJW-TV headquarters with the news of the city.

Be it a shake-up in city hall, a strike in a local factory, or a suburban fire — we take the latest, most important, up-to-the-minute news and tell it like it is.

That's what makes award-winning WJW-TV news tops in Cleveland.

WJW-TV Cleveland
We're turned on.

27 people spend 216 hours on the ground to give this man 10 minutes on the air.



Broadcast Music Inc., All-Industry Radio Music License Committee come to terms on new licenses for radio stations' use of BMI music. Rate paid by most stations under five-year pact would increase over current tariff. See . . .

BMI's radio pact boosts rates . . . 25

Question raised whether networks, in not airing material showing provocations directed at police during Chicago convention, biased coverage. CBS outtakes, says Representative Van Deerlin, may prompt hearing. See . . .

Did networks sit on provocations? . . . 30

Station trading market is bustling with \$13 million in radio-TV transactions; top sales involve KOLD-AM-TV Tucson, Ariz. (\$4 million), KFEQ-TV St. Joseph, Mo. (\$3.15 million); total seven radio, three TV's change hands. See . . .

Bonanza in radio-TV sales . . . 40

FCC refuses renewal of WNJR Newark, N. J., serves notice on its owner, group broadcaster Rollins Inc., that all licensees—group owners, single-station operators alike—are equally responsible for station operations. See . . .

FCC denies renewal of WNJR . . . 40

ABC denies allegations made by Mutual that it's using "slush fund" to "buy" affiliates for its four radio networks, says it's hard pressed to make go of unique operation on air since January. See . . .

ABC defends its radio setup . . . 46

Richard W. Jencks, vice president and general counsel of CBS Inc., moves up to newly created number two spot at CBS-TV: executive vice president. Corporate growth increase, work load are reasons for new position. See . . .

Jencks gets No. 2 post at CBS . . . 49

U.S. and Mexican negotiators reach tentative agreement on new treaty governing two nations' use of standard radio band. 260 U.S. daytimers will get presunrise break in operations after pact is ratified. See . . .

U.S.-Mexican treaty drafted . . . 52

Corporate mergers dominated broadcasting's financial news this year as part of U.S. trend to diversification. Along with this growth in booming economy companies not already on stock market are going public. See . . .

Corporate urge: get bigger . . . 54

Kenyon & Eckhardt Inc. becomes a parent with new offspring, K&E Advertising Inc., which will be in charge of North American advertising. Formation of new group reflects clients' need for coordinated ad effort. See . . .

Stork visits Kenyon & Eckhardt . . . 62

Ghost of an election past is scheduled to haunt ABC officials in New York with no little irony involved in spirit. Federal judge will render decision on 1963 *Political Obituary* of Richard Nixon controversy in January. See . . .

Court to rule on Nixon program . . . 64

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	62
CHANGING HANDS	42
CLOSED CIRCUIT	5
DATEBOOK	14
EDITORIALS	88
EQUIPMENT & ENGINEERING	68
FATES & FORTUNES	74
FOCUS ON FINANCE	54
FOR THE RECORD	76
INTERNATIONAL	52
LEAD STORY	25
THE MEDIA	40
MONDAY MEMO	22

OPEN MIKE	20
PROGRAMING	25
TELESTATUS	71
WEEK'S HEADLINERS	10
WEEK'S PROFILE	87

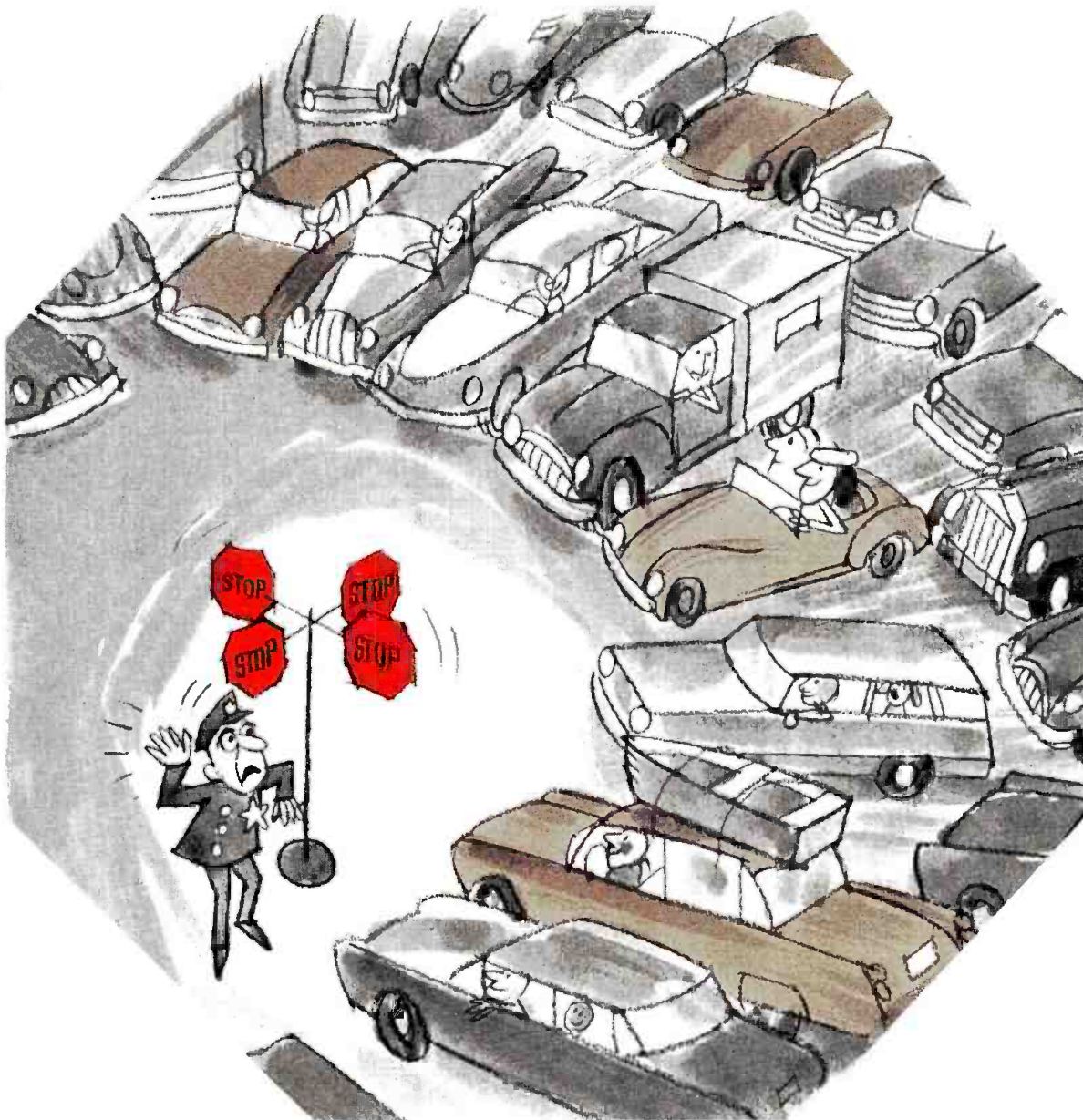


Broadcasting

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Beeline® Country...awfully big in Automobiles

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

Beeline Radio KFBK's rich Sacramento Valley area has an automotive market of over \$489 million. That says a lot for the transportation business in this 18-county, \$4.4 billion market boasting a population of more than one and a half million people.

And transportation sales are just one portion of over \$2.59 billion worth of retail sales.

So, take your sales for a smooth ride to new highs in the Sacramento Valley area, put your message on Beeline KFBK. And remember, KFBK is just one of four Beeline stations covering California's prosperous Inland Valley area and Western Nevada.

Data Source: Sales Management's Survey of Buying Power — June 1968

McClatchy Broadcasting

KATZ RADIO • NATIONAL REPRESENTATIVE



Police blasted for violence in Chicago

Report cites two incidents 'staged' for TV

Chicago police are indicted for running amok during disorders last August in report by special task force of National Commission on Violence, scheduled to be released today (Dec. 2).

Special chapter on "Police and the Press" cites frustrations of newsmen in Chicago covering Democratic National Convention because of telephone and taxi strikes, short-lived dispute at WBBM-TV in that city, problems with credentials for covering convention, and actions of police that hampered placement of TV cameras and vans. It enumerates almost 30 incidents involving 60 newsmen, including four TV camera crews.

Report cites two incidents of alleged staging of incidents for TV cameras: (1) filming of "injured" man tended by two white-coated "medics" in Lincoln Park by TV crew of three wearing blue armbands and dark helmets. After TV crew left, "injured" man got up and walked away with companions, apparently unhurt. Reported by "an assistant U.S. Attorney." (2) Two girls, one

playing flute, were led to National Guard line by TV camera crew. At arrival, one girl began crying "Don't beat me. Don't beat me." Related by Senator Gale McGee (D-Wyo.).

Police irritation was heightened, report says, by their impressions from radio, TV and newspaper coverage that all media were anti-Chicago.

Police beatings, report states, were obviously done by minority "under exceedingly provocative conditions." It notes that as of present, no disciplinary action has been taken by their superiors.

Report was put together by group headed by Daniel Walker, vice president and general counsel of Montgomery-Ward and Co., Chicago, who had staff of 90 assisting him. Mr. Walker was charged by violence commission to prepare "current and comprehensive" report of chronology of disorders.

Dr. Milton Eisenhower, chairman of violence commission, stressed that report has not been reviewed by commission and carries neither approval nor disapproval.

Polk picked for MGM

Selection committee that has been seeking new president for MGM will recommend to movie company's board of directors Wednesday (Dec. 4) that it choose Louis F. Polk Jr., 38-year-old vice president for finance of General Mills.

More-than-month-long search—which reportedly ranged from list of major broadcast executives to U. S. Ambassador Sargent Shriver—ended suddenly last Wednesday (Nov. 27) with surprise Thanksgiving-Eve meeting of selection committee. Company announcement of board meeting made no mention of Mr. Polk. But insiders said group definitely settled on him as its choice. Mr. Polk, who had been on leave of absence, resigned from General Mills effective Saturday (Nov. 30).

James A. Linen, president of Time Inc., told BROADCASTING Friday that selection committee "considered a great many people and this is the fellow they're recommending to the board." Time Inc. and liquor magnate Edgar Bronfman together control more than 20% of MGM's stock. Time director Bernhard M. Auer is MGM director and member of selection committee and

is reported, along with Mr. Bronfman, to be Mr. Polk's principal advocate.

Private dinner reportedly is to be held at Time-Life Building in New York tomorrow (Dec. 3) for Mr. Polk and directors. If Mr. Polk's nomination is approved by board, he will be installed following annual MGM stockholders meeting Dec. 19. He would succeed Robert H. O'Brien, who is being moved to board chairman.

Musicians' vote ends strike

Strike by members of American Federation of Musicians against ABC, CBS and NBC ended last Thursday (Nov. 27) when union announced that affected musicians had voted 270 to 263 to accept new two-year contract, retroactive to last Aug. 1.

Stage was set for settlement of 28-day dispute on previous weekend when negotiators met until early Monday (Nov. 25) at request of Federal Mediation and Conciliation Service in New York and agreed on new contract proposals. AFM negotiators recommended acceptance of agreement and members voted Wednesday to accept contract.

Under terms of agreement, ticklish staff-quota issue was resolved this way: At least until July 31, 1971, ABC will

retain 30 staff musicians in New York; NBC 35 in New York and 25 in Los Angeles, and CBS 40 in New York. These totals are said to represent reduction of 20 staff musicians at each network from those covered by old pact, which expired last July 31.

In money terms, staff musicians won increase of \$23 per week, bringing their base to \$280.70, with overtime of \$14.50 per hour and continued 5% pension payments and residuals. Casual musicians were given 10% rise for both rehearsal and performance, with pay per hour for rehearsal going to \$13.42 and for performance to \$44.

Union hailed improvements in job security provisions for staff musicians and in severance pay for staff members discharged for reasons other than misconduct. Staff musicians now earn \$257.50 weekly, and union was seeking immediate \$64 weekly pay rise and additional raises of 10% and 5% in second and third year of contract. Networks had offered total of \$40 more over three-year period.

Gamble vice Jarvis

Presidency of one of nation's major CATV group owners, National Trans-Video Corp., changed hands Friday (Nov. 29) when G. R. (Dick) Gamble assumed that post vacated by Bryon (Doug) Jarvis, who resigned to form his own company.

Mr. Gamble was formerly vice president, secretary and treasurer of National. Mr. Jarvis is currently on board of directors of National Cable Television Association.

National, serving 28 communities in U. S. and Canada, subsidiary of group broadcaster Sammons Enterprises Inc., which owns radio stations in Arkansas, South Dakota, Texas and Oklahoma.

Banzhaf strikes again

In new blast at KRON-TV San Francisco, John F. Banzhaf III, executive director of Action on Smoking and Health (ASH), claims station "broadcast only two anticigarette messages to counteract 43 cigarette advertisements" during prime time in one five-day period (Nov. 11-15).

His petition to FCC, copies of which were distributed Friday (Nov. 29), supplemented one he filed with commission earlier in month (BROADCASTING, Nov. 25). Both ask FCC to deny KRON-TV license-renewal application. Latest said cigarette commercials totaled 1,520 seconds and antismoking messages 120 seconds.

Week's Headliners



Mr. Jencks



Mr. Evans



Mr. Corken



Mr. Page



Mr. McWeeny



Mr. Tilson



Mr. West

Richard W. Jencks, VP and general counsel, CBS Inc., named to new post of executive VP, CBS-TV network. **Robert V. Evans**, deputy general counsel, named to succeed him as corporate VP and general counsel (see page 49).

Michael J. Corken, television sales manager in San Francisco for Edward Petry & Co., appointed VP and national sales manager, with responsibility for TV sales in company's 10 offices. **E. C. Page**, VP and general manager of Petry's TV division, elected to newly created post of VP and general manager of client and industry relations. **Jack McWeeny**, TV group sales manager in Chicago for Petry, replaces Mr. Corken in San Francisco. Appointments are effective Jan. 1, 1969.

Thomas J. Tilson appointed president. Metro TV Sales Division of Metro-media. Mr. Tilson had been executive VP and general manager of Metro TV

Sales since March, 1966 and has been with Metromedia since January 1962. He succeeds **John B. Sias**, who was appointed group VP (BROADCASTING, Nov. 25).

Bert S. West, VP of Golden West Broadcasters and general manager of KVI Seattle, named general manager of KSFQ San Francisco and to newly created post of northwest area VP for GWB. He replaces **William D. Shaw** as KSFQ general manager. Mr. Shaw, who headed station since 1956, was appointed executive VP of GWB and president of group owner's broadcast division last September. He will now concentrate on over-all corporate management with his headquarters remaining in San Francisco. **Randy Archer**, assistant general manager and general sales manager for KVI, named general manager. **Jack Bankson**, KVI account executive, promoted to general sales manager.

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

CBS, meanwhile, was urging commission to dismiss similar complaint filed by Mr. Banzhaf against KNXT(TV) Los Angeles. CBS said petition had "no merit in any respect."

KNXT, CBS said, has broadcast "significant" number of antismoking spots (112 as against 282 cigarette commercials in August, for instance). Furthermore, CBS added, Mr. Banzhaf has not shown himself or ASH to be parties in interest to KNXT renewal proceeding or to be spokesman for Los Angeles community groups.

Gross, net down

Columbia Pictures Corp. reported decline in gross revenues and net income during first quarter, ended Sept. 28.

	1968	1967
Income per share	\$.24	\$.29
Net Income	1,232,000	1,419,000
Gross Income	41,936,000	49,006,000

Plus promotion

Doyle Dane Bernbach today (Dec. 2) is announcing formation of new, wholly owned subsidiary to provide full promotion-merchandising service.

Rick Shambroom, manager of merchandising and promotion development in DDB's marketing department, will be managing director of new unit, to be called Promotion Plus Inc.

DDB noted that although it has provided merchandising and promotion strategy for clients, in past these programs often were carried out by outside firms. This job now is to be taken over by Promotion Plus.

Advertising agency said its subsidiary already is working on projects for American Airlines, Bankers Trust, Bristol-Myers, Dreyfus Fund, Gillette, International Silver, Kitchens of Sara Lee, Mobil Oil, Ohrbach's, Uniroyal, Volkswagen and WTS-Pharmcraft.

Tower Antennas merger set

Merger of multiple CATV owner Tower Antennas Inc. into Citizens Financial Corp., Cleveland, was announced Friday (Nov. 29). Transaction, subject to Citizens' stockholders' approval, calls for Tower stockholders to receive 1.35 shares of Citizens for each Tower common, with share-for-share exchange for preferred. Both are public companies.

Tower has outstanding 90,000 common and 45,000 preferred convertible on two-for-one basis into common, making merger deal worth more than \$5 million.

Citizens is diversified financial services company in midwest states area. James Cozzens is president.

Tower, founded in 1952, now owns 20 CATV systems, serving more than 32,000 subscribers in Ohio, Pennsylvania and West Virginia. Claude M. Stevanus is president of Tower.

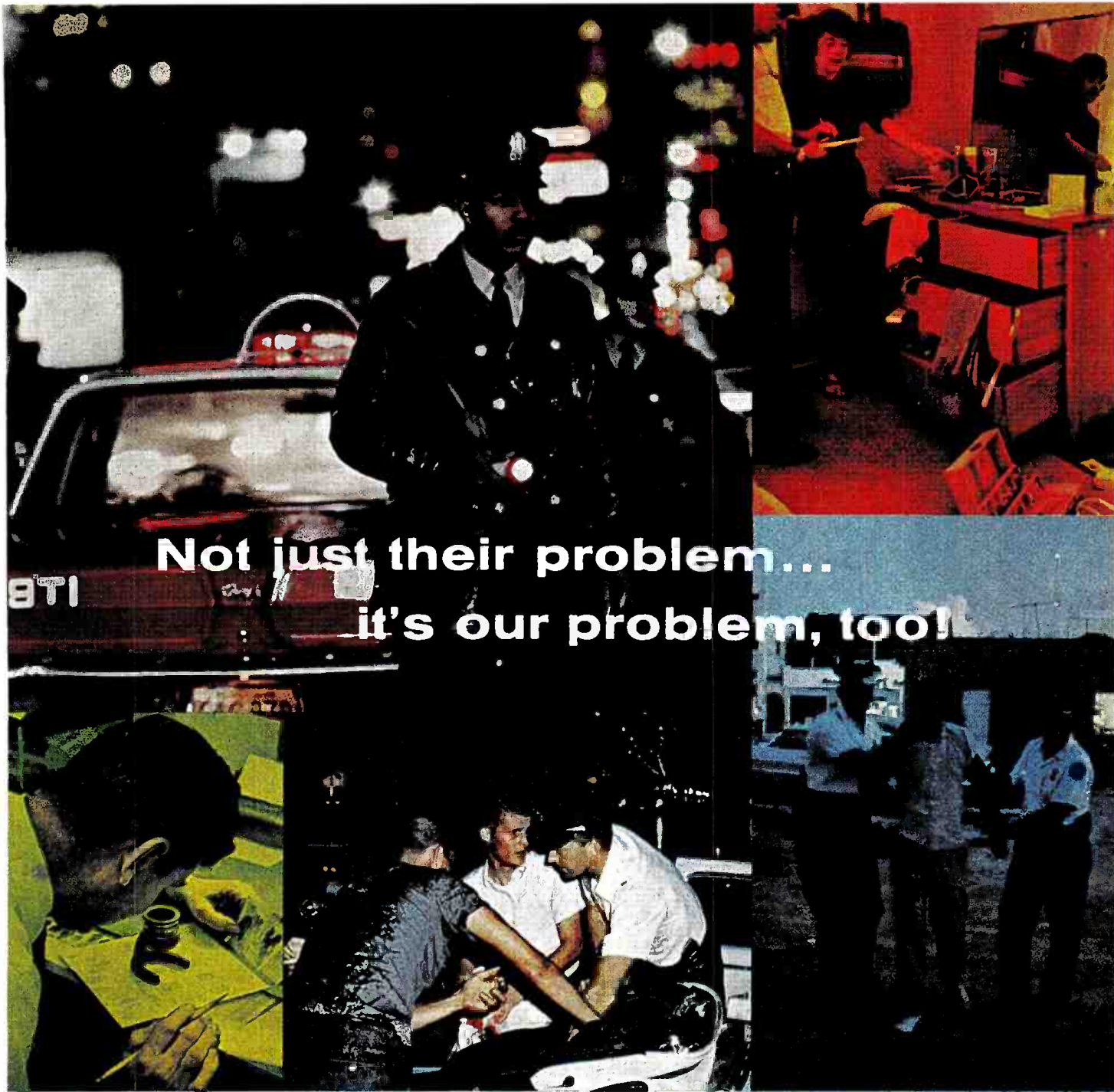
Satellite move denied

Licensees of three commercial VHF television satellite stations in Hilo, Hawaii, were denied permission by FCC on Friday (Nov. 29) to convert their stations to translators. Licensees and their satellite operations are Western Telestations, KHVO(TV) Pacific and Southern Broadcasting Co., KHAW-TV and Pacific Broadcasting Co., KPUA-TV.

So far, only Boston

Latest arrangements for Dec. 10 telecast from Philadelphia of Joe Frazier-Oscar Bonavena heavyweight boxing championship (BROADCASTING, Nov. 18) show Boston as only market slated to receive match live. Several markets, including New York, will carry delayed home broadcast, while 45 theater outlets have signed for closed-circuit presentation so far.

Both live and closed-circuit programs will feature Sonny Liston-Amos "Big Train" Lincoln bout from Baltimore at 9:30 p.m. Dec. 10, followed by championship bout. Price-Roberts Productions has television rights.



**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

Gaudeamus Igitur!*



JOHN CORPORON
Vice-President and General Manager
WTOP-TV, Washington, D. C.



JOHN GARY
Stars in his syndicated television show,
is a national recording artist for RCA.



DICK VAN DYKE
Stars in films and in television spectacles.



ED NELSON
Plays Dr. Rossi in *Peyton Place*.



BILL MONROE
Director of NBC News, Washington

Celebrating our 20th Anniversary • WDSU-TV 6

The personalities you see on the left are some of our distinguished alumni. All of them were on the staff of WDSU-TV, New Orleans, at one time in their celebrated careers.

The personalities on the right are on the staff right now—our faculty-in-residence. These are the people New Orleans counts on for news, sports, weather, editorials and entertainment.

Bright, exciting personalities have always been the strongest selling point for WDSU-TV, the "Personality Station."

And they sell for you.

*"Therefore, let us rejoice!"



MEL LEAVITT
WDSU-TV Director of Special Events and
New Orleans' "Mr. Television"



TERRY FLETTRICH
Writer, producer and star of WDSU-TV's
"Middy"



DOUG RAMSEY
WDSU-TV Newsman



NASH ROBERTS
WDSU-TV Staff Meteorologist



JAN AND BOB CARR
WDSU-TV On-air Personalities



WAYNE MACK
WDSU-TV Sports Director

M&H

Researches Your Personality

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

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

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

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

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

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

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

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

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011

Area Code 313
644-9200

Datebook

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

■Indicates first or revised listing.

December

Dec. 2—Eighth annual recognition and awards luncheon, *The American College of Radio Arts, Crafts, and Sciences*. Conrad Hilton hotel, Chicago.

Dec. 3—Annual fall convention of *Connecticut Broadcasters Association*. Speakers include John M. Bailey, former Democratic national chairman. Park Plaza hotel, New Haven.

Dec. 3—*American Research Bureau* seminar for TV stations on use of ARB reports. St. Louis.

Dec. 5-6—Special meeting, board of directors, *Association of Maximum Service Telecasters*. Lost Tree club, North Palm Beach, Fla.

Dec. 6-8—Third annual radio programming conference, *Radio Program Conference Advisory Committee*. Riviera hotel, Las Vegas.

Dec. 9—Deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

Dec. 9—New deadline for reply comments on FCC's proposed rulemaking to permit the use of field strength measurements for determining the coverage of FM and TV stations, and to establish a standard method of making such measurements.

Dec. 9—*American Research Bureau* seminar for TV stations on use of ARB reports. San Francisco.

Dec. 9-11—Twenty-fourth annual exhibition, *National Electronics Conference Inc.* Conrad Hilton hotel, Chicago.

■Dec. 9-12—*Electrical Insulation Conference* West Coast meeting. Technical papers and Golden Omega Award will be presented. Biltmore hotel, Los Angeles.

Dec. 13—Celebrity luncheon, *New York Television Academy*. Speaker: Joan Crawford. El Morocco, New York.

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.

■Dec. 16—Special stockholders meeting, *Columbia Pictures Corp. and Screen Gems Inc.*, to vote on merger and to authorize increase of preferred stock from two million to five million and common stock from 10 million to 20 million, and other matters. 515 West 54th St., New York.

Dec. 19—Annual stockholders meeting, *Metro-Goldwyn-Mayer Inc.* Cinerama Theater, New York.

■Dec. 30—Deadline for comments on FCC's proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application.

January 1969

■Jan. 3—Deadline for comments on FCC's proposed rulemaking that would permit all CATV systems in a particular community

to carry the distant signal of a TV station beyond that community's grade B contours, if one CATV in the area has already been authorized to carry that signal.

Jan. 9—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.

Jan. 9—*American Research Bureau* seminar for TV stations on use of ARB reports. Washington.

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

■Jan. 10—Deadline for entries for 29th annual *George Foster Peabody* awards. Submissions should be made to Dean John E. Dracwry, Henry W. Grady School of Journalism, University of Georgia, Athens.

Jan. 10-12—Midwinter conference, *Florida Association of Broadcasters*. Orlando.

■Jan. 13—Deadline for reply comments on FCC's proposed rulemaking that would permit all CATV systems in a particular community to carry the distant signal of a TV station beyond that community's grade B contours, if one CATV in the area has already been authorized to carry that signal.

Jan. 14—*American Research Bureau* seminar for TV stations on use of ARB reports. Boston.

Jan. 13-17—Annual winter meeting *National Association of Broadcasters* board of directors. Americana hotel, San Juan, P. R.

Jan. 16—*American Research Bureau* seminar for TV stations on use of ARB reports. Detroit.

Jan. 16-18—*Florida CATV Association* meeting. Marco Island.

■Jan. 17—Deadline for reply comments on FCC's proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application.

Jan. 17-19—Annual meeting, board of trustees, *The National Academy of Television Arts and Sciences*. Beverly Hills, Calif.

Jan. 19-22—Research seminar, *Association of National Advertisers*. Sterling Forest Conference Center, Tuxedo, N. Y.

Jan. 21—*American Research Bureau* seminar for TV stations on use of ARB reports. Atlanta.

Jan. 21-23—Twenty-fourth annual *Georgia Radio and Television Institute*. University of Georgia, Athens.

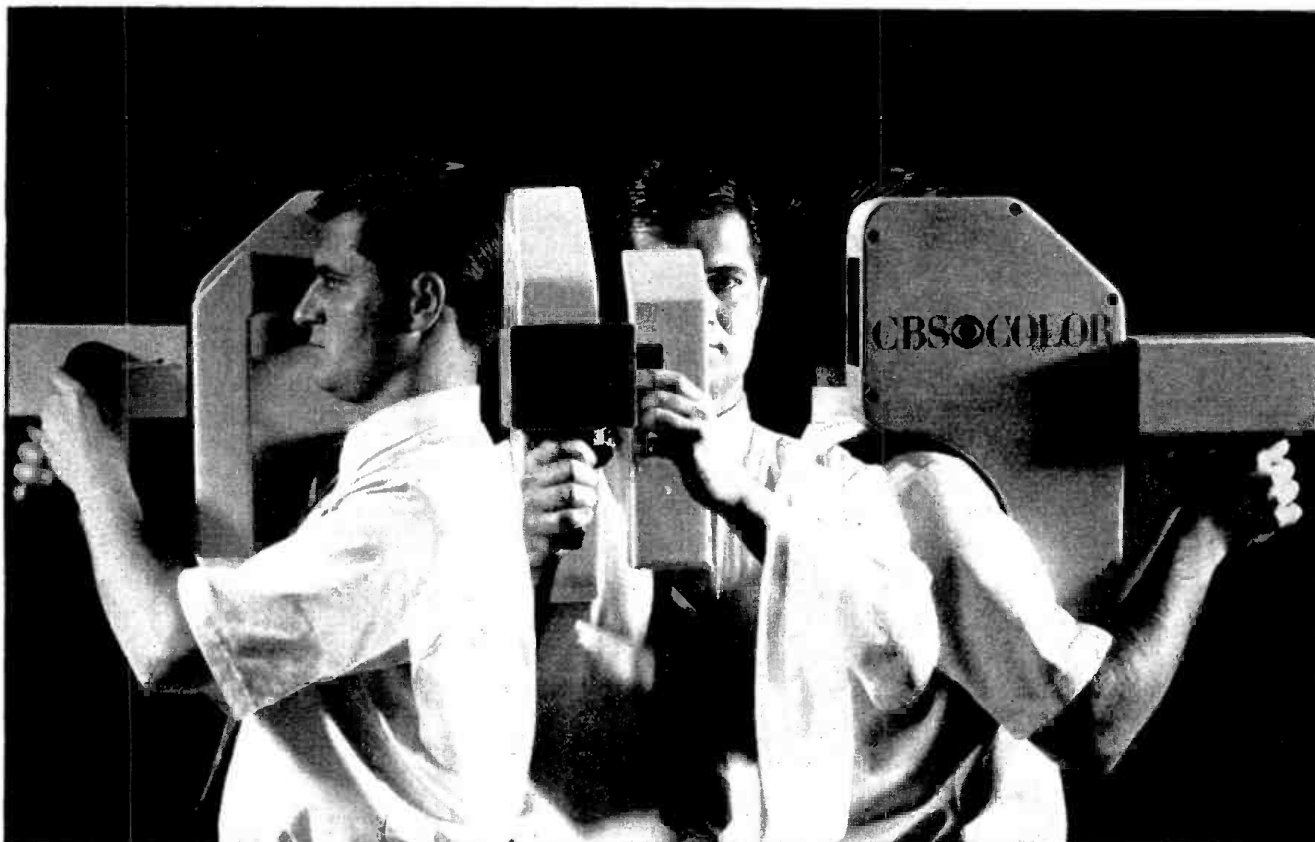
Jan. 23—*American Research Bureau* seminar for TV stations on use of ARB reports. Dallas.

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

Jan. 27-30—Twenty-sixth *National Religious Broadcasters* annual convention. Mayflower hotel, Washington.

Jan. 28—Deadline for filing reply comments on FCC's proposed rulemaking to limit station acquisitions to one full-time outlet per market.

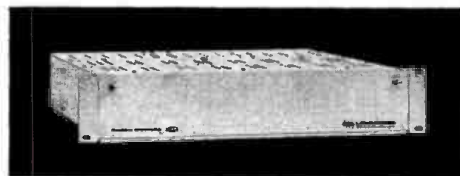
Jan. 28—*American Research Bureau* seminar for TV stations on use of ARB reports.



Minicam VI—a great new innovation that puts the world on the shoulders of a single cameraman!

Our Professional Products give you a better look at the world.

Proud new achievement in Professional Products from CBS Laboratories is the Minicam VI, a remarkable, portable television camera that gives you a closer look at the world. Minicam VI is a camera that can go anywhere: land, sea or air and bring you studio-quality color pictures live right from the scene of action. Captures fast-action sports events and fast-breaking news stories—when they happen. Minicam VI is just one more significant innovation from CBS Laboratories ... the organization which has researched, developed, produced and marketed such advances as the Masking Processor, the Image Enhancer and Mobile Television Vans. Look to CBS Laboratories for tomorrow's electronics today.



Masking Processor electronically corrects color distortion. Gives true color fidelity—automatically—without adding noise to the picture.

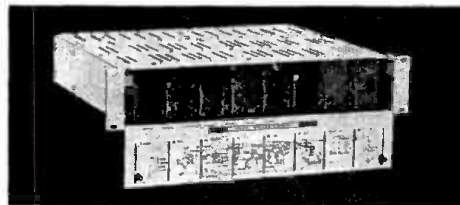


Image Enhancer "rides through" weaknesses and defects in home television receivers. Delivers amazing picture clarity... both in color and black-and-white.

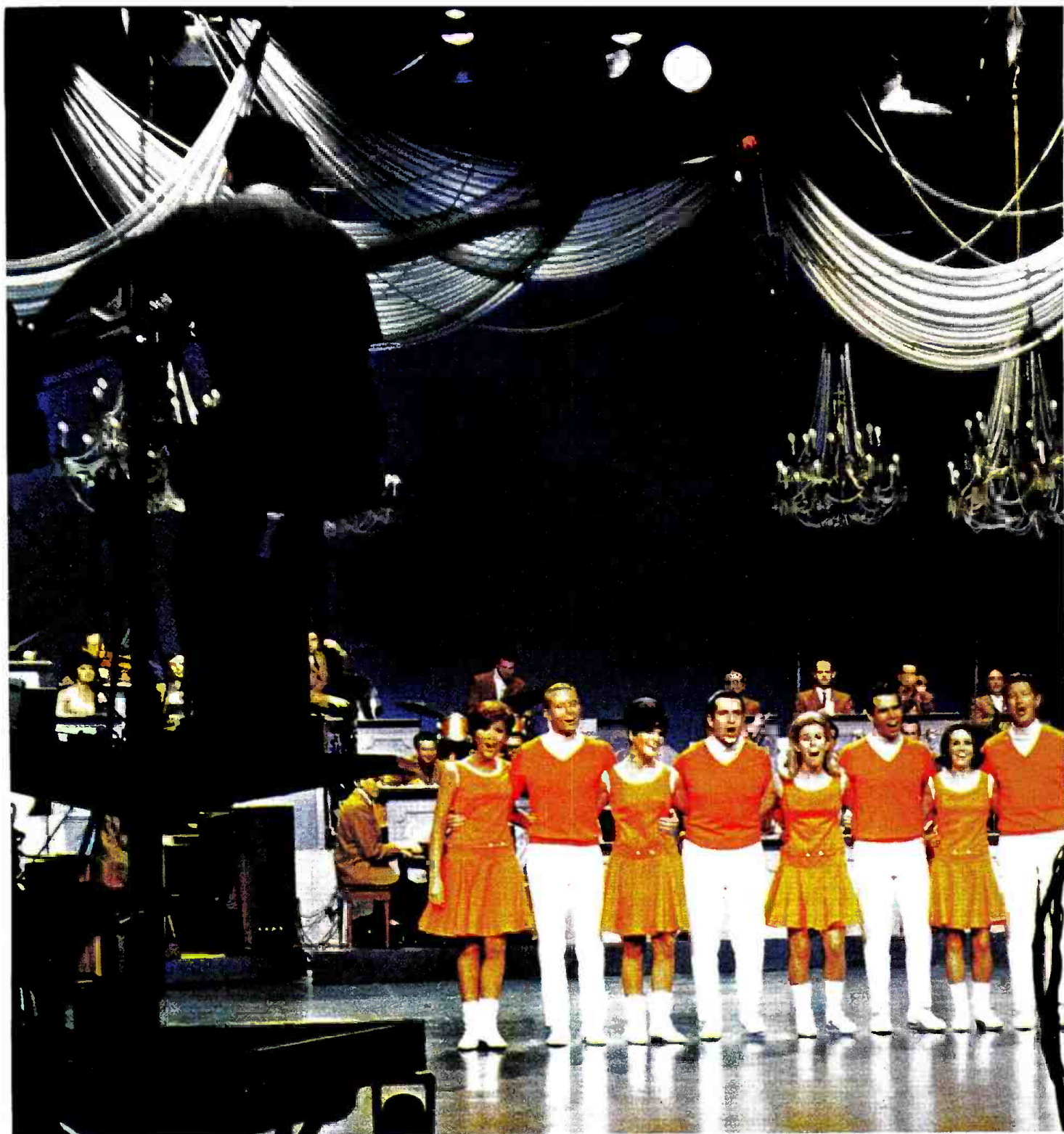


Mobile Television Vans. Television coverage on the move! Goes anywhere. Sees everything. Takes two cameras or twelve. A van to fit your needs.



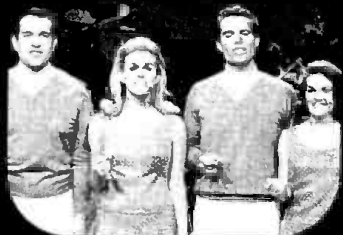
LABORATORIES

Stamford, Connecticut 06905
A Division of Columbia Broadcasting System, Inc.



ABC's "Lawrence Welk Show." Video taped on Memorex 78V.

When the show's rolling,



he tape must not fail.

If it does, you have trouble. Time and money trouble.

Think what your actors, singers, dancers and directors are costing you. Not to mention cameramen, lighting men, sound technicians, floormen, and all the other people who put your show together.

Plus your equipment. Cameras, cables, spotlights, sets. They're expensive, too.

We make our Memorex 78V high-chroma video tape for people who don't want trouble. Who are impatient with re-makes and don't want to waste the time or money.

Of course, if time and money are no problem, then you don't need our non-fail 78V.

Only patience.

(For information, write us: Memorex Park, Santa Clara, Calif. 95050.)

MEMOREX

The Nation Will Breathe Easier Because You...The Broadcaster... Are "Airing The Matter" "It's A Matter Of Life And Breath"



JAMES COBURN

TELEVISION

These stars have contributed their talent to make this public service material available to the broadcast media.

ROD STEIGER, JAMES GARNER, FRANK BLAIR
(all available in 1-minute spots and
30-second variations, in color)
JAMES COBURN (movie trailer)
TWO DOCUMENTARY SPOTS (1 minute, with
20-second variation) (in color)

PLUS SLIDES, TELOPS, FLIP CARDS AND POSTERS,
GREYED AND COLOR.

Produced by
NOWAK ASSOCIATES, New York, N. Y.
WARNER BROTHERS-SEVEN ARTS, Burbank
METRO-GOLDWYN-MAYER, Culver City
FRANCIS CARTER WOOD PRODUCTIONS, New York City
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15-minute transcribed programs starring:
LESLIE UGGAMS, JIMMY DEAN, MORTON GOULD,
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plus reminder show with JOEL GREY.

5-minute transcribed programs starring:
GEORGE HAMILTON IV, TONY BENNETT,
HERB ALPERT AND THE TIJUANA BRASS,
RIGHTEOUS BROTHERS.

Transcription of All-Time Great Hits,
featuring outstanding artists.

Transcription of 27 Celebrity Spot Announcements.

Transcription of 23 Recording Artists'
Announcements for Disc Jockey Shows.

Transcription of 21 Celebrity Reminder
Announcements.

Special Christmas Seal Theme Song
featuring ANDY WILLIAMS.

**Tuberculosis Is Still A Clear
And Present Danger.**

**Emphysema And Other Respiratory
Diseases Take A Deadly Toll Of
Lives Each Year.**

**Our Christmas Seal Campaign Is
Designed To Alert The Nation To
Causes, Symptoms, And Medical
Treatment.**

**The Recorded And Filmed Material
Is Produced With The Highest
Professional Standards. It Is
Fitted To The Holiday Season:
It Seeks To Alert The Viewer
And Listener Without Employing
Sensational Approaches, Morbid
Reflections Or Inducing Fear
Or Panic.**

62nd ANNUAL CHRISTMAS SEAL CAMPAIGN NOVEMBER 12th through DECEMBER 1968

For network use: Contact Milton Robertson
Director, Radio/TV/Films
National Tuberculosis and Respiratory Disease Association
1740 Broadway, New York, N. Y. 10019
Circle 5-8000

For local use: Contact your local TB and RD Association
in your own community

Approved by Advertising Council of America



National Tuberculosis and
Respiratory Disease Association

Denver.

Jan. 30—*American Research Bureau* seminar for TV stations on use of ARB reports. Los Angeles.

Jan. 31—Deadline for receipt of entries in seventh annual Station Award for community service programming, *The National Academy of Television Arts and Sciences*.

February 1969

■Feb. 3—New deadline for comments on FCC's proposed rulemaking on future use of 806-960 mc band, in which commission proposed to allocate space to common-carrier and land-mobile services. Previous deadline was Dec. 2.

■Feb. 3—New deadline for comments on FCC's proposed rulemaking that would reallocate channels 14 through 20 to land-mobile services in the top 25 urban areas. Previous deadline was Dec. 2.

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

Feb. 6-9—Meeting, board of directors, *American Women in Radio and Television*, Las Vegas.

Feb. 7-8—Annual winter convention of *New Mexico Broadcasters Association*. Hilton hotel, Albuquerque.

Feb. 7-8—Twenty-first annual radio-television seminar, *Northwest Broadcast News Association*. School of Journalism, University of Minnesota, Minneapolis.

■Feb. 8—First annual convention, *Georgia Cable Television Association*. Demsey hotel, Macon.

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

Feb. 14-15—Meeting, board of trustees, educational foundation, *American Women in Radio and Television*. Executive House, Scottsdale, Ariz.

Feb. 17-19—Annual midwinter conference on government affairs, *American Advertising Federation*. Statler-Hilton, Washington.

Feb. 25-28—1968 Conference, *Western Radio and Television Association and West Coast Instructional Television*. Olympic hotel, Seattle.

March 1969

March 13—Annual anniversary banquet, *International Radio and Television Society*. Ed Sullivan will receive 10th annual Gold Medal Award. Waldorf-Astoria hotel, New York.

March 13-18—Meeting of *National Federation of Advertising Agencies*. Boca Raton hotel, Boca Raton, Fla.

March 19-22—Western meeting of *Association of National Advertisers*. Hotel Del Coronado, San Diego, Calif.

March 21—*International Radio and Television Society* luncheon for international broadcasting awards winners. Waldorf-Astoria hotel, New York.

March 21-23—Spring national convention, *Intercollegiate Broadcasting System*. Washington Hilton hotel, Washington.

March 21-23—Annual convention of *National Association of FM Broadcasters*. Washington Hilton, Washington.

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

March 30-April 2—*Southern CATV Association* meeting. Monteleone hotel, New Orleans.

■March 30-April 3—Annual meeting of *Toilet Goods Association*. Boca Raton hotel. Boca Raton, Fla.

April 1969

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

■Indicates first or revised listing.

Charlotte.



Forget it.

Sure we love our home city. But the thing to remember when you're reaching for the **total Charlotte Market** is that 91% of the homes in our survey area are outside Metro Charlotte. In other words, only 9% of our more than one-million homes are in the Metro.

And one sure way to cover that total market is with a spot schedule on WBTV.

On the average, 100 WBTV metro rating points deliver more **total homes** than 150 rating points on Charlotte's #2 station. In fact, our share of total homes is actually highest in all the top 50 TV markets.*

Remember to buy the total Charlotte Market — and buy WBTV.

Then you can afford to be a little forgetful about Metro Charlotte.

WBTV CHARLOTTE

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

*Top 50 Markets by ARB Primary Rank. Average quarter-hour audience in total homes, share of total homes, and metro rating points, Feb./Mar. 1968 ARB. The audience figures are estimates only, and are subject to the qualifications set forth in the survey report.

The Spotlight Is on

Spotmaster

Superior Tape Cartridge Recording and Playback Equipment



Model 500 C



Model 400 A



Model 500 CR

COMPACT 500 C SERIES—Completely solid state, handsome 500 C equipment features functional styling and ease of operation, modular design, choice of 1, 2, or 3 automatic electronic cueing tones, automatic record pre-set, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . adding up to pushbutton broadcasting at its finest. Specs and performance equal or exceed NAB standards. Record-play and playback-only models are available.

RACK-MOUNTED 500 C MODELS—The 500 CR rack models offer the same Model C design and performance features and are equipped with chassis slides ready to mount in your rack. Each unit slides out for easy head and capstan cleaning and other routine maintenance. All 500 C models carry iron-clad full-year guarantees.

ECONOMICAL 400 A SERIES—Now even the smallest stations can enjoy Spotmaster dependability with the low-cost, all solid state 400 A series, available in compact record-play and playback-only models. Performance and specifications are second only to the 500 C series.

For complete details about these and other Spotmaster cartridge units (stereo, delayed-programming and multiple-cartridge models, too), write, wire or call today. Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment . . . worldwide!

BROADCAST ELECTRONICS, INC.

8810 Brookville Road, Silver Spring, Maryland 20910; Area Code 301, 588-4983



April 13-14—Spring board meeting and broadcasting day, *Florida Association of Broadcasters*. University of Florida, Gainesville.

■April 16-25—Nineteenth annual meeting of the *International Film, TV film and Documentary Market*. MIFED is an international center where feature, TV and documentary films are traded on a worldwide scale. Milan, Italy.

April 22—Marketing conference, *Premium Advertising Association of America*. Hotel Americana, New York.

April 24-25—Annual meeting of *American Association of Advertising Agencies*. The Greenbrier, White Sulphur Springs, W. Va.

April 29-May 2—Twenty-sixth annual national convention. *Alpha Epsilon Rho*. Speakers include Gordon McLendon, president. The McLendon Stations; Harold Niven, vice president-planning and development, National Association of Broadcasters; Clark George, president, CBS Radio; Miles David, president, Radio Advertising Bureau, and Marcus Cohn, Washington attorney. Statler Hilton hotel, Detroit.

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

May 1969

May 8-10—Spring meeting, *Kansas Association of Radio Broadcasters*. Statler-Hilton Inn, Salina.

May 13—Annual meeting and performer's award luncheon, *International Radio and Television Society*. Waldorf-Astoria, New York.

May 15-16—Annual spring convention, *Ohio Association of Broadcasters*. Imperial House South, Dayton.

May 19-23—Annual international television symposium and technical exhibition. Information: Case-Box 97, 1820 Montreux, Switzerland.

■Indicates first or revised listing.

OpenMike

A Capital suggestion

EDITOR: The suggestion has frequently been made that broadcasters keep their congressional representatives apprised of their views and concerns by establishing and maintaining avenues of communication.

I know of no better basis for establishing a continuing congressional awareness of our problems and accomplishments than a subscription to **BROADCASTING**.

Please enter an order for a two-year subscription for Representative Martin B. McKneally (R-N. Y.), House Office Building, Washington, effective with the issue of Jan. 6, 1969. Bill us for the subscription.—*Campbell K. Thompson, general manager, WGNY Newburgh, N. Y.*

Pro producer's praise

EDITOR: I was very pleased with the way it ["Week's Profile," **BROADCASTING**, Nov. 11] came out. I have read **BROADCASTING** every week since I was in college. I think you do an excellent job.—*Roger E. Ailes, executive producer, TV campaign, Nixon/Agnew campaign committee, New York.*

Please send

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name _____

Position _____

Company _____

☐ Business Address
☐ Home Address

City _____

State _____

Zip _____

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

SUBSCRIBER SERVICE

- ☐ 1 year \$10
☐ 2 years \$17
☐ 3 years \$25

Canada Add \$2 Per Year
Foreign Add \$4 Per Year

☐ 1969 Yearbook \$11.50
January Publication

☐ Payment enclosed
☐ Bill me

☐ **ADDRESS CHANGE:** Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing; mailing labels are addressed one to two issues in advance.

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

TELEVISION

Executive and publication headquarters:
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.
Sol Taishoff, *editor and publisher*,
Lawrence B. Taishoff, *executive V.P.*

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New York: 444 Madison Avenue, 10022. Phone: 212-755-0610.
Rufus Crater, *editorial director*; David Berlyn, Rocco Famighetti, *senior editors*; Walter Troy Spencer, *associate editor*; Hazel Hardy, Caroline H. Meyer, Linda Miller, *staff writers*.
Warren W. Middleton, *national sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masefield, *Eastern sales manager*; Laura D. Grupinski, *advertising assistant*.
Chicago: 360 North Michigan Avenue, 60601. Phone: 312-236-4115.
Lawrence Christopher, *senior editor*; David J. Bailey, *Midwest sales manager*; Rose Adragna, *assistant*.
Hollywood: 1680 North Vine Street. 90028. Phone: 213-463-3148.
Morris Gelman, *senior editor*; Bill Merritt, *Western sales manager*.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television* in 1961. Broadcasting-Teletasting* was introduced in 1946.

*Reg. U.S. Patent Office.
© 1968 by BROADCASTING Publications Inc.

Everyone in South Florida is talking about the weather...

on **MIAMI'S WLBW-TV**



Now—RADAR Weather

reported by South Florida's only meteorologist Walter Cronise

- ONLY** Miami station with its own meteorologist
- ONLY** Miami station with its own complete radar installation
- ONLY** Miami station with direct communication to National Meteorological Center
- ONLY** Miami station with its own corps of "Weather Watchers"



WLBW-TV



MIAMI .FLORIDA

AFFILIATED WITH WKYC
50 KW CINCINNATI, OHIO

A little extra effort can go a long way

When asked about your advertising media, how many times have you replied: "Sure, we advertise in all media—radio, TV, print, outdoor." This is undoubtedly true, but how many times can you honestly add: "We not only advertise in these media but we merchandise our advertising."

In these days of rising talent, time, space and production costs, merchandising is highly necessary—that is if you want to gain the full potential from that advertising dollar, and give your company its full value.

This applies to industrial as well as to consumer products. In either case, effective merchandising can make the difference between standing still or moving ahead on the extra-sales-and-profit front. And it can take many forms, some basic and simple such as the distribution of ad reprints to selected outlets, or others involving the incorporation of the ad, or its theme, into a sales presentation or complete sales program.

When the decision has been made to capitalize on the advertising, the next step is not necessarily how but to whom it should be merchandised. The first group or "public" which normally comes to mind is customers and/or prospects. But why stop there? Remember the salesmen—yours and the distributors'; also management—again yours and the distributors'. When consumer products are involved, don't forget the retailers.

Also there are such key groups as employees, stockholders, college students, specialized public groups or associations, editors of special-interest publications, security analysts, etc., which all add up to a sizable "sales force" for your product or service.

In my opinion, the simplest and most common method of ad merchandising is by direct mail and, of course, it can take many forms and approaches. But don't stop there. There are many other ways of merchandising advertising, limited only by one's imagination. Use them all or from time to time vary your combinations.

I have often been asked how many times the same ad—or commercial—can be merchandised. The answer is many times provided ingenuity is used. A print ad, for example, can be previewed by the salesmen to his buyers by using preprints. The advertiser can

mail reprints to the buyer at publication time.

The same holds true for a commercial, either radio or television. Here, the salesman can advise the buyer about the details of a purchase on his local station. Notices can be mailed to the buyer. At air time the salesman can refer the buyer to the program in the local paper.

Obviously, this approach could not be carried out each time the ad appears, or as a matter of fact, for each different ad. But if it happens three or four times a year, the company is getting much more for its ad dollar.

A salesman can make more effective calls and open the door of resistance if he uses his imagination in the merchandising area. I recall an ad for a chemical product of ours which included an illustration of an eggplant. When the ad broke, one of the salesmen purchased quantities of eggplant which he presented to his buyers. This in turn provided an unusual foot-in-door approach and enabled him to present the ad, discuss the product message and ring up added sales. This one incident proved so successful that the company's entire sales force followed suit. To make your ads work above and beyond their immediate duty requires the obvious—selling the salesman.

As we all know, many publications and TV-radio offer their own merchandising services. Some are run-of-the-mill. In such cases have you ever thought of supplementing these services by offering something different or better? It often pays off.

Obviously, there is not a set formula

for the merchandising of ads, but once a successful and proven lead has been taken, others in the advertiser's organization will follow. Many companies do a fine job in this area, but by the same token, many stop short of carrying out a complete job.

The preparation of an ad for print media—or a commercial for TV-radio—often stimulates editorial "fall out."

For example, we recently required the services of a 1,000-pound bull for use on a color-TV commercial. Because of the rather off-beat nature of the project, we hired a still photographer to take some shots on location. Fortunately, the bull was gentle and the photos were made without incident, and placed in the advertising and trade press with the result that our product story was dramatically re-told and re-emphasized as well as telling how the commercial was made. Such opportunities do not present themselves with every ad, but they do exist with many—if one takes the time to look for them and search them out.

Often, elaborate sets are required to produce an ad or commercial. Extra shots, at very little extra cost, can mean extra sales dividends and provide unusual photos which can be used in brochures, booklets, catalogs and publicity stories locally, regionally or nationally. While there are many ways to extend the advertising dollar, the important thing is to formulate a plan of action, provide for it in the budget—and follow through.

Elementary? Perhaps. Maybe so much so that it's often overlooked, taken for granted or both.



L. George Hoth is director of advertising and sales promotion for the chemical division of The Borden Co. Mr. Hoth, who has spent his entire business career with the company, joined what was then known as the Casein Co. of America Division, in 1946, as a sales correspondent. Subsequently, he became a salesman, then assistant sales manager and merchandising manager for the chemical company's consumer products group. In 1950 he was appointed to his current post.

An Open Letter To NBC.

KSD KSD-TV

550 KC

CHANNEL 5

THE ST. LOUIS POST-DISPATCH STATIONS

HAROLD GRAMS
GENERAL MANAGER



(314) 621-1111

1111 OLIVE STREET
ST. LOUIS, MISSOURI 63101

Mr. Don Durgin
President
NBC Television Network
30 Rockefeller Plaza
New York, New York 10020

Dear Don:

I know I speak for all the NBC Television Network Affiliates in expressing a deep feeling of pride for NBC's wide range of achievements and accomplishments the past year.

The Affiliates Board of Delegates of the NBC Television Network commends the network and its management for the outstanding progress it has made in all areas of operation. After a detailed review of the season to date and plans for the future, the board shares with NBC its enthusiasm and confidence that the NBC Television Network will further enhance its leadership as America's Number One network in the months ahead.

The Board of Delegates congratulates the NBC Television Network on achieving leadership in total viewing from sign-on to sign-off and attracting to its programs the largest proportion of young adults among all networks. The innate strength of the NBC schedule is exemplified by the fact that only one program change is to be made in this Fall's starting schedule.

The board also congratulates NBC on its outstanding achievement in providing detailed coverage of the whole political year, from the primaries through the conventions and election, with facilities, staff and professional skill unmatched by any network. The strength of the NBC News Division has continued to increase through its achievements in covering the year's major news events.

The board was greatly impressed by NBC's expanded program development currently under way and particularly by plans that already extend into the 1970-1971 season.

Regards,

Hod

Harold Grams
General Manager

The NBC Television Network Affiliates Board of Delegates:

Harold Grams, General Manager of KSD-TV, St. Louis (Chairman)
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Frank Gaither, Vice President of Cox Broadcasting Corp., Atlanta
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of WNDU-TV, South Bend
Stanley S. Hubbard, President of KSTP-TV, Minneapolis-St. Paul
Ralph Jackson, Executive Vice President of WAVE-TV, Louisville
Robert E. Kelly, President of KCRA-TV, Sacramento

**When the Packers score...
so do we—with exclusive
coverage in Milwaukee!**



WTMJ
RADIO 62

5000 WATTS/NBC

Represented by: HENRY I. CRISTAL CO., INC., New York • Chicago •
Boston • Detroit • San Francisco • Atlanta • Los Angeles • St. Louis

BMI's radio pact boosts rates 10%, plus

**That's starting tariff, but it climbs to 26%;
contract gives music agency money to fight ASCAP**

Broadcast Music Inc. and the All-Industry Radio Music License Committee came to terms last week on new licenses for radio stations' use of BMI music, presumably averting what could have been an awkward situation for both the music-licensing organization and its radio licensees.

The new terms, as disclosed Friday (Nov. 29) by Committee Chairman Elliott M. Sanger and BMI President Edward M. Cramer, represent a compromise of positions taken by both sides in months of negotiations that were initially marked by acrimony but turned harmonious toward the end.

The agreement calls for a five-year contract under which the rate paid by most stations would increase, compared with the rate now in effect, by about 10% the first and second years, 11% the third year, 13% the fourth year and 26% the fifth year. Any station would have the right to terminate its contract at any time after the third year.

These approximate percentages were

derived from comparisons of the proposed new rates with the one currently paid by all radio station licensees having "net receipts from advertisers (after deductions)" exceeding \$100,000 a year. The new rates will apply to all having such receipts in excess of \$80,000 a year, however.

For stations with similar receipts below \$80,000 a year, payments will be at lower rates than for those above \$80,000 but higher than the smaller stations' rates have been in the past. Minimum station fee will be \$18 a month.

Messrs. Cramer and Sanger described the agreement this way:

"All stations having 'net receipts from advertisers after deductions' of less than \$80,000 will pay initially at the rate of 1.25%. Stations having network receipts from advertisers (after deductions) in excess of \$80,000 will pay at the rate of 1.48% during the first and second years of the new license, 1.5% in the third year, 1.525% in the fourth year, and 1.7% in the fifth year."

Rates under existing BMI radio contracts range from a low of 0.84% for stations in the lowest revenue brackets up to the 1.35% maximum for those in the over-\$100,000 bracket (after specified deductions).

The committee and BMI leaders also noted the \$18 minimum monthly rate in the new agreement and explained that the termination provision will let a station drop its license "at any time during the fourth and fifth years of the license by giving BMI 90 days' notice of termination."

The announcement contained no dollar estimates, but assuming BMI's radio revenues are now running about \$8.2 million a year, the projected increases in maximum rate—assuming also that the percentage increases for smaller stations are on the same order—would add about \$820,000 in each of the first

and second years, \$900,000 the third, \$1.06 million in the fourth and \$2.1 million in the fifth.

BMI has never publicly disclosed what rates it was seeking, but it has not hesitated to say it deserves a lot more than it's been getting, based on radio stations' greater use of its music than that of the American Society of Composers, Authors and Publishers—its major competitor—or of SESAC.

BMI officials contended that BMI music represents 55% of all radio time devoted to music, but that BMI receives only 40% of all the money that radio pays for music.

More than that, however, there is implicit in BMI's insistence on an increase, the growing competition it has been getting from ASCAP—the need for more money with which to fight back.

Formed in 1940 to give broadcasters an alternative to ASCAP, BMI has established itself and opened up new music fields so successfully that ASCAP



Mr. Cramer



Mr. Sanger

has had to fight to get a toe-hold in such now-major music forms as pop-rock, country-and-western and rhythm-and-blues—areas it used to ignore.

In recent years ASCAP has been making determined efforts to sign up composers and publishers in such fields—BMI composers and publishers as well as newcomers—and as recently as a few weeks ago ASCAP officials told their members they are out to enlist country-and-western composers and publishers in particular, in what they called “a wedding of tradition with tomorrow” (BROADCASTING, Nov. 4).

The revenue increases projected under the new radio agreement should, in the opinion of observers, materially strengthen BMI's ability to ward off such invasions.

In announcing that an agreement “acceptable to both parties” had finally been reached at a meeting last Monday (Nov. 25), Mr. Sanger, of WQXR New York, said his committee would recommend that stations accept it “in view of the increased use of BMI music,” and that a letter commenting on the precise terms would be mailed to stations shortly.

Historically, when an all-industry committee makes such a recommendation, most if not all stations accept it.

The most notable recent exception—which authorities say is not applicable in BMI's case—occurred earlier this year: A group of 32 Georgia broadcasters, protesting that their predominantly country-and-western, religious-music and talk formats needed little ASCAP music, went to court in quest of ASCAP rates lower than those negotiated earlier by the committee and accepted by most other stations (BROADCASTING, Sept. 30).

The Georgia case is still pending, but authorities report that any broadcasters who might want to reject the new BMI deal would have no court or other alternative except to do just that—reject it.

Rejecting it would call for one more decision: whether to stop playing BMI music, or continue playing it and risk copyright-infringement suits.

The possibility that broadcasters might have to face up to decisions like these arose before last week's meeting.

BMI had notified stations that last Monday's meeting would be “final,” after which it would mail them new contracts. If no agreement had been reached in the meeting and BMI had mailed out contracts that the committee considered excessive, the committee almost certainly would have let stations know how it felt. And the stations then would have had to decide whether to quit playing BMI music or accept a contract that the committee—which represents upwards of 1,000 of them—considered unacceptable.

The fact that agreement was reached averts the need to make an affirmative decision over a negative committee position, and the tradition of general acceptance of committee proposals suggests that most stations will go along. As in all such license agreements, however, each station must make its own decision.

The new agreement would become effective Jan. 1, 1969. The old contract expired Sept. 30 but was extended by BMI through the rest of this year while negotiations proceeded.

Although BMI has not publicly disclosed the new terms it was seeking, the committee at one point released its version of the demands. It said BMI wanted the current 1.35% maximum rate raised to 1.5% in the first year and to 1.75% over the ensuing four years, plus an arrangement whereby smaller stations would pay either a \$200-\$300 minimum flat fee or at the then proposed new maximum rate, whichever were greater.

There was never serious dispute between the committee and BMI as to whether BMI should have an increase; the disagreement was over how much. Early in the negotiations the committee said it had offered a 10-year contract providing for a 10% increase up to a certain point.

All-industry negotiators at the final session were Chairman Sanger and committeemen A. A. Church of Storer Broadcasting; Michael P. Mallardi of the Strauss Broadcasting Group; David H. Morris of KNUZ Houston; Roger B. Read of Taft Broadcasting, and J. Allen Jensen of KID Idaho Falls, Idaho, plus Emanuel Dannett and Bernard Buchholz, partners in the New York law firm of McGoldrick, Dannett, Horowitz & Golub, counsel to the committee.

In addition to President Cramer, BMI negotiators were Justin Bradshaw, vice president for broadcaster relations, and Edward J. Molinelli, vice president for finance.

SDX rejects resolution concerning intervention

By the narrow vote of 75 to 63, a resolution that in effect would tell government to keep its hands off radio and television news, was rejected at the closing session of the Sigma Delta Chi convention in Atlanta, Saturday, Nov. 23.

Most of the negative votes were from undergraduate delegates to the professional journalistic society's convention and mainly on the ground that there had been no opportunity for discussion of the strongly worded resolution (BROADCASTING, Nov. 25). But at the same session the convention unanimously approved a resolution having

the same thrust but not restricted to the broadcast media. The convention expressed its opposition to censorship in any form of any language or expression that is pertinent to the free reporting of news on either college campus or in professional media. It also urged upon editors “the highest professional judgment and responsibility in determining good taste in journalism.”

SNI plans coverage of three bowl games

Sports Network Inc. has firmed up plans for three post-season college football games, but so far has lined up only one definite sponsor.

SNI will tape the 8 p.m. Orange Blossom Classic game from Jacksonville, Fla., on Dec. 7 and feed it at 11 p.m. EST to three markets: New York, Philadelphia and Washington. P. Ballantine & Sons, Newark, N. J., through Sullivan, Stauffer, Colwell & Bayles, New York, has purchased half-sponsorship of the game between Florida A&M and Alcorn A&M.

On Dec. 27 SNI will feed the Tangerine Bowl from Orlando, Fla., live at 8:30 p.m. EST to nine to 12 markets in North Carolina, Ohio, South Carolina, Virginia, West Virginia and Washington, D.C. Ohio University and the University of Richmond will be in that game.

Set for a national network of about 150 stations is the Southern Methodist University-Oklahoma match live from Houston's Bluebonnet Bowl at 7:30 p.m. EST on Dec. 31.

ABC-TV lowers boom on Dick Cavett show

ABC-TV announced last week that *The Dick Cavett Show* (10:30 a.m.-12 noon, Monday-Friday) will be dropped.

The talk show, though given good reviews after it began last March, was described by a network spokesman as “very unsuccessful in the ratings and losing money.”

ABC is exploring possible ways of continuing its relationship with Mr. Cavett, according to network sources. No decision has been made on replacement programming for the morning slot.

According to his manager Mr. Cavett has been contacted by Westinghouse Broadcasting Co. and NBC as a possible successor to either Merv Griffin, who leaves WBC for CBS next fall, or Johnny Carson, in the event that NBC's *Tonight Show* loses its host. A spokesman for Mr. Cavett also reported that negotiations continued with ABC, that both a new time slot and a summer pilot series were alternatives under discussion.

Another 1st Amendment test

Metromedia, New York broadcasters seek appeal of FCC ruling in lottery case

The attack on the FCC's ruling against the broadcast of lottery information, filed in U.S. Court of Appeals in New York late last month (BROADCASTING, Nov. 25), is regarded by observers as a significant new and additional test of broadcasting's rights under the First Amendment.

The appeal, filed by the New York State Broadcasters Association and group-owner Metromedia, charges that the FCC's ruling denies "the right of communication, guaranteed by the First Amendment of the Constitution of the U.S." And under the ruling, the broadcasters' brief asserts: "the people of the state of New York have been denied access to news, opinions and other information, in violation of their right freely to receive communication."

The broadcasters also maintain that the FCC order is "so vague and indefinite as to provide no reasonably ascertainable standard to . . . determine what information may be broadcast, and in consequence it inhibits freedom of communication . . ." In addition, they say they have been "deprived of revenue and property without due process of law in violation of the Fifth Amendment . . ."

The lottery question arose when New York state voters approved a state-sponsored educational lottery in 1966, which began operation in June 1967. Broadcasters are proscribed from giving "any advertisement of or information concerning any lottery, gift enterprise or similar scheme" by FCC rules implementing a U.S. criminal code statute threatening imprisonment and fines for such practices. Newspapers are similarly proscribed under federal law.

Metromedia and the NYSBA asked the FCC in March for a declaratory ruling, or interpretation of the types of "lottery information" prohibited. The FCC replied (BROADCASTING, Sept. 30) that the statute "is plainly directed at material which promotes lotteries . . . in particular, of course, no advertisements of lotteries may be broadcast . . . On the other hand, the phrase 'any information' about lotteries, should not, in our view, be construed to bar ordinary news reports, concerning legislation authorizing the institution of a state lottery, or of public debate on the course state policy should take. Licensee editorials on public policy in this area are also not . . . proscribed . . . Any material broadcast in normal good faith coverage, which is reasonably related to

the audience's right and desire to know and be informed of the day-to-day happenings within the community, is permissible."

The state of New York supported the request for an FCC ruling. It is generally known that the lottery has not done as well as expected, and the state would like to see greater media coverage, both in news and advertising.

Although the FCC interpretation allows news broadcasts, the petitioners are still fighting the original statute on the grounds that it is "on its face and as applied, unconstitutional and void in that it contravenes the right of communication guaranteed by the First Amendment . . . and the order and the commission's rules and regulations, which implement the statute, are void and of no effect."

The case is not expected to be heard until the spring or fall of 1969, due to legal procedures and a crowded court calendar. The NYSBA attorney, Ephraim London, of the New York firm, Brenna, London and Buttenwieser, is a specialist in First Amendment cases. Representing Metromedia will be Robert A. Dreyer, vice president, secretary and general counsel of the firm.

Editorialists to continue affiliation with RTNDA

The National Broadcast Editorial conference, which held its annual meeting last month in conjunction with the Radio Television News Directors Association (BROADCASTING, Nov. 25), voted to continue to operate as an affiliated organization and activity of the RTNDA. NBEC will elect at each year's conference a steering and planning committee composed of nine editorial writers and directors of radio and TV stations from all over the country.

The nine elected members will work with the current RTNDA president and executive secretary and with a representative of the National Association of Broadcasters in planning and conducting the annual editorial conference and all other NBEC activities.

It also was decided that NBEC will coordinate with, but not overlap, next year's RTNDA national conference. NBEC will convene in Detroit Sept. 22-23, 1969, completing its business and special interest sessions before the opening of the RTNDA meeting on

Sept. 24. This year the RTNDA (Nov. 19-23) and NBEC (Nov. 21-23) meetings overlapped.

The nine regular members of the new NBEC steering and planning committee are Joe Vaughn, WXYZ-TV Detroit, chairman; Ray Butts, WSFA-TV Montgomery, Ala., vice chairman; Mike Keating, WCBSTV New York; Dick Cheverton, WOOD-TV Grand Rapids, Mich.; Lee Giles, WISH-TV Indianapolis; George Friedman, WBBM-TV Chicago; Wes Bowen, KSL-TV Salt Lake City; Howard Williams, KNXT(TV) Los Angeles. and Lee Rashall, KGO San Francisco. Advisory members are Eddie Barker, KRLD-TV Dallas; Rob Downey, WKAR East Lansing, Mich. and Harold Niven of the National Association of Broadcasters.

Suddenly a chill in California

Major-station renewals put on ice as FCC investigates complaints

With its files getting thick with complaints from the Station Representatives Association, the Mutual Broadcasting System and antismoking crusader John F. Banzhaf III, not to mention a couple of nasty letters of its own, the FCC has put on the deferred list the renewal applications for a number of choice broadcasting properties in California. Licenses of stations in that state are up for renewal Dec. 1.

The deferrals do not mean the licenses involved are in any immediate danger. But it does mean that the renewals cannot be granted until the commission itself acts on the applications. Ordinarily, they would be disposed of by the staff.

SRA has succeeded in blocking the routine renewal of six Metromedia Inc. stations and one each of Storer Broadcasting Co. and Golden West Broadcasters. The commission is delaying action on the renewals because of SRA's protest against the three licensees' activities in serving as sales-representation companies for stations, (BROADCASTING, Nov. 4).

The Metromedia stations involved are KNEW Oakland; KSN(FM) and KNEW-TV San Francisco; KLAC, KMET (FM) and KTTV(TV) Los Angeles. The Storer and Golden West stations are, respectively, KGBS and KMPC, both Los Angeles.

The license-renewal applications for ABC's California stations—KABC-AM-FM-TV Los Angeles and KGO-AM-FM-TV San Francisco—are on ice as a result of MBS's complaint against ABC's four-radio-network operation. MBS has

asked that action on the applications be deferred pending the outcome of the proceeding in which it has asked the commission to halt the unique network operation (see page 46, also BROADCASTING, Nov. 4).

NBC also has a station on the special list—KNBC (TV) Los Angeles. It was put there in two letters in which the commission rebuked NBC—once for its handling of the production of the Golden Globe Awards program; once for its alleged laxity in supervising two quiz shows. On each occasion the commission said it would consider the matter further in connection with the KNBC license-renewal application.

Mr. Banzhaf, whose complaint led to the commission decision to apply the fairness doctrine to cigarette advertising, is responsible for the delay in action on the license renewal of CBS's KNXT(TV) Los Angeles. He told the commission the renewal application should be denied because of the station's failure to air "a significant" number of messages warning of the health hazard of smoking (BROADCASTING, Nov. 25).

Mr. Banzhaf filed a similar petition against the *San Francisco Chronicle's* KRON-TV San Francisco, but the com-

mission is expected to reject it; it contained no specific charges. However, action on the KRON-FM-TV applications is being held up because of a complaint by a viewer charging the *Chronicle* with anticompetitive practices in the communications field.

The commission also appears likely to reject, possibly this week, Mr. Banzhaf's petition that it deny the license-renewal applications of Time-Life Broadcast Inc. for KOGO-AM-FM-TV San Diego and KERO-TV Bakersfield. He made the request in connection with a fairness-doctrine complaint against Time-Life's WFBM-AM-FM-TV Indianapolis. Commission sources say there is no basis for delaying action on the applications for the San Diego and Bakersfield stations.

Westinghouse Broadcasting Co.'s renewal applications for KPX(TV) San Francisco and KFWB Los Angeles are also getting unusual attention. The commission is expected to consider this week whether or not to grant the applications subject to whatever results from the Justice Department's probe of the proposed acquisition of MCA by WBC's parent, Westinghouse Electric Corp. ("Closed Circuit," Nov. 25).

PBL uses Lani Bird to commence 2d season

The launching of Public Broadcast Laboratory's second season last night (Dec. 1) was to mark the first time noncommercial television had used the Lani Bird satellite in a live broadcast.

"Birth and Death", the premiere program, was to be relayed to Hawaii noncommercial stations KHET(TV) Honolulu and KMEB(TV) Wailuku from the West Coast via the Pacific satellite.

After this beginning, PBL plans to continue for 21 weeks with programs such as "Hear Us, O Lord!", a study of white attitudes toward racial integration; "Defense Decisions and Decision Makers," focusing on the post-Vietnam war period and considerations affecting defense strategy; the Polish laboratory theater; "The American Scene", with several filmmakers giving their impressions on the mood of America; and "Television Power and the Political Scene", an examination of network news handling.

PBL is underwritten by the Ford Foundation. A grant renewal decision is expected in February or March (BROADCASTING, Sept. 16).

CPB faces credibility gap

Plans meeting to formulate policies and initiate programs to promote better image

Facing what some observers term a credibility crisis, the board of directors of the Corp. for Public Broadcasting plans to meet in special session in New York on Dec. 21 at which time it hopes to choose a president who can supply the thrust to what has been hailed as a new dimension in educational broadcasting.

CPB has been chivvied in recent weeks at its lack of progress both privately by educational broadcasters and publicly in newspaper and magazine articles. CPB was organized last year with the appointment of a 15-man board by President Johnson. Last summer Congress appropriated \$5 million for its initial operations.

At the moment, CPB has announced that live network programs will begin in January, following its successful negotiations with AT&T for reduced rates. It also has invited proposals from individual educational stations for general purpose grants of up to \$10,000 each to improve local programs, and has authorized grants in the same amount to each of the six regional educational networks, also upon application.

These actions were taken two weeks ago at a CPB board meeting in Washington following the close of the con-

vention of the National Association of Educational Broadcasters (BROADCASTING, Nov. 25). At that time also it was announced that CPB was organizing an interim committee to operate the interconnection of educational stations. (see page 34).

At the NAEB convention, the CPB staff discussed tentative program plans; these call for initial emphasis on pre-school and adult-education programs, projects with social significance, program promotion and audience measurement and testing, fellowships for educational broadcasters at home and abroad, the acquisition of foreign programs, commissions to both established and new artists, and grants to study experimental techniques and to increase the "topicality" of news programs.

At the NAEB meeting, Frank Pace, chairman of CPB, declared that he was convinced that the new administration of President-elect Nixon would, after a period of study, "aggressively" support public broadcasting.

And in the final action of the NAEB board at the close of its convention, the association adopted resolutions calling on educational broadcasters to hire more Negro employees and to present more programming on race relations.

Earlier NAEB members had heard a panel of Negro broadcasters and educators call for employment of Negroes in supervisory and executive levels in educational broadcasting. Del Shields, host of *Night Call* program on WLIR New York was moderator. Others were: Gregg Morris, actor (*Mission: Impossible*), Jesse Jackson, Southern Christian Leadership Conference; Dr. William Grier, co-author of "Black Rage," and Nathan Wright, Black Power Conference.

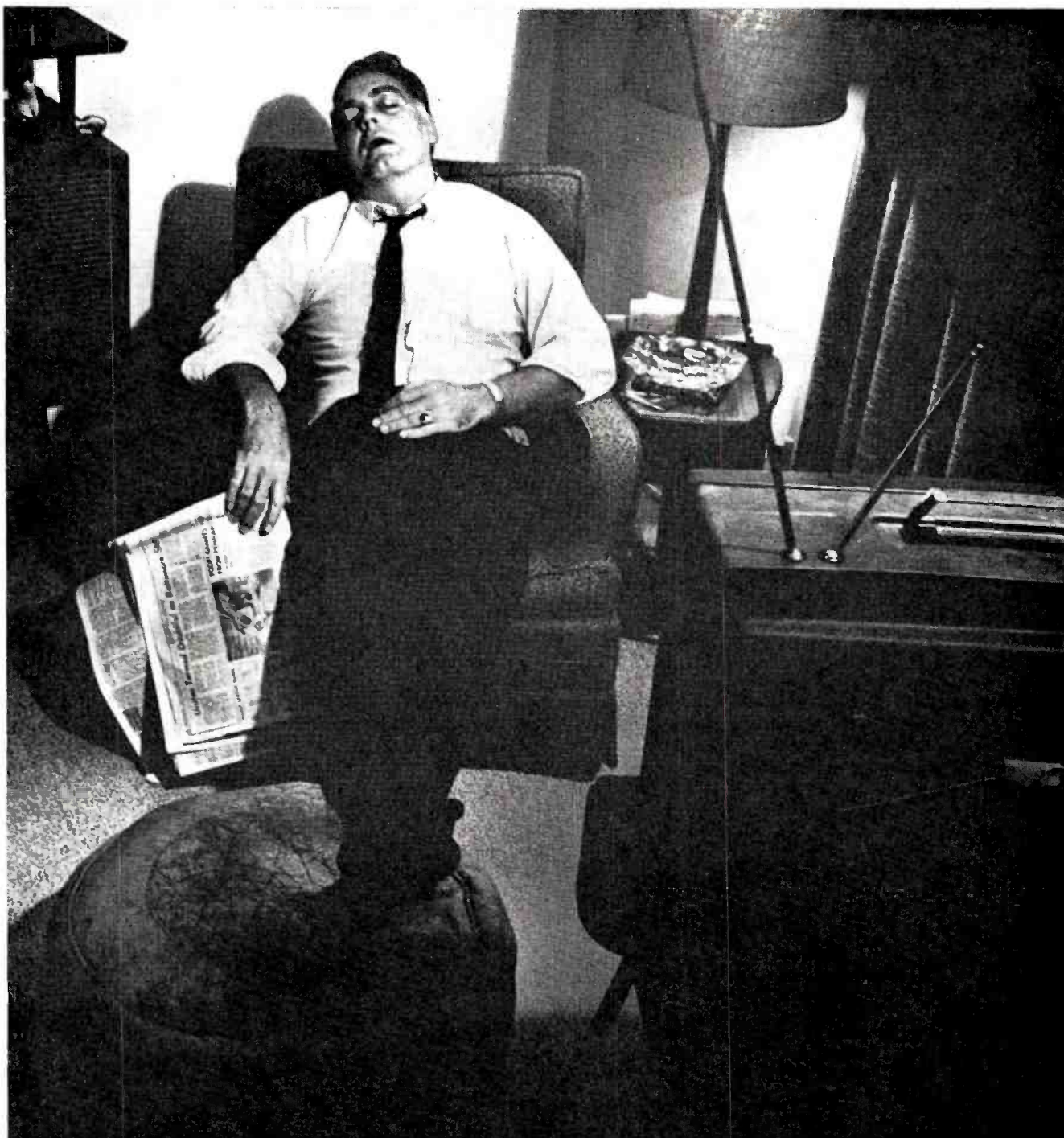
Meanwhile, in a related move, the U. S. Office of Education last week announced the appointment of a group of 13 consultants (see page 74) to help advise it on facilities grants to both radio and TV educational stations.

Raymond Stanley, who is director of the educational broadcasting program, will administer the \$4 million appropriated by Congress last summer for facilities grants.

Harold Howe II, commissioner of education, said that there are already 73 applications on file from educational TV stations; they seek a total of \$33 million, he said.

Congress also appropriated \$375,000 to administer the program.

During the five years of the facilities assistance program, the federal government has awarded \$32 million to help in the building of 91 new public TV stations, and to assist in the expansion and improvement of 69 operating stations.



Tonight's big movie is 'Songs of the Pampas', starring Patrice Begler, Arturo Mendel and many more of your . . .

If that doesn't put them out nothing will.

But it's what you've come to expect from local stations running films from their own inventory.

So we'd like to surprise you with our own local movie package. Which is an investment in a million dollar inventory.

It's WSB-TV's Monday Night Movie, sans Begler and Mendel, but including Heston, Wayne, Peck, Brando, Hudson, Day, Stewart,



Niven, Douglas, Ladd, Kerr, Fleming, Ustinov, Bogart and—well, you get the picture.

Quality films that can capture the Atlanta Monday night prime time audience for you, from September 16 to December 23.

More reasons why in Atlanta, 2 is the one. For most, the only one.

WSB-TV, Ch. 2, Atlanta, NBC, Petry



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

Did networks sit on provocations?

House staff says outtakes disclose bias;
pressure builds for hearings on network news

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) last week ruled out any immediate decision on ordering preparations for public hearings on alleged bias or lack of balance in broadcast news coverage, especially concerning network reporting of disorders during the Chicago Democratic convention. But Investigations Subcommittee member Lionel Van Deerlin (D-Calif.) earlier told an audience of broadcast newsmen that the behind-the-scenes investigation will be able to produce "rather substantial findings," which may be used as a basis for further proceedings as early as January.

By then Mr. Staggers should have been able to meet his precondition for further action—a meeting with other subcommittee members, now scattered in post-election disarray—to decide on what to do with the material unearthed by his investigations.

During his speech before the Radio and Television News Directors Association in Los Angeles Nov. 23, Mr. Van Deerlin produced two exhibits of the investigators' work—handwritten notes made during an examination of unaired tapes and films of the Chicago coverage. Both examples, he said, were from CBS outtakes.

The notes indicate that material was available to the network (but unbroad-

cast) that showed provocations of the police by demonstrators and attempts by police to warn newsmen to "disassociate" themselves from groups of demonstrators as possible "arrest situations" developed. The outtakes allegedly contain voice-over comment by CBS newsmen stressing that confrontations were being forced by demonstrators who violated clearly articulated police guidelines.

One of the edited sequences is described as "hippies at band shell in [Grant] park." The other is labeled "arresting of hippies—a night scene in front of Hilton hotel." Both are dated Aug. 28. In both sequences the evidence seems to indicate that the voices of reporters describing crowd hostility and police restraint were never heard by the television audience.

Subcommittee Counsel Robert Lishman would not discuss the release of the investigative findings by Mr. Van Deerlin or other questions implied in the selection of the two examples by staff members. He would not elaborate specifically on whether his investigation had turned up similar footage in the outtake files of other networks. He said, through an aide, that any comment would be beyond his authority and referred all questions to Chairman Staggers.

Mr. Staggers, in his West Virginia district, said that he could not comment since the facts were in Washington. But he added that, regarding an implication that CBS was being singled out for special attention, it was "the committee's intention to be fair to everyone. We try to be fair and will be fair. We're not there to prosecute or persecute anyone," he said.

Richard S. Salant, president, CBS News, said that the CBS legal department allowed a congressional investigator, as a matter of courtesy, to view many hours of film and tape that CBS News had shot but did not use. He said it was tempting to reply "on the merits" on the use or nonuse of the specific sequences cited by Mr. Van Deerlin "and to defend our news judgments involved in the decisions of what to broadcast and what not to broadcast, but outtakes are a reporter's confidential notes and to get into arguments with government officials [on news judgments] raises great issues of freedom of the press."

"I don't believe that it is consistent with the spirit of the First Amendment for a congressional committee or any

other official government body to attempt to pass judgment on the content of our news reporting to determine whether the judgments we made were correct," Mr. Salant added.

In his RTNDA luncheon speech, Representative Van Deerlin said he favored a panel-format hearing on the responsibilities of broadcasters and government regarding broadcast news coverage. As contemplated ("Closed Circuit," Nov. 25), broadcasters, academic and legal experts would be assembled to present papers and discuss the issues thus raised. A similar procedure was followed during subcommittee hearings on the earlier fairness doctrine (BROADCASTING, March 11).

Regardless of what format the subcommittee's investigation takes in a public phase, Mr. Van Deerlin left no doubt that the matter would be pending subcommittee business shortly after Congress convenes in January. He told RTNDA that the issue of network coverage of events inside and outside the convention hall in Chicago—but mostly outside—is going to be brought before the subcommittee "to see how well this is tied in with the fairness doctrine and what it suggests in application of possible new legislation in the event of the courts deciding that you are among the untouchables."

Mr. Van Deerlin emphasized several



Mr. Lishman



Mr. Staggers

times that he was appearing "as a reporter rather than as participant or advocate of what's going on," and reminded his audience that he is a former newsman and broadcaster. He seemed reluctant to unload the full blast of the charges he had in his possession in the form of notes scribbled by subcommittee investigators.

"Any time you have four hours that have to be reduced to one hour you are going to have somebody charging that you left out the most important part. Editorial judgement will always be and must always be a factor in treatment of news of this nature," he made clear at one point. Another time, referring to the Chicago mayor, he observed, "No Daley lover am I." At still another point, he said: "I don't think you can ask the men who are responsible for bringing the editorial news to the public to make determinations on the scene and at the moment that will always stand up under later scrutiny by investigations, whether those investigators are from the PTA or the House Commerce Committee. So we'll always have to lean over backwards in favor of editorial judgment."

Still, in answer to a question from the floor, Representative Van Deerlin maintained that he remembered seeing on TV "four times, at least, the head clubbings and the obviously overreaction of the police—the brutality that accompanied the putting of arrested persons into the paddy wagons." Commented the congressman: "All we saw were the events downtown and I am sure that is all the commentators inside the convention hall saw. It was apparently a two-pronged story there. And the charge is that essentially only one side was taken."

The congressman from San Diego offered two possible mitigating circumstances for the alleged imbalance of coverage. One, he said, was that the situation was "clouded" by the communications strike in Chicago which allowed little or no live coverage from outside the convention hall to be aired. Instead, he explained, the things that occurred in Grant Park or in the streets of downtown Chicago were taped by remote units and edited for later broadcast.

The second mitigating possibility, he noted, was the "understandable" network reluctance to display visual and spoken obscenities that were apparently part of the Chicago street action. Again, trying mightily to disassociate himself from either extreme in the controversy, Mr. Van Deerlin at one point said: "I would most specifically emphasize my feeling of concern even at this point that a committee of government is intruding on the editorial judgments of a news dispensing organization." However, a little later on, he said: "There remains, however, the question of the

judicious use of the film of the riot action without perhaps a better setting of the facts that occurred earlier that might have helped explain that action."

Asked by a newsman what action is expected to be taken as a result of the subcommittee's findings, and when, Mr. Van Deerlin indicated that the investigation will be able to produce "rather substantial findings" that may be brought in by January of next year. He doesn't think the investigation will lead to definitive action by the Congress. Instead, he called for a public "meeting of the minds," patterned after the panel discussion on the fairness doctrine held earlier this year ("Closed Circuit," Nov. 25). "I think there will be no conclusive action until we have a court ruling on the validity of the fairness doctrine," he said.

Earlier, in his speech, Representative Van Deerlin expressed opinions about several other communications subjects that come under the purview of the Subcommittee on Communications and Power, of which he is second-ranking majority member. He pointed out that people who want to use community antenna television are "entitled to know how soon they may" and expressed the thought that the new Congress "is going to have to address itself to creating some guidelines for the FCC in the matter of CATV." Saying the impasse over the development of CATV should be broken, he explained that Congress has to determine the validity of the

contention that the importing of distant CATV signals into local markets destroys the viability of local over-the-air service. He feels that the role of CATV against such other communications advances as satellite communications should be weighed by the new Congress.

Mr. Van Deerlin urged reform of Section 315 of the Communications Act because "it was a pity we didn't have televised debates in 1968." According to the congressman application of the section at the presidential level should be limited to those candidates who have filed in sufficient states to return a majority of votes in the electoral college. "If it is certain that all the voters in all the states in which he was filed couldn't possibly elect him President, why I don't think he has any right to come in and say that the American public is entitled to hear him for three hours because the viable candidates are heard," Representative Van Deerlin said about fringe candidates for the Presidency.

The congressman predicted that if the Supreme Court upholds the ruling of the Seventh Circuit Court in Chicago that invalidated the personal attack rule of the FCC, such a verdict could wipe out the entire fairness doctrine. He advocated congressional legislation covering the fairness doctrine and the subject matter of Section 315 instead of the FCC's current "vague rulemaking procedures."

A look back at Chicago

Three network news executives, Lower, Leonard and Frank, give their views

In quiet, measured tones, NBC News President Reuven Frank told last month's Radio Television News Directors Association conference what all the controversy about TV news coverage of the Democratic convention, what so many of the things that had been said to the meeting previously (BROADCASTING, Nov. 25), were perhaps all about. "I gather Americans are tired of television forcing them to look at the world they live in," he said, adding: "I refuse to consider that we can do anything else."

This attitude, he went on, has led to various suggestions of news control. "There seemed to be, a few months ago, a national temper building that we should be told what we in the industry may or may not do. We have all been getting advice to tell better news. There is talk about whether we reflect accurately the totality of America. Much of this—perhaps most—is well-meaning," Mr. Frank conceded. Then in the same quiet manner, he

added: "It is also, in my opinion, seditious."

According to Mr. Frank, such controls threaten the public's right to know. He concluded that "nothing which happened at Chicago, or because of it, has led me to believe that we should change what we are doing."

Mr. Frank made his remarks at a television workshop during one of the concluding sessions of the RTNDA conference in Beverly Hills, Calif. (Nov. 22). Other panelists participating in the session were Bill Leonard, vice president, CBS News, New York; and Elmer Lower, president, ABC News, New York.

Mr. Leonard thought it "profitless and fruitless to review the specifics" of the convention coverage. He concentrated instead on the question of why people were so shocked by the TV coverage. Why should there have been such an uproar? he asked. "We had all seen on almost any night far more violent demonstrations. It was not the first

time on network television that we had seen a billy club swung or a head split. In other parts of America we had seen Washington on fire. We had seen violence of all sorts. We had seen yuppies on the loose. We had seen demonstrations and provocations at least the equal of what we saw in Chicago."

Mr. Leonard suggested that the "enormous reaction" of the American public may have been because of the "juxtaposition" of what was taking place on the convention floor—"which is, after all, democracy as just about its purest"—and what TV viewers saw happening on the streets of Chicago. "Almost as if the devil was doing the editing," he said, another kind of America, which seemed to be the antithesis of democracy, was instantly cut to by the TV camera.

Mr. Leonard indicated that this may have been more than Americans could understand or swallow. "That was why," he said, "some people felt that someone must have been there doing that kind of editing—to make some kind of a point."

ABC's Elmer Lower contended that reaction to the coverage of the Chicago convention reflected a "great deal of selective listening and selective viewing." According to Mr. Lower, "people tended to hear what they wanted to hear and to let their emotions fix upon certain events without listening to or evaluating an entire program or series of programs."

To support this argument, Mr. Lower pointed out that ABC presented a total of 19 hours and 37 minutes of coverage of the convention and surrounding events. Of this total, 13 minutes and 49 seconds were devoted to dissent and violence. This adds up to about 1.1% of the over-all convention on-air time presented by the network and the figure would tend to validate ABC's insistence that "a high degree of fairness and balance" was achieved in the programing telecast out of Chicago.

In the concluding address of the five-day RTNDA conference (Nov. 19-23), Representative Gerald Ford (R-Mich.) came out with qualified sympathy for the rights of broadcast journalists to full freedom of information. The "rough treatment of newsmen in Chicago is more disturbing than complaints about convention coverage," the House minority whip told the RTNDA Paul White Memorial Award banquet (Nov. 23). "I am appalled by any hint of government regulation or congressional action to control journalists," he said. Mr. Ford emphasized that he views the FCC investigation of network coverage as a threat to freedom of the press.

Still, as did each of the public officials invited to address the newsmen's conference, Representative Ford cautioned

that with the freedom of press comes the need for responsible use of the power that is at the newsmen's disposal. He said that it "would be a gross distortion to imply that agencies like the FCC will do anything less than enforce the laws."

He did make clear, however, that the incoming administration of President-elect Nixon would not resort to harassment. "There is a big difference between harassment and honest enforcement," the Republican congressman stressed.

At a luncheon speech, Whitney Young, executive director, Urban League, told RTNDA members that naive newsmen have made too many "instant leaders" out of black "kooks" and "crackpots." He called for more judicious and more balanced coverage of urban affairs. "Somewhere along the line you've got to smarten up," he told radio and TV newsmen.

Mr. Young said that "the affluent peasants" that are the lower middle class of this country are the most dangerous people in America because "they will accept direction." He said it is up to radio, television and the newspapers to show the fearful "affluent peasants" that it adds nothing to their social standing and respectability to hate and fear Negroes. They have to be shown that it is the "in thing" with the best people, the educated and the intelligent people, to feel toward black people as they feel toward all people.

Mr. Young also urged broadcasters to supplement their news coverage with upbeat, constructive, human interest stories. "There are so many things that are positive" that you could say, he pointed out.

Spots be damned; full news ahead

KNXT approach to updating news stories makes some commercials expendable

Since April, as many as nine times a day, seven days a week, KNXT(TV) Los Angeles, widely held to be one of the leading news stations in the country, has found it necessary to pre-empt station-break commercials to bring viewers replays of news stories. It's proper to use a newspaper term like "replate" in describing "KNXT's News Updates," as the format is called, because the station, in effect, is putting out replated editions of its two principal editions of the news, which are at 6 p.m. and 11 p.m.

The "Updates," a cut below bulletins in urgency, always occur in station-break time on participating programs. They can pre-empt the entire break time or half of it. They interrupt in daytime or prime time. The essential thing is

that it be an important enough story. This is not meant to be a repeat of headlines. It's a supplementary service—an extension of what's already been reported.

Yet the hope is that the "Updates" won't be intrusive. Make-goods are attempted for commercials that are pre-empted. The continuity of entertainment programs is not disturbed.

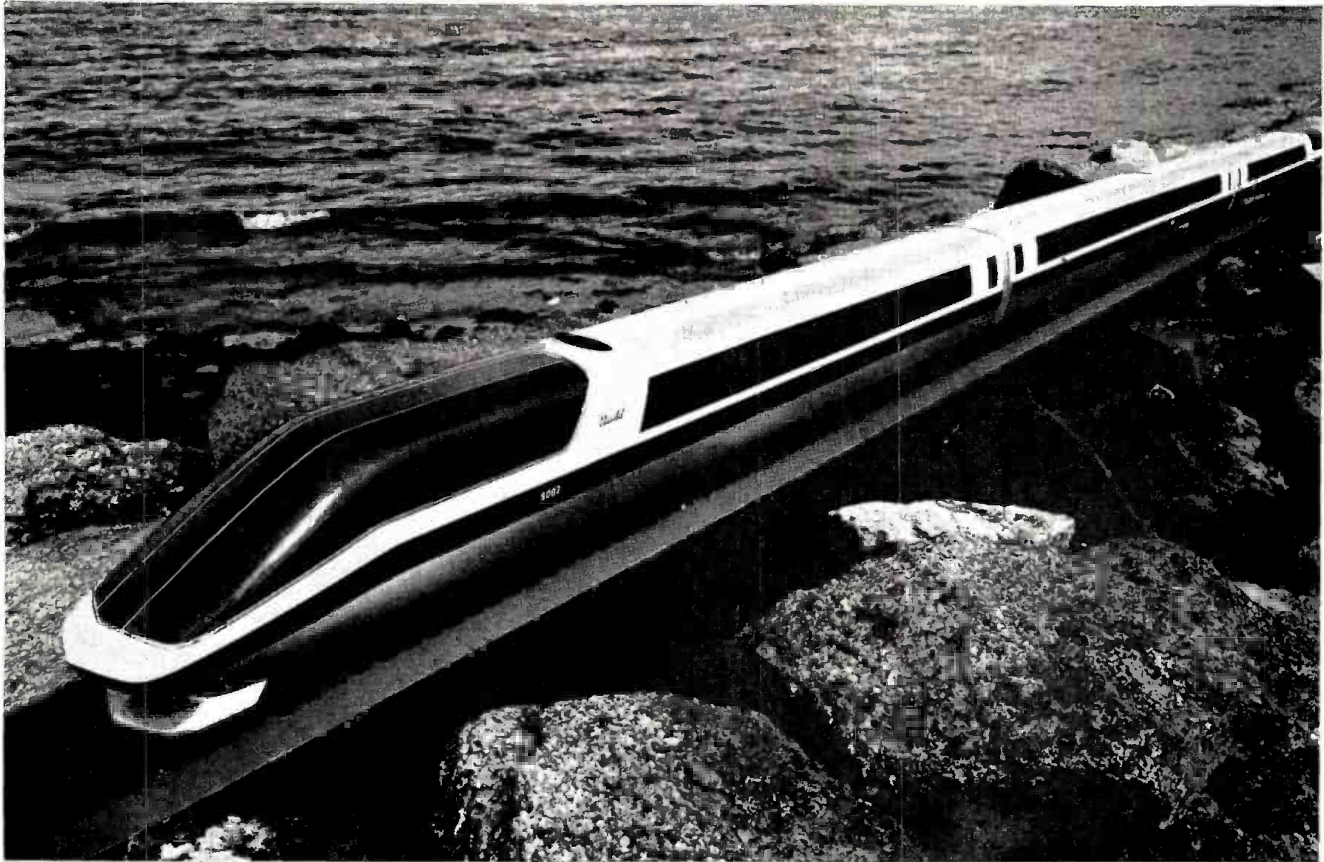
The inspiration for the "Updates" stems from Ray L. Beindorf, vice president and general manager of the CBS-owned KNXT. Mr. Beindorf has a dream about news ("It's what television is all about"). He envisions the day coming soon when local television news will be as immediate as radio. He sees KNXT with 10 news bureaus in Los Angeles alone, with men regularly assigned to such beats as city hall, the courts, police headquarters, similarly to the way reporters for top newspapers are assigned today. His dream also includes hand-held cameras, umbilical wires unnecessary, transmitting directly to news central where a news program director in a control booth chooses his pictures from varied sources as they come in.

But with that dream still a few years off, at least, Mr. Beindorf is making do with resourceful stabs at immediacy. KNXT has a house color processing unit and it takes 22 minutes dry to dry for film to get on the air, but there's still the problem of getting exposed film transported to the lab more quickly. The station has experimented with a helicopter picking up film in the field and dropping it off by parachute.

"We want to have the news right now," stresses Mr. Beindorf, who made the climb up the executive ladder from the CBS guest-relations department to station general manager over a 15-year span beginning in 1951. "We'll interrupt anything to get an important story on the air," he says. "We want to develop a reputation as a total news station, one on which people can depend they're not going to miss anything big that's happening."

The "Update" operation is under the immediate supervision of Jack Fox, a one-time cityside newspaper reporter in New York, who more recently was KNXT's chief news assignment editor. When Mr. Fox decides that an "Update" is necessary he orders one without any upper-echelon midwifery. The sales department and operations people are merely told that an upcoming station break spot is being dumped.

"We'll lose money by pre-emptions," points out Mr. Beindorf, who sort of sneak previewed the "Update" format for three months without announcing it. But the station executive is quick to explain that "there are long-range benefits in the increasing identification we gain as a news station."



Supertrain proposed by The Budd Co. will travel 160 mph.

Republic anticipates needs of drastically new mass transportation systems— with modern steels

Radically faster public transportation systems are among the most urgent needs of American society. Hundreds of miles of almost continuous metropolitan areas are rapidly becoming grand-scale traffic jams.

To overcome these massive traffic jams, many major Republic customers are developing a variety of fantastically high-speed special systems for the future—on the ground, above the ground, and underground—on rails, cushions of air, and even in pneumatic tubes.

Republic is aware that rapidly changing markets—like transportation—are creating rapidly changing problems and opportunities for customers. Basic suppliers, like Republic, must, for the national welfare, anticipate customer needs and build far in advance of demands to be able to meet the changing metals requirements of the future.

That's why Republic Steel Corporation is investing hundreds of millions of dollars in new and improved facilities. These funds are available as internally generated cash and as bank loans which have been or may be extended to us by financial institutions. But these huge sums are available to us only because we have conducted our business profitably in the past. They are further evidence that industrial profits, resulting from efficient operation, aggressive research, and alert management, serve the needs of the whole nation and provide the sinews for its growth.

You Can Take the Pulse of Progress at
REPUBLIC STEEL

CLEVELAND, OHIO 44101



CPB announces tentative new program schedule

Corp. for Public Broadcasting has established an "interconnection management group," headed by Donald R. Quayle, consultant to CPB, to operate the live interconnected network scheduled to begin in January.

The operating committee will be composed of 12 members, and CPB was in the process of contacting possible committeemen late last week.

Another meeting will be held in December to set up a firm nighttime program schedule, but it was learned that tentatively it might go as follows:

Sunday—8-9:30, *Public Broadcast Laboratory*. 9:30-10, (to be announced).

Monday—8-9, Regional split (originations coming from various points). 9-10, *NET Journal*.

Tuesday—8-9, National Educational Television program (to be announced). 9-10, *NET Festival*.

Wednesday—8-8:30, NET program. 8:30-9, Educational TV Stations (NAEB) program. 9-10, NET program.

Thursday—8-9:30, *NET Playhouse*.

9:30-10, Washington review, produced by WETA(TV) Washington.

Mr. Quayle has taken a four-month leave of absence as executive director of the Eastern Educational Network to aid the CPB.

Extremism charged in renewal challenge

A California citizens' group, "Paradise Citizens for Civic Responsibility," urged last week in a petition filed with the FCC that KEWQ Paradise, Calif. be denied renewal of its license because of alleged fairness-doctrine violations.

The group said it is "not a political organization." Rather, it "has as its primary objective the combating of all forms of extremism on either the far left or far right," the petition said.

KEWQ, according to the citizens, falls into the latter category. The station was said to have "aided, abetted and encouraged" right-wing extremists by programming their views and refusing to allow others to be heard.

The citizens' group contended that KEWQ consulted only organizations with

rightist leanings when it attempted to ascertain community needs. Among those cited were the American Legion and the Christian Businessmen's Association.

Additionally, the petition charged, KEWQ misled the commission by claiming to have consulted two groups which it never in fact questioned. One of these, the Paradise Recreation District, was said to have far more liberal views than those attributed to KEWQ.

The group also said that the station has been guilty of personal attacks in which it vilified eminent public figures and organizations and stated or implied that they had Communist sympathies. Included among the examples cited were Vice President Hubert H. Humphrey and the National Council of Churches.

Other violations, the citizens contended, occurred on programs such as "call-in" shows, on which the station was charged with providing encouragement to right-wing advocates who wanted to publicize their views, at the expense of a fair hearing for other opinions.

The group said that KEWQ's programming is not in the public interest, and asked the commission not to renew its license.

Program notes:

Material seeker ■ Young America Productions is looking for scripts, films and formats to produce TV program packages for the teen-age market as well as films for theatrical distribution. Properties may be sent for review to Anthony Palmerio, president, Young America Productions, Box 2974, New York 10017.

Quick work ■ Meromedia Producers Corp., in its first month of operation as successor company to Wolper Productions, has sold *Untamed World*, a series of 26 half-hour color programs, to NBC-TV. The series will be telecast by the network weekly on Saturday afternoons beginning in January. MPC also sold *Big Cats*, *Little Cats*, a special, for repeat broadcast on NBC-TV next May. The program was originally telecast in May of this year.

Specials-in-round ■ Paul Gregory Enterprises and Harry Koplan Productions in association with Western Video Productions, production division of Hollywood Video Center, is preparing a series of one-hour dramatic TV specials using a theater-in-the-round style of presentation. The series, which intends to integrate the studio audience with the dramatic action, will be released for television syndication.

Up to 90 ■ The five-minute *Paul Harvey Comments* TV program has been sold in 90 markets since introduction of the program 15 weeks ago, it has been announced by Arthur Pickens,

president of the TV syndication division of Bing Crosby Productions Inc., Chicago. The five-a-week show is video taped at WLS-TV Chicago.

Czech special ■ Westinghouse Broadcasting Co. will telecast a special, *Prague: Summer of the Tanks*, on its TV stations the week of Dec. 16. The footage of the Soviet invasion of Czechoslovakia was shot by Czech cameramen and smuggled out of the country. Rod MacLeish, WBC commentator, narrates the documentary.

Agnew replacement ■ To aid in search of a new governor, WBAL-TV Baltimore programed *Gubernatorial Forum* Thursday, Nov. 21, which presented eight men who seek to succeed Maryland Governor Spiro T. Agnew, the Vice President-elect. Appearing on the two-and-one-half-hour show to answer questions from home viewers were Dale Anderson, Baltimore county executive; Francis X. Gallagher, Baltimore attorney; Louis L. Goldstein, Maryland state controller; Harry R. Hughes, chairman, state senate finance committee; William S. James, president, Maryland state senate; Thomas Hunter Lowe, chairman, state house of delegates, and Carlton R. Sickles, former congressman-at-large. Panelists were Richard Homan, *Washington Post*; Dudley Diggs, *Baltimore Sunpapers*; Al Quinn, WBAL-TV; Phil Shockey, WJEL Hagerstown, Md.; Charles Truitt, Jr., WRoc-TV Salisbury, Md., and Frank DeFillippo, *Baltimore News American*.

Councilmen in New York oppose CATV programing

Eleven city council members in New York have added their protest to that of theater owners and various other groups objecting to CATV operators originating their own programs.

The councilmen proposed a resolution last week asking the city's board of estimate, licensing body for New York's CATV operators, to reject an application for program origination. The council referred the resolution to a committee, with no timetable for voting action. The resolution would not be binding on the board of estimate if passed.

A decision is expected on the CATV application this week (Dec. 5), after several postponements, hearings and a court case. Teleprompter, Manhattan Cable Television and CATV Enterprises are the companies involved.

Complaints down in October

The FCC received 2,290 complaints from the public during October, a decrease of 752 from September. Prominent among the complaints were those alleging violations of the fairness doctrine or of Section 315 of the Communications Act, particularly in connection with political campaigns. Others included charges of distorted campaign news and criticism of allegedly tasteless material on some network comedy programs.

Who delivers the nation's 15th largest food market?



WHO

RADIO

DES MOINES

... that's who!

- \$7,477,000 more than Minneapolis-St. Paul!
- \$508,532,000 more than "metro Des Moines"!

OUR P.M.A. PROVES IT!

WHO's "Prime Market Area" (PMA) includes 79 Iowa counties surveyed in our latest 93-county area Pulse. In any category our PMA statistics prove WHO delivers this rich Iowa market that deserves to be on your "top 20" list. We're more than "metro Des Moines".

	WHO P.M.A.*	Metro Des Moines
Retail Food Sales	\$619,014,000**	\$110,482,000**
Retail Food Outlets	2338	203
Population	1,911,000**	280,400**



*Sept.-Oct. 1966 93-County Area Pulse
**1967 "Survey of Buying Power"

WHO RADIO • Des Moines, Iowa
1-A Clear Channel • 50,000 Watts •

BLAIR **RADIO** National Representatives

THE NEW AMPEX BC-210 is the first two-Plumbicon[®] tube color camera that gives you an easy answer to your need for full studio performance plus fast-action field portability—at a price that makes it easy to buy.

The BC-210 color camera can do both studio and remote colorcasting easily. It weighs less than 50 lbs. without lens. The cable, which severely limits other cameras, is less than 1/2 inch in diameter and weighs only 12 1/2 lbs. per 100 feet. A technician can easily

Give your crew a break

STATION MANAGER EXULTS:

The easiest thing about the new BC-210 is owning it. For the price of two big heavy cameras we can get three of these and have some cash left over. We should be able to get more work done in a lot less time and with fewer people, thanks to that new light-weight cable.

SALES MANAGER SAYS:

We can't work any harder, we've got to work smarter. That's why we invested in the BC-210. It puts out color pictures advertisers can admire for themselves. Plus it has easy portability for location work which opens up all kinds of new business.

FLOORMAN SAYS:

I'm sure looking forward to working with that new light cable the BC-210 uses. It's hard to believe that 3000 feet weigh only 375 pounds—compared to 3000 pounds for conventional cable.

And for remotes, the camera lifts right off the tripod with its own handle and sits on a clear, smooth underside. It's plenty rugged because it's all solid state.



shoulder 300 or 400 feet of cable for fast-reaction coverage of local news or sports. And maintenance is easy too—kept easy by the simple design. If you want to lift your station to the top of your market, do it the easy way: the BC-210 color camera.

For complete information, call your Ampex man or write the Video Products Sales Manager at our world headquarters: Ampex Corporation, 401 Broadway, Redwood City, California 94063.

with our new BC-210...the easy color camera

CAMERAMAN SAYS:

Think of it—a color camera with only three little knobs under the big bright viewfinder (which is removable!) At last I'll be able to concentrate on being creative with my camera instead of being its slave.

VIDEO ENGINEER SAYS:

Talk about easy! Set-up time on the new BC-210 should let me get home without a wilted collar once in a while. All major controls are at the CCU. Give it a five minute warm-up, register one channel, and you're ready to go.

CHIEF ENGINEER SAYS:

It will be a great change to see my crew go home once without looking like they've gone five rounds—with less griping about heavy this and complicated that.

AMPEX

SELLING BETTER WITH ARB



The fine art of Switch-Pitching

and how it's practiced by the experts—

There may be several directions an advertiser can take to reach his objective, but your station will get his business if you show him a better way to get there. That's what ARB's **Instant Cumaster** is helping television stations everywhere to do.

Here's how it can work for you:

- (1) Select any number of time periods on your station and those currently being bought on competing stations (up to 300 in all) by advertisers who you "know" should be placing business with you.
- (2) ARB computers will record each time period and provide you with a computer tape and a *retrieval program* to obtain the unduplicated audience to each spot.
- (3) With your own or any EDP service bureau's comparable equipment, you can simply and quickly develop many different spot combinations until you come up with the best competitive schedules—based on gross audience and cumulative potential.

For Example:

A five spot schedule on Station "A" costing \$500 delivered:	44 gross rating points 180,400 gross households
An ARB Instant Cume showed that in one week it reached:	25 net rating points 109,700 different households

By dropping two duplicated spots on Station "A" and adding four fringe-time spots on Station "U", the new seven spot schedule reached:

46 gross rating points
180,200 gross households

HOWEVER, the ARB Instant Cume showed a 48% improvement in metro reach and a 15% improvement in total area with:

37 net rating points
126,100 different households

If the cost of the two schedules were virtually identical, what direction do you think the advertiser would take?

Call your ARB representative soon. Let the **Instant Cumaster** master a few artful switch-pitches for you.

* We've added the word "master" to our popular Instant Cume title. Reason? It's more descriptive of what ARB's comprehensive computer analysis can do for you. With the **Instant Cumaster** you receive a master tape of net audience reached to each time period of your choice . . . and every combination of those time periods. The result is that you can draw infinite varieties of excellent cume schedules, each one an **Instant Cume** in itself and all neatly packaged ready for sale.



AMERICAN RESEARCH BUREAU
A C-E-I-R SUBSIDIARY OF CONTROL DATA CORPORATION
WASHINGTON NEW YORK CHICAGO ATLANTA
LOS ANGELES SAN FRANCISCO

NBC holds thin lead in Nielsen nationals

NBC-TV held on to its lead by the slimmest margin in Nielsen Television Index ratings for the week of Nov. 11-17. The network's 20.4 barely edged out CBS-TV's 20.3, while ABC-TV achieved a 16.6 rating.

The *Heidi* special on NBC, in last place in the hearts of football fans (BROADCASTING, Nov. 25), took first place in the Niensens with a 31.8 rating, 47 share. Ernie Ford and Jack Benny specials, also on NBC, joined *Heidi* in the top 20, along with two movies ("Sons of Kati Elder," Sunday on ABC, and "God's Little Acre," Thursday on CBS), 12 comedy series and three westerns.

My Three Sons on CBS, in which one of the principals had triplets, and *Get Smart* on NBC, in which the principals got married, scored better than usual, placing sixth and 15th respectively.

Dec. 10 deadline for FCC's campaign form

The political broadcasting report for the 1968 primary and general-election campaigns (FCC form 322) must be filed with the FCC no later than Dec. 10, the commission reminded licensees last week.

The form, which was issued on July 9, is designed to provide information in such areas as program time and announcements paid for by candidates and supporters; charges for programs and announcements for specific offices; free program time provided; editorializing, and time devoted to appearances by presidential and vice presidential candidates. All AM, FM and TV stations are required to submit reports to the commission, even if they have not carried any political broadcasting.

Additional copies of the form may be obtained from the commission's office of research and education.

FCC proposes new rule on distant signals

The FCC has often ruled that if one CATV operator in a particular community is permitted to carry certain distant signals, then all other cable systems in the area should be similarly free to carry the signals. Last week the commission proposed to codify that policy in an amendment to its CATV rules.

The proposed rule would provide that, once a distant signal has been authorized in a community, other CATV's that wish to carry it may do so "without obtaining express author-

ization from the commission." The amendment will help avoid the filing of repetitious requests by CATV operators and will expedite processing of distant-signal applications, the commission said.

Commissioner Robert T. Bartley, who concurred in the result, issued a statement approving the proposed liberalization, but added that in his view, "the rule itself should be abolished."

Deadline for comments on the proposal is Jan. 3, 1969. Reply comments are due Jan. 13.

WBC radio stations get special series

Westinghouse Broadcasting Co.'s seven radio stations have begun a 13-program series, *The Fringes of Science*, featuring such topics as unidentified flying objects, lasers, cosmology, oceanography transplants and cryonics, or freezing the human body for future thawing out.

The series, produced and reported by Walter McGraw in cooperation with Columbia University and Professor Samuel Devons of Columbia's physics department, will not be syndicated to stations outside the Westinghouse group.

WBC's stations, WBZ Boston, WINS New York, KYW Philadelphia, KDKA Pittsburgh, WIND Chicago, wowo Fort Wayne, Ind. and KFWB Los Angeles, are scheduling the series individually.

Art Buchwald featured in first CoMedia series

The formation of a new production and distribution company, CoMedia Productions Ltd., 1159 National Press building, Washington, has been announced by Robert Johnson, executive producer of Broadcast Productions and Services, and president of the new firm.

CoMedia's first production will be *Buchwald On*, a five-minute across-the-board strip featuring Art Buchwald's published writings.

More 'Moon River' on NBC

NBC announced Wednesday (Nov. 27) that Andy Williams will return as the host of a one-hour musical variety show on the network in the 1969-70 season.

NBC said Mr. Williams signed a new long-term contract but did not reveal its length or terms. Since the end of the last weekly Williams series on NBC after the 1967-68 season, he has starred in three specials on the network, announced the telecast of a golf tournament named for him and is scheduled to do a Christmas special Dec. 19.

DIVORCE COURT

lands with
IMPACT
in market
after market

In San Diego

DIVORCE COURT

sent

adults up 136%
women up 98%

over the program previously
in the time slot
on KFMB-TV,
Monday through Friday,
3:30-4 p.m.

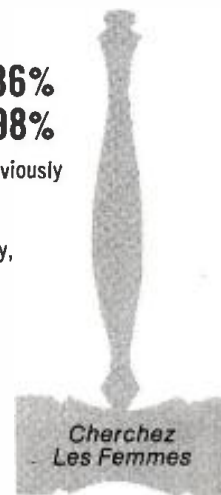
ARB: NOV. 1967 VF. NOV. 1968

"Divorce Court"
consistently delivers
more homes,
more women.



30 Rockefeller Plaza
New York, N.Y.

See page 66



IN THE BUSINESS OF BROADCAST ADVERTISING the leader is BROADCASTING. Through the pages of BROADCASTING, your own advertising reaches more than twice the paid circulation among vital agency-&-advertiser readers than any other TV-radio publication can offer. And at a cost-per-contact less than half that of any other.

This is the largest audience with the greatest potential at the biggest economy. BROADCASTING delivers it.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NEED A SPOTMASTER OF
SPARTA TAPE CARTRIDGE?
CONTACT CCA (WE STOCK THEM)



CCA ELECTRONICS CORP.
GLOUCESTER CITY, N.J.
(609) 456-1716

FCC denies renewal of WNJR

Commission stresses it holds group-owner Rollins accountable for the conduct of its Newark outlet

The FCC served notice last week that all licensees—group owners and single-station operators alike—are equally responsible for the operations of their stations. It did it by denying a subsidiary of group-owner Rollins Inc. a renewal of license for WNJR Newark, N. J. ("Closed Circuit," Sept. 30).

The commission held that the station's former manager, Leonard Mirelson, had committed "gross misconduct and fraud on the commission." But it also said the responsibility must be imputed to the licensee "because of its failure to exercise control and supervision over the management and operation" of the station.

The vote to strip the Rollins subsidiary, Continental Broadcasting Inc., of its license for WNJR was 4-to-1, with Chairman Rosel H. Hyde the sole dissenter. Commissioners Kenneth A. Cox and H. Rex Lee did not participate.

Chairman Hyde, in a separate statement, said he believes there should be "a substantial penalty but that denial

of license is not warranted."

A spokesman for Rollins, Tim Crow, vice president-public relations, said: "We feel the decision is inconsistent with commission actions in other cases. There is no precedent for the action the commission took." He said Rollins would seek court review.

The commission action, in a decision prepared under the supervision of Commissioner James J. Wadsworth, rejects a recommendation of Hearing Examiner Isador A. Honig, who in an initial decision issued on June 23, 1967, proposed a one-year license renewal. The commission's Broadcast Bureau, however, had urged denial of the renewal.

The case involves charges of misrepresentation to the commission, the submission of falsified contracts to the FCC staff, failure to file time-brokerage contracts and violations of logging and sponsorship-identification rules.

The proceeding grew out of a commission staff investigation in 1962 of

alleged double billing by the station. This led to a \$1,000 fine for failure to submit to the commission time-brokerage contracts in connection with the program called *Celebrity Time*.

The commission upheld an examiner's conclusion that during the commission's initial investigation, on March 6, 1963, Mr. Mirelson gave commission investigators a "distorted" view of the manner in which the program was conducted by supplying them with only eight of 147 documents in the *Celebrity Time* program file.

Then, after the commission issued its notice of apparent liability charging the station with failing to file time-brokerage contracts, the licensee submitted a response in effect denying time brokering was involved. The examiner concluded that the response, signed by O. Wayne Rollins, president of the licensee, contained "factual representations" that were "largely inaccurate."

Mr. Mirelson submitted the spurious contracts to staff investigators who

Action in the trading market

**\$13-million worth of properties sold;
biggest is Tucson AM-TV to 'Detroit News'**

Ten broadcast stations, three of them TV, were sold or were on the verge of being sold last week—and the total consideration is over \$13 million.

Sold were:

- KOLD-AM-TV Tucson, Ariz., by Gene Autry and others to Evening News Association (WWJ-AM-FM-TV *Detroit News*) for about \$4 million.

- KFEQ-TV St. Joseph, Mo., by Panax Corp. to ISC Industries Inc., Kansas City financial and investment firm, for \$3,150,000.

- WBOX New Orleans, KYOK Houston and WLOK Memphis by Jules J. Paglin and Stanley W. Ray Jr. to group broadcaster Starr Broadcasting Co. for \$3 million.

- KLYD-TV Bakersfield, Calif., by Lincoln Dellar to group broadcaster Atlantic States Industries Inc. for \$1.7 million.

- WLEC-AM-FM Sandusky, Ohio, by

Cleveland Broadcasting Co. to Radi-Ohio Inc. (WBNS-AM-FM-TV *Columbus Dispatch*) for \$835,000.

- WERE-FM Cleveland, by Cleveland Broadcasting Co. to L. E. Chenault (KYNO Fresno, Calif.) for an estimated \$500,000.

The KOLD stations sale to the Evening News Association (not the *Detroit Free Press* as erroneously reported ["Closed Circuit," Nov. 25]) is in its final stages of negotiation. The acquisition would give the *Detroit News* group its first acquisition outside its home town. Last year, however, it had an agreement to buy WQAD-TV Moline, Ill., for \$6.5 million; this agreement was cancelled after Community Telecasting Corp., the unsuccessful applicant for the Moline channel, complained to the FCC and the commission announced it would hold a hearing with the proposed sale as one of the issues.

Peter B. Clark is president; Warren S. Booth, chairman and Edwin K. Wheeler, executive vice president of the Evening News Association.

If the Tucson purchase is approved, it will mark the second newspaper acquisition in that city; earlier this year the *St. Louis Post-Dispatch* bought KVOA-TV there from the Steinman Station group for \$3 million.

In addition to the KOLD stations, Mr. Autry is principal owner of KOOL-AM-FM-TV Phoenix and 50.1% owner of Golden West Broadcasters Inc., west coast multiple broadcast group. Last August, Signal Cos. Inc. bought 49.9% of Golden West for \$25 million.

KOLD-TV is on channel 13 and is affiliated with CBS; it began broadcasting in 1953. KOLD, founded in 1947, is a full-time station on 1450 kc with 250 w. It also is affiliated with CBS.

ISC Industries, a public company

visited the station after Mr. Rollins' response was filed, the commission said. It noted that only eight of 147 documents claimed to be original contracts executed between the station and an advertising agency on behalf of *Celebrity Time* sponsors "were authentic and original contracts."

The commission adopted the examiner's conclusion that the fabricated contracts were prepared by a WNJR salesman at the direction of Mr. Mirelson. The aim, the examiner said, was to conceal the facts concerning time-brokerage arrangements.

Mr. Mirelson, who owns 0.2% of Rollins stock (estimated by the commission's Broadcast Bureau to be worth "one-third of a million dollars.") has been retained by Rollins; he is now sales manager of WNJR. And the commission said he is to be considered a principal of the licensee. But it made it clear its decision does not turn on that.

The commission held that the examiner's conclusions demonstrate that the Rollins "home office officials . . . failed to exercise adequate control and supervision over the operation of WNJR and the *Celebrity Time* program in particular." It also said that although the manner in which the program was being conducted was brought to their attention on several occasions, "the home office officials at no time conducted a thorough or meaningful investigation of the matter."

The commission cited other examples of rule violations it said occurred as a result of the licensee's "failure to ex-

ercise an effective sense of responsibility for station operation and management." These included a variety of violations of the logging rules in connection with *Celebrity Time*. Among other things, the examiner held there were two instances of logs containing a forged signature in the operator's column.

The commission, in addition, accepted the examiner's conclusion that the licensee violated the rule requiring the filing of time-brokerage contracts with the commission within 30 days of their execution. The commission referred to five such contracts entered into between May 1963 and March 1964.

Examiner Honig, in recommending a sanction no more severe than a one-year renewal, held that the licensee's failure to exercise effective control was not characterized by a lack of interest.

But the commission disagreed. "It is evident that the station manager was able to conduct the *Celebrity Time* program in the haphazard manner shown by this record because of the detachment and indifference of the Rollins home office officials," the commission said.

And it stressed its concern in this connection by stating that "it is only by holding the licensee accountable for the operation and management of the station that there can be any assurance that the operation and management will be responsible."

Furthermore, the commission said, all licensees must bear the same degree of responsibility and meet the same standard of conduct, "irrespective of

their form or the relative size of their operations."

"A multiple-station owner, or an absentee owner, is subject to the same degree of responsibility for adequate supervision and control over station operation as a local-station owner who is integrated in ownership and management," the commission added.

The commission also rejected an argument that has been made in previous cases in which licensees accused of rules violations were said to have instituted reforms. Examiner Honig, in rejecting the option of nonrenewal of license, may have been influenced by Rollins' action in taking corrective measures to forestall future violations, the commission said.

But, the commission continued, "a renewal applicant must be judged even more on the basis of its past than on its promises for the future. We must look to that record in determining whether the applicant herein has reflected the necessary qualifications to continue to be a licensee."

Rollins was authorized to continue operating WNJR until Dec. 31, 1968, to give it time to wind up its affairs.

Besides WNJR, Rollins operates directly or through subsidiaries, WAMS Wilmington, Del.; WBEE Harvey, Ill.; WCHS-AM-TV Charleston, W. Va.; WGEE-AM-FM Indianapolis; WRAP Norfolk, Va.; KDAY Santa Monica, Calif.; WEAR-TV Pensacola, Fla., and WPTZ (TV) North Pole-Plattsburgh, N. Y. Rollins also has a construction permit for WCHS-FM Charleston.

listed on the American Stock Exchange. is making its first broadcast investment with its purchase of ch. 2 KFEQ-TV. The firm, in investments, financial lending, insurance and leasing, is headed by Paul Hamilton Jr. as president and chief executive officer. George D. Gee is chairman, and Clayton Norris, executive vice president.

ISC Industries, for the fiscal year ended July 26, had total income of \$36,222,197 and net earnings of \$1,128,977 (77 cents a share). It lists total assets of \$165,724,385. ISC closed last Wednesday (Nov. 27) at 17¾.

Panax Corp., a Michigan newspaper chain headed by John P. McGoff, at one time owned a number of radio stations in that area. It only now owns WWSM(FM) East Lansing, Mich. KFEQ-TV's sister station, KFEQ also in St. Joseph, Mo., has been sold for \$565,000 to Ross Beach and Robert E. Schmidt, owners of KAYS-AM-TV Hays and KLOE-AM-TV Goodland, both Kans., and KCOW Alliance, Neb. That sale is still pending FCC approval.

KFEQ-TV began operating in 1953 and is a primary affiliate of ABC, and a per-program affiliate of NBC.

Broker: Hamilton-Landis and Asso-

ciates.

Sale of the three OK Group stations to Starr Broadcasting is on an individual basis aggregating \$3 million. Wbok is going for \$700,000; KYOK for \$1,390,000 including \$490,000 for real estate and buildings; WLOK for \$910,250 including \$371,500 for real estate and buildings.

Starr Broadcasting, which is 66⅓% owned by William F. Buckley (conservative spokesman and publisher of the *National Review*) and 33⅓% by Peter H. Starr, already owns KOZN and KOWH(FM) Omaha, KISD Sioux Falls, S.D.; KUDL Fairway and KCJC(FM) Merriam, both Kan. (Kansas City area), and has pending FCC approval the purchase for \$450,000 of KXLR North Little Rock, Ark.

Not included in the OK sale are wxok Baton Rouge, La., and wgok Mobile, Ala. All five OK stations are beamed to Negro audiences, and the three bought by Starr Broadcasting will continue this format, with more emphasis on Negro news and public service, according to the buyer. Mr. Ray is continuing for a period as a consultant. All of the OK stations will also continue to be sold as a package; they

are represented by Dore and Allen.

Concurrent with announcement of the purchase, Starr Broadcasting announced plans to enlarge its board of directors. It has invited two nationally known Negro leaders to become directors; one is Norman Francis, president of Xavier University, New Orleans, and the other, Mack Henry Hannak, Houston community developer, business executive and financier.

Wbok is on 1230 kc with 1 kw; KYOK is on 1540 kc with 5 kw, and WLOK is on 1340 kc with 1 kw. All are full-time stations.

The purchase of the ch. 17 ABC-affiliated nine-year-old Bakersfield station was announced. Atlantic States Industries prepared to file applications for FCC approval of its \$9 million acquisition of Cleveland Broadcasting Co. ("Closed Circuit," May 27).

In conjunction with its acquisition of Cleveland Broadcasting, ASI also announced it was selling WLEC-AM-FM Sandusky, Ohio, now held by Cleveland Broadcasting, to RadiOhio Inc., licensee of WBNS-AM-FM-TV Columbus, Ohio, which has the same ownership as the *Columbus Dispatch*. Price for the San-

dusky stations is \$835,000.

ASI also announced that it was selling WERE-FM Cleveland to L. E. Chenault, owner of KYNO Fresno, Calif., for \$500,000.

These spin-offs were necessary because the combination of ASI's present stations and those of Cleveland Broadcasting would put the company over the seven-station FCC limit on group ownership in any broadcast service. The sale of the Cleveland FM was to overcome the commission's present freeze on the ownership of dual stations in the same market.

ASI stations are WRYT Boston; WLOB-AM-FM Portland, Me.; WNVY Pensacola, Fla.; KMAK-AM-FM Fresno and KROY Sacramento, both California. ASI is also the parent company of McGavren, Guild, PGW Radio Inc., station representative firm. ASI is acquiring from Cleveland Broadcasting WERE Cleveland and KFAC-AM-FM Los Angeles. Sellers are Richard H. Miller, Paul Aiken and others.

In an effort to persuade the FCC to waive its present one-to-a-customer policy, ASI has submitted an 83-page study on the effect of the separation of KFAC and KFAC-FM on classical music listeners in Los Angeles. The study was done by Assistant Professor George H. Litwin of the Harvard Business School with three assistants; it also

contains the result of interviews with over 50 community leaders conducted by Ralph Guild, president of ASI, and George Fritzinger, executive vice president of ASI.

In acquiring KLYD-TV, ASI will also inherit an option to buy a 25% interest in Kern Cable Co., a CATV system serving the Bakersfield area.

The ASI acquisitions are being financed in part by an \$8 million long-term loan from a major life insurance company, not identified.

Facilities of stations involved in the ASI deal: WERE is 5 kw full time on 1300 kc; WERE-FM is on 98.5 mc with 40 kw. KFAC operates with 5 kw full time on 1330 kc; KFAC-FM is on 92.3 mc with 59 kw. WLEC is a full-time station on 1450 kc with 1 kw days, 250 w nights; WLEC-FM is on 102.7 mc with 5.9 kw.

FCC upholds examiner; reinstates KAPP(TV)

The FCC last week reinstated its grant of KAPP(TV) (ch. 35) Yakima, Wash. to Apple Valley Broadcasting Corp., thus stamping final approval on a hearing examiner's decision that Morgan Murphy, a principal in the firm, has not trafficked in broadcast authorizations.

The grant had been sidetracked after KIMA-TV Yakima made the trafficking charge against Mr. Murphy, who as principal in Apple Valley will own 30% of a merged group formed from the original three applicants for the station's construction permit. The commission refused to hear the issue when the applications were set for hearing in 1966, and turned down KIMA-TV's petition for review of the decision approving the merger of the three firms.

When KIMA-TV then appealed to the U. S. Court of Appeals for the District of Columbia, the commission requested the court to remand the matter to it for further inquiry. It then designated the matter for hearing on trafficking charges.

In the initial decision, Hearing Examiner Chester F. Naumowicz Jr. noted that Morgan Murphy had been a broadcaster for 32 years before he ever bought or sold a station. Mr. Murphy's station sales in the last 10 years, the examiner added, were motivated by his desire to move from radio into television, and for other reasons "entirely inconsistent with the goals of a trafficker" (BROADCASTING, Oct. 21).

The commission endorsed Mr. Naumowicz's conclusions and said that "no useful purpose would be served by further consideration of the trafficking issue in this proceeding." Commissioner Robert T. Bartley was the lone dissenter.

In the same action, the commission vacated stay of the FCC review board's Sept. 5, 1967, approval of the merger of Apple Valley and the other two applicants, Sunset Broadcasting Corp. and Northwest Television and Broadcasting Co. (a joint venture).

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Changing Hands

Announced:

The following station sales were reported last week, subject to FCC approval: (For other FCC activities see "For the Record," page 76).

■ KOLD-AM-TV Tucson, Ariz.: Sold by Gene Autry and associates to Evening News Association (*Detroit Evening News*-WWJ-AM-FM-TV) for about \$4 million (see page 41).

■ KFEQ-TV St. Joseph, Mo.: Sold by Panax Corp. to ISC Industries Inc. for \$3,150,000 (see page 41).

■ WBOK New Orleans, KYOK Houston and WLOK Memphis: Sold by Jules Paglin and Stanley Ray Jr. to Starr Broadcasting Co. for \$3 million (see page 41).

■ KLYD-TV Bakersfield, Calif.: Sold by Lincoln Dellar to Atlantic States Industries Inc. for \$1.7 million (see page 41).

■ **WLEC-AM-FM** Sandusky, Ohio: Sold by Cleveland Broadcasting Co. to RadiOhio Inc. (WBNS-AM-FM-TV Columbus, Ohio, *Columbus Dispatch*) for \$835,000.

■ **WERE-FM** Cleveland: Sold by Cleveland Broadcasting Co. to L. E. Chenaault (KYNO Fresno, Calif.) for an estimated \$500,000 (see page 40).

■ **WRIZ** Coral Gables, Fla.: Sold by Jack Roth to multiple broadcaster Robert W. (Woody) Sudbrink for \$475,000. Sudbrink stations are WRMS Beardstown, Ill., and KYND Burlington, Iowa. Sudbrink-owned WRTH Wood River-St. Louis has been sold to Avco Broadcasting Corp. for \$3 million and the transfer is pending FCC approval. Mr. Roth, who owns KONO and KITY-FM San Antonio, Tex., is buying WKNR-AM-FM Dearborn, Mich., which includes a CP for ch. 18 in Jackson, Mich., and WWOK Charlotte, N. C., all pending FCC approval. He is also buying 5 kw WAME Miami (full time on 1260 kc) from Ted Wilson and family for \$1 million. WRIZ is a 10 kw daytime station on 1550 kv. Broker: W. T. Stubblefield Co.

■ **WIKC** Bogalusa, La.: Sold by Curt Siegelin to Milton Wick, M. L. Major, B. D. Talley Jr. and others for \$237,500. Buyers have interest in the Bogalusa Daily News Inc. Mr. Wick has interest in two printing companies and a newspaper publishing firm. He also has interest in the *Williston* (N. D.) *Daily Herald* and the *Huachuca Herald* (Sierra Vista, Ariz.). Mr. Talley is 26% partner in a law firm and has interest in a real estate company and a furniture store. WIKC is full time on 1490 kc with 1 kw day and 250 w night.

■ **WSMT-AM-FM** Sparta, Tenn.: Sold by Dr. Sam J. and Martha L. Albritton to Joel L. and Martha Ann Kuhn and Van Lee and Sylvia Marie Slack for \$200,000. Mr. Kuhn is salesman for WSMT-AM-FM and Mr. Slack is commercial manager for that station. WSMT is a daytimer on 1050 kc with 1 kw. WSMT-FM is on 105.5 mc with 3 kw.

FM hearing set after charge of hyping

The FCC last week designated for hearing the mutually exclusive applications of two AM's in Hot Springs, Ark., for a FM construction permit in that

city. Among the issues are charges that the two stations—KZNG and KXOW—both attempted to “hypo” their ratings.

The commission said it had received complaints against several Hot Springs stations, including the two applicants, charging that they conducted special contests or promotions when rating surveys were being made in order to improve their ratings artificially. The allegations are “a serious matter,” the commission said, “which, if substantiated, would reflect adversely on the licensees’ qualifications.”

Christ Church fails again for Washington FM

Shakespeare asked: “What’s in a name?”—and the FCC last week might have replied: “Not much.” The occasion was a case involving an old applicant for a new station, operating under a new name but still recognizable as its former self.

The applicant, Christ Church Foundation Inc., lost its original bid for a construction permit to operate a new Washington educational FM when the commission ruled in July that the applicant was not a nonprofit educational organization within the meaning of FCC rules, and was therefore ineligible to operate an educational station. Un-

daunted, the foundation petitioned for reconsideration and revised its application in an attempt to meet commission objections. To ice the cake, the church group armed itself with a new name: National Educational Foundation Inc.

However, the commission said, the proposed changes “affected the form rather than the substance of the application.” It noted that the same individuals were on the executive and advisory boards of both groups, and said that the church would continue to provide staff, salaries and other support. While there were some changes in the proposed programing, the commission said, the overall plans and basic purposes of the two groups were apparently identical.

According to the commission, “there appears to be no basis for altering our original determination that the applicant is basically a religious rather than an educational organization, and as such is ineligible for an educational authorization.”

WIBF-FM-TV deficit is over \$2 million

WIBF Broadcasting Co., which is selling its WIBF-TV Philadelphia to Taft Broadcasting Co. for an aggregate of \$4.5 million (*BROADCASTING*, Oct. 21), showed

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a deficit of \$2,156,638 as of Aug. 31 from operation of its radio and TV stations.

The loss was listed in the application filed last week seeking FCC approval of the sale of the channel 29 Philadelphia station.

The agreement calls for Taft to purchase the 15,000 outstanding shares of WIBF Broadcasting for \$1.4 million and to assume obligations amounting to \$3.1 million.

WIBF-TV, which has been on the air since May 1965, is owned by William L. and Irwin C. Fox and Dorothy Kotin. They are retaining WIBF-FM Jenkintown, Pa. An application to assign that station's license to Fox Broadcasting Co. was filed simultaneously with the application to sell the TV station. WIBF-FM began operation in November 1960.

The FCC transfer application listed WIBF Broadcasting's total current assets as \$233,941 and total assets as \$1,357,070. Total current liabilities were \$336,005 and total long-term liabilities were \$917,757.

Taft Broadcasting Co. owns radio and TV stations in Cincinnati, Columbus, Ohio; Birmingham, Ala.; Buffalo, N. Y.; Kansas City, Mo., and Scranton, Pa. It also owns Hanna Barbera Productions, producer of TV programs, and operates King Pin Lanes. Taft also has acquired Fouad-Said Productions Inc. (BROADCASTING, Sept. 23), which is engaged in developing and renting mobile film-production units, for a maximum of \$5.1 million, with the transaction being consummated last week.

Supreme Court refuses to review Crowder case

Hope that the U. S. Supreme Court might rule on the FCC's policies on trafficking went glimmering last week when the court declined to review a seven-year-old case brought by F. L. Crowder, an applicant for a standard broadcast station in Harriman, Tenn.

Mr. Crowder, who over a 14-year period owned a station in Harriman, and also in Sweetwater and Livingston, all in Tennessee, and all of which he sold, had applied for a new daytime station in Harriman in 1961. In 1966 the commission granted the facility to Mr. Crowder. The grant was appealed by WHBT Harriman, the existing station there, and the commission's decision was reversed. Last year a hearing examiner recommended the grant of the Crowder application, but the commission in August 1967 reversed the examiner and held that Mr. Crowder had failed to reconcile inconsistencies relating to the disposal of his station.

In his petition to the Supreme Court,

Mr. Crowder charged that the FCC's decision in this case was vague and vacillating and threatened the future of all broadcasters.

FCC sets routine on cable lease-backs

Southern Bell case establishes clearances on phone-CATV service

Nearly six months ago, the FCC ruled that Section 214 of the Communications Act, which requires common carriers to seek commission approval before building or extending their lines of service, also applies to telephone companies' lease-back arrangements with CATV systems. Last week, the commission granted its first authorization to a telephone company for extended CATV service since that decision was issued.

Southern Bell Telephone and Telegraph Co. was granted authority to build, continue operating and extend CATV channel facilities furnished to its nonaffiliated customer, Rome Cable TV Co., Rome, Ga. The commission said that Southern Bell had apparently complied with all FCC rules and interim procedures for the Section 214 applications. The firm received certification for existing facilities and expansion, but the commission order added that no further service could be offered without prior authorization.

At the same time, the commission authorized its staff to handle similar applicants under delegated authority. Under existing authority delegated to the chief of the FCC's Common Carrier Bureau, he may act on Section 214 applications when the estimated construction or purchase cost is less than \$2 million. All the CATV service applications received since the landmark ruling involve less than this amount. About 50 of the applications are unopposed, and the Common Carrier chief was authorized to proceed with these.

The Southern Bell application was for continuation and extension of a 10-channel system, providing nine TV signals—all within Rome's predicted grade B contours—and one weather information channel.

The commission's order bringing such service under Section 214, issued on June 26, was hailed by CATV spokesmen as a much-needed answer to what they regarded as a regulatory vacuum. They had expressed particular concern about competition from systems built by telephone companies and operated without a franchise from local authorities. The companies had main-

tained that the franchise under which they already must operate provided ample authority for their CATV channel-service offering.

The commission cracked down on that arrangement, and in the process disposed of several of the companies' arguments in favor of exempting their facilities from Section 214 requirements. Chief among these was the contention that, since no physical facilities of a common carrier cross a state boundary line, the channel service is "intrastate." According to the commission, "the controlling facts here are that the cable service facilities furnished by the telephone companies are links in the continuous transmission of the signals from the point of origin to the set of the viewer. . . ." This, the commission said, is an interstate communications service (BROADCASTING, July 1).

The commission ordered each of the carriers involved in the proceeding to apply for Section 214 certificates within 20 days, to halt construction in progress and not to begin new construction without certification. Between that time and last week's Southern Bell authorization, over 70 applications have been filed, according to a commission source.

Commissioner Nicholas Johnson dissented to the Southern Bell decision, and will issue a statement.

Judge has interest in FCC building

The chief judge of the U.S. Court of Appeals for the District of Columbia, the court that hears most of the appeals from FCC decisions, has a financial interest in the office building now housing the FCC.

Judge and Mrs. David L. Bazelon, according to the *Washington Daily News*, own a 6.25% interest in "1919 M Street Associates," a limited partnership organized to build and manage the 10-story building. They are reported to have paid \$75,000 for this interest in January 1966. The building was leased to the Government Services Administration for the FCC in October 1967. The *News* said that Judge and Mrs. Bazelon receive about \$12,000 a year on this investment.

The Scripps-Howard newspaper also listed other real estate investments by the Bazelons and others prominent in Washington and the government, including Associate Justices of the U.S. Supreme Court Abe Fortas and William Brennan, Senator Abraham Ribicoff (D-Conn), Circuit Judge J. Skelly Wright, and Arthur Goldberg, former U.S. ambassador to the United Nations and prior to that a Supreme Court Justice.

BROADCASTING, DEC. 2, 1968

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ABC defends its radio setup

Rejects Mutual arguments to the FCC, claims it loses money on 4 networks

ABC has denied allegations that it is using a "slush fund" to "buy" affiliates for its four radio networks, or that it is in any way violating FCC rules and policies in the operation of those networks.

ABC indicates, in fact, it is being hard pressed in its efforts to make a go of its unique four-network operation, which went on the air in January, after the commission gave approval for a one-year trial run.

ABC made its comments in a pleading in which it asked the commission to reject a petition by Mutual Broadcasting System that the FCC rescind the rule-waiver that made the trial possible, and put a halt to the continued operation of the plan (BROADCASTING, Nov. 4).

ABC also disclosed, in its filing, the imminent death of the long-running Don McNeill *Breakfast Club*. ABC made the disclosure in asserting it would soon no longer need the chain-broadcasting rule waiver that made operation of the four-network plan possible.

The rule prohibits a network from feeding programing to more than one station in a market simultaneously. And although ABC transmits programing to its networks sequentially, some five-minute newscasts fed to one or more of the networks are being broadcast opposite portions of the *Breakfast Club*.

But, ABC said in a footnote, "with the discontinuance of that program at the end of 1968," it will no longer need the waiver.

MBS had charged ABC with monopolistic practices in the acquisition of station affiliations, with illegal competitive practices in selling time on the four networks, and with violating the commission's network and duopoly rules.

ABC's four networks provide different kinds of programing, each designed to meet the needs of a different kind of station—middle of the road, entertainment-feature oriented, rock and roll and FM. ABC says the plan was fashioned to meet the changed conditions in network radio that have occurred over the years.

But MBS said ABC was using the plan to achieve a monopolistic position in network radio; and in that process, MBS said, its very existence was being threatened, with 25 of its affiliates having been lost to ABC in the last 10 months.

ABC acknowledged that the number

of its affiliates had increased—from 457 (not 222 as alleged by MBS) on Dec. 31, 1967, to 795 AM and 174 FM—but denied any "slush fund" for "buying" affiliates was involved.

ABC said it actually expects to spend less on affiliation compensations in 1968 than in 1967—\$1.5-million as against \$2.7 million. Furthermore, the compensations are being paid to more stations—425 as against 223. ABC said it had budgeted \$3 million for compensations for 1968.

Despite the reduction in compensation payments, ABC said, it is losing more money in operating its AM-FM networks in 1968 than the roughly \$2 million per year it lost on such operations between 1955 and 1966. ABC did not specify the amount of loss, but said it did not include the \$2 million ABC invested in technical facilities in the past two years and the some 36 news personnel it engaged in initiating its specialized network services.

ABC attributed its loss to the fact that each of its four networks has "a number of gaps in the top-100 markets." It noted that many of its affiliates are in markets so small that they do not qualify for even nominal compensation.

ABC also noted that its AM affiliates constitute less than one-fifth of all AM stations in the country, and its FM affiliates, less than one-tenth of all FM stations. ABC said this kind of growth could have been anticipated when the four-network plan was launched, and "does not give rise to dominance contrary to the public interest—let alone approach monopoly."

And, ABC said, it was not picking on MBS. ABC said 90% of its new affiliates were formerly independent stations. And of the 32 former affiliates it said are affiliated with one of the ABC networks, "a majority" sought out ABC, "and not the other way around."

ABC also denied MBS's allegation that it has violated the conditions under which the commission authorized operation of the four-network plan by selling its networks in combination, with internetwork discounts and joint rates being employed. ABC acknowledged that it was selling two or more of its radio networks to the same advertisers—it said it never told the commission it would not. It said it would not otherwise be able to offer advertisers the national coverage they want.

But ABC said it has honored its

representations that it would sell each network separately under its individual rate card, that no internetwork discounts would be permitted and that discounts earned would be on the basis of purchase of one network only.

ABC said the examples of "combination rates" cited in MBS's petition were "nothing more than instances where advertisers chose to purchase several network services in accordance with their needs. In no case was a combination or group rate established, and in none of the examples relied upon were rate reductions made that would not have been made in comparable competitive situations to advertisers purchasing only one ABC network."

ABC also denied MBS's assertion that, in markets where it controls all or a majority of the outlets, it has the power to curtail competition. ABC said it has no such power, "since it does not offer 'exclusive' network exposure in any market."

ABC said there is no basis for MBS's charge that operation of the four-network plan violates the commission's duopoly rule. If feeding 8 or 10 minutes of sponsored program material an hour to each of several stations in a market, not always on a compensable basis, constitutes "ownership" interest in the stations involved, ABC said, no network would be permitted to affiliate with more stations than commission rules permit it to own, and no affiliates at all where it already has a full quota of owned facilities.

MBS had also charged that ABC violated a promise to the commission by engaging in more simultaneous networking than the "minimal" amount it had said would occur in connection with the *Breakfast Club*. However, ABC said "the few minutes during which sequential feeds by ABC" were broadcast opposite each other by different stations in New Orleans, as cited by MBS, "is of no real significance."

ABC received support for its position from the affiliates association of one of its four networks, the American Information Radio Network, in a separate filing with the commission. It said it would be "a tragedy of the first order" if the "creative" effort to introduce new national network service was to be discouraged "after the tremendous investment in plant and manpower" that has gone into the establishment of the four distinctive networks.

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camera); compatibility with popular image enhancers; high-visibility camera tally light; multiple outputs for picture and waveform monitors.

Take a look at our new beauty soon. She's the leading lady in IVC's Color Camera Carousel. Turn the page for the complete line.



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introducing
our
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model.**



IVC color camera carousel.

1.

IVC-200

Fully equipped camera for multiple-camera studio and location production. Price ranges from \$19,000 to \$25,000, depending on options.

2.

IVC-120

General purpose camera for small-to-medium sized broadcasters — or single-camera fixed installations such as weather and news stations. Priced at \$18,500.

3.

IVC-110/111

Film chain cameras for use in either IVC Film Chain or chains of other makes. IVC-110: a basic, fixed-lens camera priced at \$12,500. IVC-111: a convertible film chain/studio camera with fixed and 6:1 zoom lens, priced at \$14,600.

4.

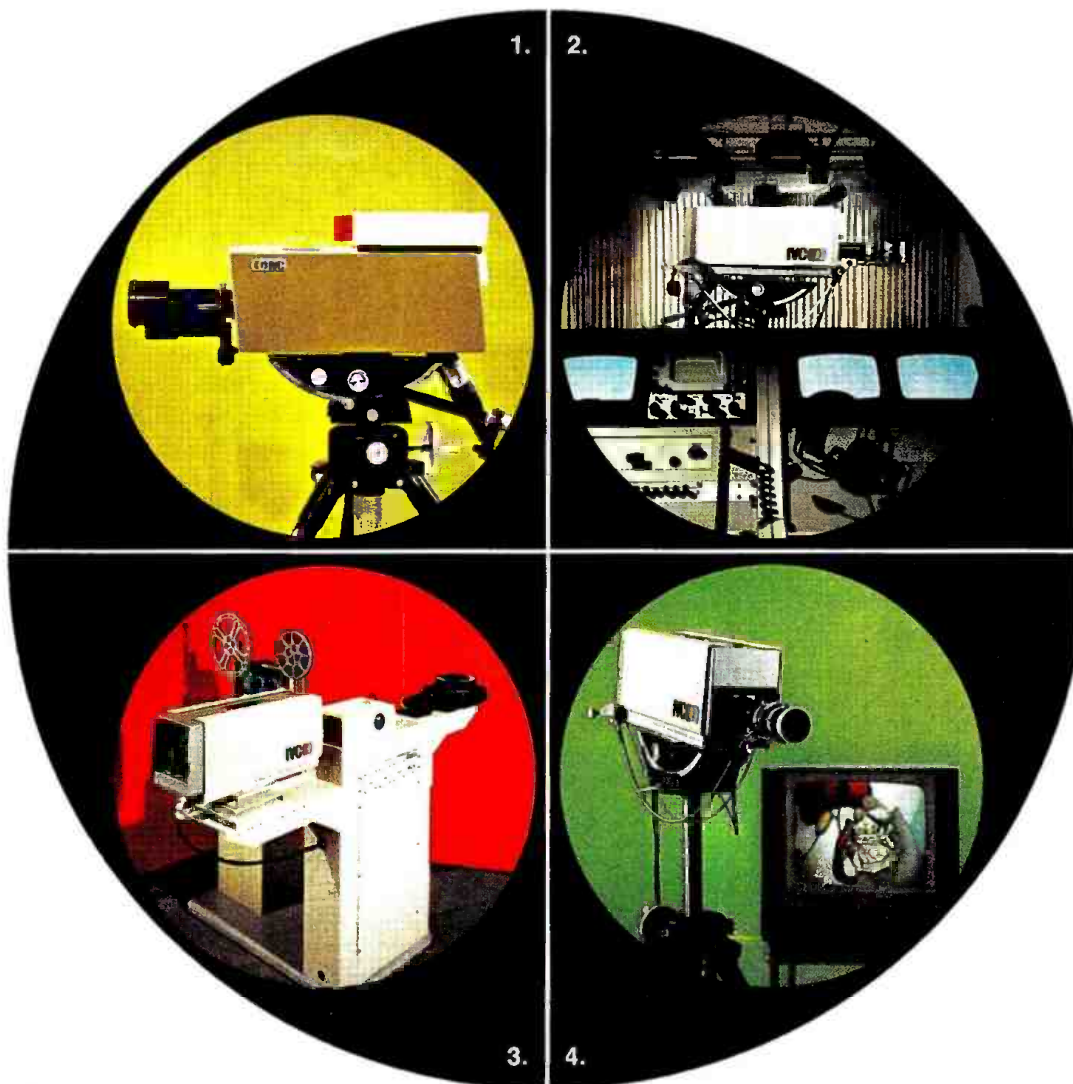
IVC-100

Self-contained camera with built-in color encoder and sync generator. A single output cable provides NTSC encoded signals. Used in CATV origination (cablecasting) and broadcast preview. Priced at \$14,000.

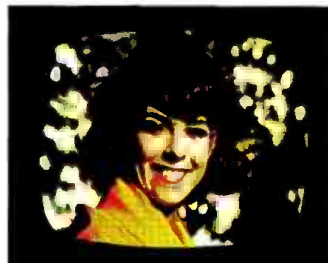
5.

Unretouched, off-the-monitor photos demonstrate excellent color quality and sensitivity of 3-vidicon design used in ALL IVC cameras.

For a demonstration of the IVC-100, 120 or 200 color cameras, contact the IVC office nearest you.



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Jencks No. 2 at CBS-TV

He's assigned to job that's new at network to take administrative load from Dawson

Richard W. Jencks, vice president and general counsel of CBS Inc., was named last week to a post without precedent in the CBS-TV Network: executive vice president.

Robert V. Evans, deputy general counsel, was promoted to succeed him in the corporate post.

The appointment of Mr. Jencks, which makes him the network's number-two man, after President Thomas H. Dawson, was seen as stemming from a desire both to free Mr. Dawson from many of the administrative responsibilities of the presidency and to give a broader play for Mr. Jencks's administrative talents.

Mr. Dawson is widely recognized as a salesman, and the appointment will clearly give him more time to devote to that pursuit.

After making the announcement Mr. Dawson explained that Mr. Jencks "will assist me in the myriad operations of the network," that CBS-TV is "growing every year" and that "the scope of the activities becomes greater and it is essential that the president have an executive vice president working with him in order to handle the sheer volume involved in this job."

Mr. Jencks has won increasing esteem within CBS both as deputy general counsel for two years and then as successor to the late Leon Brooks as vice president and general counsel since October 1967.

A former assistant to the general counsel of the National Association of Broadcasters, he first joined CBS as an attorney on the West Coast in 1950. Three years later he was named West Coast resident attorney, a post he held for six years.

In 1959 Mr. Jencks resigned to become president of the Alliance of Television Film Producers. When ATFP merged with the Association of Motion Picture Producers in 1964, he served as vice president and talent administrator of the new organization until his return to CBS.

CBS-TV has not had an executive vice president before. The closest approach, at least in title, was executive vice president, programs. Hubbell Robinson held that title before he left the network some years ago.

Mr. Evans, the new CBS corporate vice president and general counsel, has been deputy general counsel for the past year. He joined CBS in 1950 as an attorney, became assistant general at-

torney in 1960 and general attorney, contracts and rights, in 1965.

He has participated in a number of international meetings including most recently a UNESCO conference on the use of space communications for broadcasting and a meeting on a new treaty for the protection of television broadcasts transmitted by satellite, held under the auspices of the United International Bureau for the Protection of Intellectual Property.

Mr. Evans also represented broadcasters on U.S. delegations at a 1961 conference in Rome on neighboring rights and a 1967 Stockholm conference on international copyright. He is currently on the State Department's advisory panel on international copyright.

Plans to help the consumer

Washington meeting will weigh proposals for buyers' bulletin and people's counsel

A consumer's bulletin to tell the public about rules and standards issued by federal agencies that might be helpful in buying, and the establishment of a "people's counsel" to protect the rights of the poor before federal agencies. These are two of the subjects to be discussed and voted on at the next meeting of the Administrative Conference of the United States.

Both topics have been recommended for adoption by committees of the 83-member conference, meeting Dec. 10-11 in Washington.

Jere S. Williams is chairman of the conference; among its members are Rosel H. Hyde, FCC Chairman; Max D. Paglin, executive director of the FCC; Leonard H. Marks, director of the United States Information Agency, and Thomas H. Wall, communications lawyer.

In its recommendation, the staff of the conference suggested that a consumer publication could be prepared and published by Paul Bower, consumer counsel in the Department of Justice.

The idea of a "public" version of the *Federal Register* was presented to the conference some months ago by Betty Furness, consumer adviser to the President. The *Federal Register*, pub-

lished daily, is the official gazette of the federal government publishing orders, rules and policies of federal agencies, written admittedly for industry and administrators but, according to Miss Furness, containing much information for the general public.

Among these, according to the report to the conference based on a two-week review of the *Register*: standards for automobile headlights concealment devices, by the Federal Highway Administration; tolerances for pesticides, cottage cheese ingredients, catsup standards, by the Food and Drug Administration; instant, nonfat dry milk standards, by the Department of Agriculture and the Department of Health, Education and Welfare, and policy on charges by airlines for in-flight entertainment and the serving of alcoholic beverages, by the Civil Aeronautics Board.

In discussing the idea of establishing a "people's counsel," the conference's committee on rulemaking urged that federal agencies "engage more extensively" in ascertaining the views of the underprivileged. The committee also recommended that agencies "specially" invite individuals representing a cross section of the poor to submit their views on the rulemaking proposals.

In the report backing up the committee's suggestions Professor Arthur Earl Bonfield, University of Iowa Law School, singles out the United Church of Christ case (the organization that instituted the FCC proceedings against WLBT[TV] Jackson, Miss., charging bias in the treatment of racial issues) as an example of the need of the underprivileged to be represented before federal agencies.

The people's counsel idea for the poor is seen by some as a precursor to having a public representative appear before federal agencies with the general public as his client. This possibility is one reason, it's understood, why this item may have a difficult time in adoption.

In a bow to the success of the FCC's review board procedures, the committee on agency organization and procedure recommended that all federal agencies establish an intermediate appellate board to conserve the time and energies of the agency members.

Industry conference set by college

San Francisco State College will hold its 19th annual Broadcast Industry Conference April 17-18, 1969. The theme will be "station editorials on current issues."

Participants will conduct workshops, demonstrations, and critiques of radio-TV programs that have been produced at the local level during 1968.

Your Blair Man Knows . . .

CENTRAL SEVEN Elegant design and 20,000 bricks are "out front" inviting passersby into the brand new WTRF-TV and WTRF-FM communication center. This ultra-modern glass and brick structure now houses 24,000 square feet of studios, production facilities and the newest color TV and FM stereo equipment atop the underground parking garage. Sixty-one full time and talented employees are "about your business" at new **CENTRAL SEVEN** (and enthusiastically welcome the opportunity to handle more). Drop in to see **CENTRAL SEVEN** and help WTRF-TV celebrate its fifteenth anniversary of serving the Wheeling-Steubenville Market from the heart of downtown Wheeling, hub of the rich and busy industrial upper Ohio River Valley.

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CAB may be at the end of the road

**FCC thinks committee should be disbanded;
Lee applauds work in support of UHF**

The FCC-sponsored Committee for the Full Development of All-Channel Broadcasting, created five-and-a-half-years ago to aid in the development of UHF television, has been advised by the commission that its mission has been completed.

The committee will decide at its next meeting—as yet unscheduled—whether it agrees. If it does, it will quietly go out of business when its current commission authorization expires, in March. Otherwise, it will ask the commission for another renewal of its authorization.

CAB members, reportedly running out of enthusiasm for continuing on the job because of what they consider commission indifference to their proposals, in September voted to ask the commission whether it wanted them to continue functioning as a committee.

The commission referred the matter to Commissioner Robert E. Lee, who has overseen the work of the committee since it was organized in March 1963. He wrote Lawrence M. Turet, KEMO-TV San Francisco, CAB chairman: "I have arrived at the view that your group has fulfilled its mission in fostering the resurgence of UHF broadcasting."

He also said that the "remaining problems" confronting UHF can be dealt with by CAB members as individuals and collectively in the trade associations that have become established.

Although CAB members have complained that the commission paid them too little heed, Commissioner Lee attempted to persuade them their work has not been in vain. "The successes of your committee cannot be tallied," he said. "If one successful effort to obtain a measure of relief for a harried UHF broadcaster means the difference between ultimate success or failure of a single UHF station, it will serve as a credit for which your group may never receive mention."

The committee has had no fixed membership, but at times its meetings have been attended by more than 100 persons. The members come not only

from the ranks of UHF station licensees but from the networks and VHF-UHF owners, as well as film distributors, trade associations and AT&T.

One CAB legacy is the pending rule-making proceeding aimed at making additional syndicated and feature-film programming available to small-market television stations. The proposal would limit the kind of exclusivity arrangement a program supplier could offer a station; the station could be given exclusive right to programs only in the community of its license (BROADCASTING, May 13).

Dallas regional office opened by ARB

The American Research Bureau has opened a new regional office in Dallas, the sixth for the Beltsville, Md., firm. The address is 211 North Ervay building, Dallas; phone (214) 748-5595.

Manager of the new office is Doug Grimm, who will head sales and service assignments in Texas, Arkansas, Louisiana, Mississippi and Oklahoma. Mr. Grimm had previously been an account executive with ARB in Atlanta.

On the West Coast ARB has reorganized its marketing territory so that the company will now have offices in both Los Angeles and San Francisco, with Clay Braun as manager in Los Angeles and Graham Wallace as manager in San Francisco.

ARB also announced its Midwest office in Chicago will now service the states of Colorado, Montana and Wyoming, and western Ohio as well as the city of Detroit.

Culligan to 'Go'

Matthew J. Culligan, former president of Mutual, has been named special consultant to Go Publishing Co., New York, which operates *Go* magazine, aimed at teen-agers and young adults. Mr. Culligan, who is president of Culligan Communications Co., New York, will advise Go Publishing in areas of advertising, broadcasting and new business.

Media reports:

New calls, address ■ WRVA-TV Richmond, Va., purchased by Jefferson Standard Broadcasting Co., in October, took new call letters WWBT(TV) last week. The station's new address is Box 12, Richmond 23201.

New affiliates ■ WMPA Aberdeen and WMBC Columbus, both Mississippi, have

affiliated with NBC Radio. J. W. Furr is president of the stations. WMPA is on 1240 kc and WMBC is on 1400 kc. Both have 1 kw day time and 250 w night time.

Agency named ■ WLOS-TV Asheville, N. C., has appointed Price/McNabb Advertising, Asheville, to handle its national advertising.

GATES

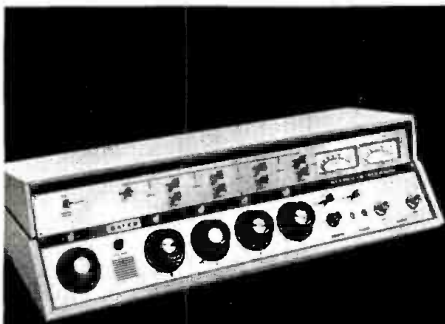
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Now the dependability of Gates Solid Statesman circuitry can be yours. Fewer tubes, lower replacement costs. Dramatically reduced heat dissipation. AM, FM and audio – the complete Gates Solid Statesman line is recognized the world over for excellence of design and unquestioned reliability. More than ever . . . the soundest sound in radio broadcasting is the new sound of Gates.



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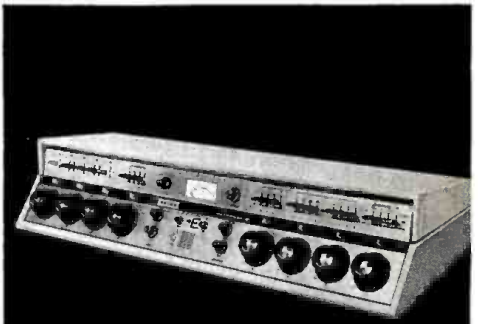
GATES RADIO COMPANY
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A subsidiary of Harris-Intertype Corporation



Stereo Statesman Console – features 5 stereo mixing channels from 11 inputs. Full audio switching. New illuminated program keys.

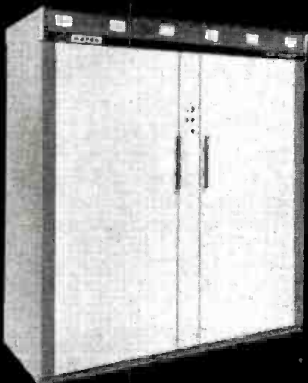


Criterion Cartridge Tape System – standard of the broadcast industry. Direct drive design, 0.2% speed accuracy, quiet solenoid.



Gatesway II Console – 8 monaural mixing channels from 18 inputs. Provides for remote announcer operation of studio mike channel.

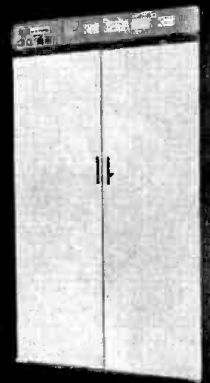
10,000-Watt AM Transmitter BC-10H – only 5 tubes! Lowest tube cost of any 10,000-watt AM transmitter. New overall design.



Remote Amplifiers – choice of 1, 2, 3 or 4 channels. All Solid Statesman models rugged, compact . . . with modern flightline styling.



5,000-Watt FM Transmitter FM-5H – only two tubes! 100% solid-state 10-watt exciter employs Direct Carrier Frequency Modulation.



U.S.-Mexican treaty finally drafted

260 American daytimers will get presunrise break in operations after pact is ratified

At 2 a.m. CST Saturday, Nov. 23, U.S. and Mexican negotiators meeting in Mexico City wound up a marathon negotiating session with a tentative agreement on a new treaty to govern the two nations' use of the standard radio band. The agreement concluded talks stretching back more than two years.

A key feature of the new agreement will reportedly permit some 260 U.S. daytime-only stations to begin operating presunrise. The stations, on Mexican I-A clear channels, had been barred by an existing agreement with Mexico from taking advantage of commission rules adopted in June 1967 permitting presunrise operation, with a maximum of 500 w, by daytimers (BROADCASTING, July 3, 1967).

The new agreement, which replaces a five-year pact that expired on June 9, 1966, has a five-year life, but it will be automatically extended at the end of its term unless renounced by either side.

The new agreement, which was reached only after talks at one point appeared on the edge of collapse, is being put in final English- and Spanish-language versions and is expected to be ready for signing next week in Washington. It was not certain last week who will sign for the U.S.

Some informed sources regard the new treaty as an improvement over the old one principally because of provisions designed to permit more effective policing of the agreement.

They also point to provisions permitting swifter notification of the other party of new operations. Now such notifications are made through the regional International Telecommunications Union office in Havana. It is expected that this procedure will be retained, but that notification will be direct as well.

The talks leading to the agreement are said to have almost foundered in connection with Mexican demands for authority to permit a Mexico City station to operate at night with 20 kw on 1030 kc, the clear channel on which WBZ Boston is the dominant station.

The Americans, whose delegation was led by FCC Commissioner James J. Wadsworth, refused to agree unless the Mexicans accepted a directional antenna pattern for the Mexican sta-

tion that the Americans felt would adequately protect WBZ. It is understood the Americans at one point said they were prepared to walk out of the talks on the issue.

Despite this difficulty—and the length of time needed to reach agreement—the Americans appear generally pleased with the result. And while some members of an industry advisory committee that closely followed the negotiations felt the U.S. gave up "too much," others praised the Mexicans for showing restraint in their demands and in being "generous" regarding the American demands.

A quid pro quo said to have been given the Mexicans in return for the agreement permitting presunrise operations by American stations on Mexican clear channels is one authorizing Mexican daytime stations on U.S. clear channels to operate between sunset and 6 p.m. local time. However, only a relative handful of Mexican stations are involved.

Reportedly, the agreement actually permits stations of both countries to operate on the other's clear channels during those post sunset hours with a maximum of 500 w, or less if needed to protect foreign, co-channel station. However, U.S. stations would be barred from taking advantage of the agreement by the North American Regional Broadcasting Agreement, to which the U.S. is a signatory, along with Canada, Cuba and the Dominican Republic.

The reported agreement on presunrise operation permits U.S. stations, including daytimers on Mexican clear channels, to operate from 6 a.m. local time to sunrise with 500 w, or less if needed to meet prescribed protection standards. The agreement applies to Mexican stations also, but few would be affected since sunrise comes before 6 a.m. in Mexico during most of the year.

The new treaty would thus remove any question as to the legality of the presunrise operations by U.S. stations already operating under the commission's presunrise rules, principally daytimers and full-time outlets on regional channels. (The full-time stations, which would otherwise be required to directionalize their antenna before sunrise,

may operate under the new rules or maintain their licensed nighttime operations.) The old treaty with Mexico did not specifically authorize the kind of operations permitted by the commission under rules which were adopted following conclusion of a special agreement with Canada.

The negotiators are also believed to have reached agreement on a number of so-called special cases. These involve station operations on both clear and nonclear channels that each nation wanted exempt from the provisions of the treaty. In all some 60 U.S. and Mexican stations are involved.

Some of the cases were simply carried over from the expired treaty. But some are new. The one involving 1030 kc was one of these. So was one involving 1180 kc; the Americans permitted a new night-time operation on this channel but insisted on a directional antenna that would suppress radiation to the dominant station, WHAM Rochester, N.Y. The Americans are said to have won authorization for four operations on Mexican clears; none of these would cause overlap with Mexican stations.

Earlier in the negotiations, the two sides reached agreement on a provision that will permit some 20 class-IV stations on either side of the border to increase their power from 250 w to 1 kw. They also agreed to the creation of a joint technical committee that will work on problems concerning the operations of the treaty on a continuing basis.

The two countries have been operating under special interim agreements keeping the old treaty in force since it expired. The present agreement runs out Dec. 31, but the two sides are expected to reach another agreement to fill the gap until their respective senates ratify the new treaty.

The final negotiating session in Mexico City was the third formal one since Sept. 6, 1966, when a session was held in Washington. In addition there were a number of informal meetings involving technical experts only, and one in which FCC Chairman Rosel H. Hyde participated, in May, in an effort to help speed the tempo of the talks.

FCC staff members—Wallace E. Johnson, assistant chief of the Broadcast

Bureau; Bruce Longfellow, of the rules and standards division, and Donald S. Kanode, chief of the technical and allocations branch—and Richard Black of the State Department opened the talks in Mexico City three weeks ago. A week later, with most of the technical work out of the way, Commissioner Wadsworth joined the talks, and the two sides then engaged in some tough, lengthy negotiating sessions climaxed by the all-day meeting that ended in Nov. 23's early hours in Mexico's brand-new Communications and Transportation Tower.

Franciscans set up new TV in Brazil

The Capuchin Franciscan Order has purchased \$527,000 worth of RCA broadcast equipment for a new TV station it will establish in Porto Alegre, Brazil. The Rev. Cyrillo Mattiello, technical director for Radio ETV Difusora Portoalegrense S. A., announced that the channel-10 station would broadcast religious and cultural programs for approximately 13 hours daily and would reach an audience of about 1.5-million viewers.

The station has ordered an RCA TV-27 color TV film system to telecast color programs a portion of each week.

The Franciscan Order has owned and operated an AM station in Porto Alegre for the past 10 years, as well as seven other stations in the Brazilian interior.

WRG to operate from Paris headquarters

Wells, Rich, Greene Inc., the New York-based advertising agency, has opened European headquarters, to be known as Wells, Rich, Greene, Europe, S.A., at 12 Avenue George V, Paris.

Initially, the office will handle the Trans World Airlines account, with billings in other European and Near Eastern countries where TWA operates to be channeled through the Paris office. The Paris headquarters will be supported by a network of affiliate agencies covering all major European countries and the United Kingdom. WRG has to date working agreements with 11 affiliate agencies.

Key executives based in the Paris office include Anthony Caufield, account supervisor for TWA in Europe and the Near East; Paul Margulies, resident creative director, and Ray Stollerman, senior art director.

Besides its New York and Paris offices, WRG maintains offices in Birmingham, Mich.; Los Angeles and Hong Kong.

Abroad in brief:

Canadian awards ■ CKLW Windsor, Ont., won the Charlie Edwards award for radio, voted annually by Radio Television News Directors Association, Canada. The award, granted for the station's coverage of the Detroit riots, the same achievement for which CKLW won an international RTNDA award earlier (BROADCASTING, Nov. 18), was presented at the RTNDA convention in Beverly Hills (Nov. 19-23). Other RTNDA Canada awards include: Charlie Edwards awards for television to CFPL-TV London, Ont., for coverage of "The Last Six Hours of Expo '67";

Dan McArthur award for radio to WJOB Winnipeg, Man., for its story on unidentified flying objects; and Dan McArthur award for television to CBQC-TV Saskatoon, Sask., for coverage of the opening of the Gardiner dam.

Agency bought ■ N. W. Ayer & Son, Philadelphia, has acquired a minority interest in an Italian agency, Pubblimarket of Milan with billings of \$1.5 million. Dennis Shearman, Ayer's vice president of international operations and managing director of Alexander-Butterfield & Ayer, London, becomes a member of the Pubblimarket board.



YOU MAY NEVER SEE A 25,000-LB. CAKE*—

BUT ... in Greater Western Michigan, WKZO is the icing on a big market

If grocery outlets and big food spenders are your dish — WKZO

Radio in Greater Western Michigan can serve them up.



Southwestern Michigan A&P and Kroger store cities within stations' primary coverage areas.

We'll deliver more than twice as many Kroger and A&P stores as our nearest competitor. The map indicates Kroger and A&P store cities within each station's primary coverage areas.

Your Avery-Knodel man can help you satisfy your appetite for bigger sales in the Greater Western Michigan market with WKZO.

*A cake 23 feet high and 60 feet around was baked for the Seattle World's Fair.



The Folger Stations
 RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WOFY GRAND RAPIDS
 WUPV GRAND RAPIDS-KALAMAZOO
 WYAN/WHTL-FM LANSING
 TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WYNN/CALIFORNIA THROUGH CITY
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 AND GREATER WESTERN MICHIGAN
 Avery-Knodel, Inc., Exclusive National Representatives

Corporate urge: get bigger, go public

The conglomerate emerges in broadcast ownership as part of U.S. trend to merger, diversification

From the first day of this year—when International Telephone & Telegraph Co. announced it was giving up the two-year wrangle to merge with ABC—into the final month, corporate consolidations continue to dominate broadcasting's financial news.

In a decade of an acquisition-minded industry, this has been the year for merger activity—both those that go through and those that fall through.

In part, it is a reflection of the overall stock-market trend, where analysts are now predicting a record 4,200 corporate mergers for the year, up more than 40% over 1967.

But to broadcasting's financial observers, 1968's transactions appear somewhat other than a simple following of general economic fad. This has been the year of the big deal and the small one, with a noticeable slowdown in between.

At the top there are the pending giant builders: the \$330-million Transamerica-Metromedia merger; the \$385-million Westinghouse-MCA consolidation; the \$200-million National General-Warner Bros.-Seven Arts acquisition and the \$600-million sale of the St. Regis Paper Co. to NBC parent RCA.

For every major transaction agreed upon, a score of others were reported as broken off after preliminary talks: for example, MGM with Capital Cities, Teleprompter and Time Inc., or 20th Century-Fox with Avco, City Investing, Penn-Central and now Alcoa.

At the other end of the financial scale, almost everyone in broadcasting bought something during the year, with the smaller or late-starting group operations picking up almost anything available and affordable as they hustled to follow the profitable expansion and diversification trail blazed by the major group broadcasters during the past decade.

Hand in hand with acquisitive growth of companies in a booming economy has been the move by companies not already on the stock market to go public. With public offerings providing both handsome profits for company principals and large amounts of capital for growth, the year has seen all sorts of broadcasting-related firms go public,

from growing group broadcasters, such as Pacific & Southern, to CATV systems, such as Television Communications Corp., to production houses, such as Tele-Tape, to ad agencies, such as Wells, Rich, Greene.

The one area where activity has been relatively slow is that of the major group broadcasters, usually thought of as the leaders in establishing broadcasting-centered corporate empires.

In most cases, Wall Street observers lay the big groups' seeming sluggishness this year either to a time-out period in which some set in order the major acquisitions of recent years or to strict adherence to established long-term growth plans without regard to run-away market booms.

There have, as always, been exceptions. Corinthian Broadcasting made its first major diversification move, with an \$11-million purchase of Standard Reference Works Publishing Co. (Funk & Wagnalls encyclopedia) to add to its small Renaissance Editions print operation.

For manufacturing-oriented Avco, it was a year to move into the ranks of important conglomerates, with action to purchase Paul Revere Holding Corp., Carte Blanche and Seaboard Finance, in addition to a \$40-million Embassy Pictures deal.

On the other hand, Metromedia—the traditional example of the media-giant-grown overnight—did relatively little prior to agreeing to merge with Transamerica. During the year it bought four small music publishing houses; Argyle

Publishing Co.; Analearn Associates, an education think tank, and KSNB-TV (now KNEW-TV) San Francisco.

While Capital Cities made its \$37-million deal to buy Fairchild Publications, Donald A. Pels, executive president and treasurer, acknowledges that it was "in the wind for a long time."

In fact, for those citing the seeming whirlwind buying sprees of broadcasters, Mr. Pels notes, "we've only made 10 or 12 acquisitions in 10 years, from a time long before the whole merger activity started."

"We've always had the forbearance to wait for the properties that were right for us."

During the year, Capital Cities made fruitless attempts to buy both MGM and a San Bernadino, Calif., newspaper.

Mr. Pels said, "Good properties rarely walk in the door. They are always difficult to find, but we have always been able to do it. We have to take the initiative, although subtly—be aggressive in a quiet way."

Following a year of disappointing advertising revenues, a number of the major group broadcasters, such as Rollins, Rust Craft, and Taft, apparently have concentrated upon present holdings both in broadcasting and diversified fields (home products and building services for Rollins; greeting card and stationery manufacturing at Rust Craft; production at Taft's Hanna-Barbera).

Taft, for example, last week completed a multimillion dollar acquisition of Fouad Said Productions, a film production company that has been doing work for Hanna-Barbera.

Some, such as Storer, have concentrated on improving previous acquisitions; in Storer's case, its Northeast Airlines subsidiary, which has operated in the black for the first time this year.

"We've been busy attempting to get route extensions for Northeast," said Arno W. Mueller, vice president and treasurer of Storer, which early in the year was rumored to be the subject of a tender offer by the (Los Angeles) Times-Mirror Corp.

"We're trying to find ways of improving our properties, the businesses we're

Acquires 80% of Seeburg

Commonwealth United Corp., Beverly Hills, Calif., which is in cable TV and TV production and distribution among other diversifications, has acquired more than 80% of Seeburg Corp., Chicago manufacturer of jukeboxes, vending machines, musical instruments and hearing aids.

Commonwealth now owns more than 2.1 million shares of Seeburg common stock, with strong indications that it will soon make a formal proposal to merge with the Chicago firm.

We're helping take care of urgent space programs right down here.



Reid Taube and his family are encountering some serious space problems right now, especially every morning at toothbrushing time. But when the kids start needing houses for families of their own, their space problems may be a whole lot bigger.

We're working on programs to meet their needs through Levitt and Sons Inc., world's largest international home and community builder.

Today, we're adding thousands of new homes by building communities here, and in places as far apart as France and Puerto Rico. In the works for tomorrow are entire cities in previously unused areas of the U.S. and elsewhere around the world.

80,000 new homes already

And no one knows more about earthbound space problems than Levitt and Sons, having built a record total of more than 80,000 homes. By

the end of the next decade, when their building rate will have reached 25,000 homes annually, Levitt predicts annual sales of \$1 billion.

We have other space programs under way, too. With Avis, we help businessmen and vacationers alike to move around at will. Our APCOA Division offers parking space for 140,157 cars at airports, hospitals, and central business districts in 88 cities, 40 states, the District of Columbia, Puerto Rico and Canada.

And Sheraton, an international chain of hotels and motor inns, is going full steam ahead to keep up with the year-round demand for good accommodations and service all over the world.

Oceanography to consumer loans

Today we have offices and factories in 67 countries and sales outlets in 56 more, and employees numbering 270,000. In addition to businesses like Levitt, Avis and Sheraton, our diverse operations include telecommunications, data processing, mutual fund management, educational training services, oceanography, air navigation, undersea cables, and consumer loan services—among others.

By bringing to bear our total expertise in all areas where we operate, our companies generate increased competition within industries, which leads to more efficient use of manpower and material resources. This results in a better, more comfortable life for you, the Taubes, and people everywhere.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, New York 10022.

ITT

already in. We have no public plans for new acquisitions. We aren't trying to find ways to spend money. This year we didn't acquire anything basically different—we picked up a few CATV franchises and disposed of a few that didn't fit our operating pattern."

Mr. Mueller added that, while "we're always interested in a good business investment that becomes available, we aren't out running around with a checkbook in our hand."

Other groups, such as Reeves, concentrated on extending operations of established divisions. Thus it bought three CATV systems for its cable operation; purchased the Videotape Center in New York from MGM and 3M Co. for its Reeves Sound Studios division, and added to its computerized real-estate listing operation with purchase of Realton, a Detroit real-estate computer service; and Realty Graphics, a California company that prints real estate multiple listings.

Cox was one of the few major group broadcasters to move further afield. It

agreed to buy Manheim Auto Auction Inc., of Manheim, Pa., in a \$6-million deal. The firm conducts wholesale auto auctions for dealers in Manheim; Bordentown, N.J., and Fredericksburg, Va.

"We're still trying not to go too far afield from a compatible communications umbrella," said C. M. Kirtland Jr., vice president and secretary-treasurer of Cox.

"While it may seem kind of hard to justify an auto auction on that basis, it is a service business—one that is expanding very rapidly—and we are trying to stick as close to service as possible. We still won't go into manufacturing."

Mr. Kirtland notes that broadcasters seeking to diversify may be driven to look further and further for seemingly less compatible businesses. "There is a tremendous demand for small companies with growth potential," he says, "particularly by broadcasters who can often pay cash, and there aren't that many companies left available."

He also notes that "when shopping

for this sort of a company, (Manheim), you have to identify a whole industry, something with growth possibilities. You can't just go buying up isolated companies. You need something you can expand and add to.

"You also need to find one with good management," he added, pointing out that "we bought only 90% of Manheim and left 10% for management as an incentive."

Mr. Kirtland also pointed out that in today's acquisition market, every merger that is consummated represents many times more effort spent on other deals that didn't work out.

"You go through so many proposals before you find one that makes sense at all," he said, "and then you may spend months talking and still find it doesn't work out." He cites Cox's experience this past year in attempting to work out a merger with Standard Rate and Data Service. "We never quite came together because after long study we decided it was not a good deal for both sides. We both backed off as

The Broadcasting stock index

A weekly summary of market movement in the shares of 74 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock symbol	Ex-change	Closing Nov. 27	Closing Nov. 21	Closing Nov. 14	High 1968	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	74½	71½	68½	74½	43½	4,709	\$307,300
CBS	CBS	N	54½	51½	51½	60½	43½	23,665	1,283,800
Capital Cities	CCB	N	85	76½	73½	85	42½	2,811	210,800
Corinthian	CRB	N	34½	34½	36½	40½	22½	3,384	126,500
Cox	COX	N	57½	57½	56½	64½	43½	2,879	159,800
Gross Telecasting	GTI	O	33	32	33	37	28	400	13,600
Metromedia	MET	N	55½	52½	51½	56½	34½	4,862	254,600
Pacific & Southern	PAS	O	23	22½	20½	24	6	1,614	26,200
Reeves Broadcasting	RBT	A	35½	36½	39½	43½	9½	1,825	63,900
Scripps-Howard	SH	O	32	31	32½	34	24	2,389	74,700
Sonderling	SDB	A	39½	40	36½	47½	23½	930	34,400
Taft	TFB	N	40½	38½	39½	45½	30½	3,363	141,700
							Total	52,831	\$2,697,300
Broadcasting with other major interests									
Avco	AV	N	49½	49½	46½	65	37	14,075	\$612,300
Bartell Media	BMC	A	15½	16½	15½	21	9	2,106	32,100
Boston Herald-Traveler	BHT	O	71	71	68	71	48	569	36,400
Chris-Craft	CCN	N	39½	38½	38½	45	26½	1,153	42,200
Cowles Communications	CWL	N	15½	15	15½	17½	12½	3,625	57,100
Fuqua	FQA	N	42½	39½	40½	45	32½	3,600	135,000
Gannett	GCI	O	42½	42½	41½	44	23	4,736	189,400
General Tire	GY	N	35½	34	34½	35½	23½	17,061	560,900
Gray Communications		O	11½	11½	11½	15	9	475	5,600
LIN	LB	O	26½	27½	27½	31	16	1,550	43,800
Meredith	MDP	N	48½	47½	46	48½	23½	2,732	124,300
The Outlet Co.	OTU	N	31½	31½	30½	34	20½	1,184	35,800
Plough	PLO	N	74	75½	69½	78½	56½	6,761	466,500
Rollins	ROL	N	82½	79½	79½	85	43	3,959	304,800
Rust Craft	RUS	A	33½	33½	32½	34½	29½	779	36,400
Storer	SBK	N	51½	53	53½	62½	36	4,188	214,600
Time Inc.	TL	N	103	107	104	109½	86½	7,018	760,600
Wometco	WOM	N	33½	32½	31½	34	17½	3,815	117,800
							Total	79,386	\$3,734,800
CATV									
Ameco	ACO	A	17	16½	15½	18½	7½	1,200	\$18,000
Cox Cable		O	20½	20½	20½	25	16	2,500	51,900
Cypress Communications		O	19½	20½	18	23	12	808	14,500
Entron	ENT	O	10½	10½	10	10½	4	607	6,200
H & B American	HBA	A	25½	23½	24½	26½	9½	2,956	67,600
Teleprompter	TP	A	75½	71½	66½	78	23½	994	62,600
Vikoa	VIK	A	38	34½	33½	38½	12½	1,364	39,400
							Total	10,429	\$260,200
Programming									
Columbia Pictures	CPS	N	44	42½	42½	45½	23½	4,701	209,200
Commonwealth United	CUC	A	22½	19½	19½	22½	6½	6,087	114,900
Disney	DIS	N	79	80½	79½	82	41½	4,230	321,500

friends."

Cox did make some additions to its established operations during the year, buying 80% of *Industrial Machinery News* for its publishing division, and re-organizing its CATV operations in a separate Cox Cable Communications Co., which it put on the stock market.

Illustrating one of the individual characteristics of a broadcast group which demands varying approaches to the business of expansion and diversification is The Outlet Co.

The Providence, R.I.-based broadcaster purchased Touraine Stores Inc., a group of retail specialty stores. Although The Outlet Co. has steadily bought up retail stores over the past few years, its chairman and president, J. S. Sinclair, maintains that Outlet does not have the problem that faces many broadcasters of needing to find new areas of investment.

Outlet started out as a store operation and added radio as some other large department stores did, in the early 1920's. However, unlike most others,

Outlet held on to both merchandising and broadcasting, until today they make up about equally important segments of the company's business.

Says Mr. Sinclair: "You see all this diversification because broadcasting generates cash and when it piles too high, you have to do something with it. But our operations balance each other out and we already have an outlet for our extra cash, so to speak.

"Retail stores have high grosses and small profits, where broadcasting has relatively high profits on a low gross. We can expand our store operation internally simply by building more branches—something you can't do in broadcasting."

One area where broadcasters are finding it particularly difficult to expand is within broadcasting itself.

Therefore another growing group broadcaster, such as Wometco Industries, while actively and openly seeking desirable broadcasting holdings, is finding better buys in other areas.

Wometco made seven major pur-

chases this year: 51% of Commonwealth Theaters of Puerto Rico and New York; Norman Kurshan Inc. and Precise Color Corp., film laboratories; two Florida sign companies; 37% of the Roanoke, Va., Coca-Cola bottling franchise, and the Coca-Cola and White Rock bottling franchise for the Bahamas.

At the same time, it sold the Pepsi-Cola and Canada Dry franchises for the Bahamas and dropped negotiations to buy a Puerto Rico Coca-Cola bottling franchise.

Richard F. Wolfson, senior vice president of Wometco, said, "We have no intention of paying 30 to 40 times earnings" to get another television station, while able to make deals on other properties within Wometco's general area of operation, which Mr. Wolfson defines as "the leisure-time business with items affordable and expendable—not a Cadillac, but a hamburger, and something that can be thrown away after use, like a theater ticket."

The difficulty in finding good broad-

	Stock symbol	Ex- change	Closing Nov. 27	Closing Nov. 21	Closing Nov. 14	1968 High	1968 Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Programming (cont.)									
Filmways	FWY	A	37½	36½	36½	39	16½	961	36,500
Four Star		O	7½	7	7½	10	5	666	5,100
Gulf & Western	GW	N	58½	54½	53½	66½	38½	11,680	595,700
MCA	MCA	N	45½	47½	48½	53½	43	7,764	374,600
MGM	MGM	N	46	47½	46½	55	35½	5,759	270,700
Screen Gems	SGE	A	42½	42	41½	43½	22½	4,048	170,000
Transamerica	TA	N	85	81½	79½	86½	43½	28,859	2,240,200
Trans-Lux	TLX	A	63½	61	59½	83½	21½	753	45,700
20th Century-Fox	TF	N	37½	38½	36½	40½	24½	7,035	232,200
Walter Reade	WRO	O	16½	16½	15½	17	7	1,662	27,800
Warner-Sevens Arts	WBS	A	48½	47½	47½	49½	26½	3,810	174,300
Wrather Corp.		O	19½	16½	16	19½	4	1,710	23,500
							Total	89,725	\$4,841,900
Service									
John Blair	JB	O	49½	46	46½	49½	20	1,800	\$46,400
Comsat	CO	N	59½	57½	54½	64½	41½	10,000	530,000
Doyle Dane Bernbach	DDB	O	31	30	30	41	31	2,104	64,700
Foote, Cone & Belding	FCB	N	14½	14	14½	20½	13	2,157	32,100
General Artists		O	14½	14½	12½	26	10	610	8,200
Grey Advertising	GRA	O	16½	15½	16	20	12	1,201	17,100
MPO Videotronics	MPO	A	15½	15½	15½	17½	10½	517	7,900
MovieLab	MOV	A	12½	12½	11½	17½	12	1,404	18,10
Nielsen	N	O	36½	34	33½	40	27	5,130	177,000
Ogilvy & Mather	OM	O	23	22½	22½	23	14	1,090	22,600
Papert, Koenig, Lois	PKL	A	6½	6½	6½	9½	4½	791	5,200
							Total	26,084	\$929,300
Manufacturing									
Admiral	ADL	N	20½	20½	21½	25½	16½	5,110	\$101,600
Ampex	APX	N	38½	37½	36½	38½	26½	9,629	340,600
General Electric	GE	N	99½	97½	95½	100½	80½	91,068	8,651,500
Magnavox	MAG	N	57½	58½	61½	61½	36½	15,442	891,800
3M	MMM	N	113	110	108½	119½	81	53,793	5,829,800
Motorola	MOT	N	140½	135½	142	153½	97	6,122	824,900
National Video	NVD	A	16½	15½	16½	24½	12	2,782	36,900
RCA	RCA	N	48½	47½	47½	55	44½	62,606	2,942,500
Reeves Industries	RSC	A	7	7	7½	9½	4½	3,240	23,900
Westinghouse	WX	N	74½	76½	74½	78½	59½	38,064	2,854,800
Zenith Radio	Z	N	62	61½	61½	65½	50½	18,860	1,086,800
							Total	306,716	\$23,585,100
Grand total								565,171	\$36,048,600
Standard & Poor Industrial Average			117.33	115.27	114.44	117.33	95.05		

N-New York Stock Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of Oct. 31

cast station buys is one that affects all group operators, large or small, who have not reached their full FCC complement of licenses.

Avco Broadcasting President John T. Murphy said: "It's entirely a matter of shopping. We turned down an FM property in Hartford because we could not see its growth recovering the investment. But we paid \$12 million for our San Antonio station (WOAT-TV) and didn't mind it because it is in a good market with growth possibilities. It's a matter of being willing to pay the price."

Those most reluctant to pay the price appear to be the small and/or fast-growing newer broadcast groups. An example is the Atlanta-based Fuqua Industries, which within three years has grown into a leisure-time and manufacturing conglomerate of over \$200 million in sales and \$8 million in earnings.

Said President J. B. Fuqua: "We'd like to get four more radio stations, but the difficulty everybody has is that the price/earnings ratio for desirable properties is so high it is difficult to buy your way in at a reasonable price."

Instead, by looking for "outstanding managements in certain industries, then making further acquisitions within the area," Fuqua within the past year found what is considered "a reasonable price" on 17 separate non-broadcast acquisitions.

The year's buys have included such things as the Augusta, Ga.-based Martin Theaters chain; Pacemaker Corp., boat manufacturer; Interstate Motor Freight System; U.S. Mobile Homes and G. T. Wolf Mobile Homes; Trojan Seed Co.; eight different photo-finishing firms across the country, and the Ward Manufacturing Co., maker of Nimrod campers.

Such aggressive growth is typical of the anxious-to-move younger companies in the industry.

DeSales Harrison Jr., chairman of stock-market newcomer Pacific & Southern Broadcasting Co., said: "Our interest is to go the whole route and be a full group broadcaster. We set out to match Capital Cities—to do in five years what they did in 10 years. And it will be easier for us because they broke down the fences."

Like most of the others, Mr. Harrison adds: "We've got a way to go to get a full complement of VHF stations, and we are trying to find them. But we are also looking for any acquisitions in ancillary fields. We're looking for more activity—all ways."

The route of growth from a fledgling group operation to the big leagues is clearly marked by the present progress of some of the steadily growing operations, such as Downe Communications, which in the past year bought 32% of Bartell Media, or LIN Broadcasting, which during the year steadily gobbled up holdings both in and out of broadcasting.

"We've averaged about a property a month," estimated Frederic Gregg Jr., chairman and president of LIN. Among the varied acquisitions of the Nashville-based company were WJRZ Hackensack, N. J.; WAVY-TV Portsmouth-Norfolk-Newport News, Va. and KILT-AM-FM Houston, as well as Starday, a music publishing and recording company, King records, and Schertle Galleries, a string of 50 art stores.

Mr. Gregg points to a growth pattern that has gone from a loss of \$67,000 on \$1 million business in 1962 to a net profit of \$810,000 on \$12 million last year, an estimated \$1.75 million on about \$27.5 million this year and projections of \$30 million profit on \$215 million gross in 1972.

Sonderling—another example of a smaller established group broadcaster starting to move—last year bought WLKY-TV Louisville, Ky., and this year got WAST-TV Albany, N. Y., and Modern Teleservice and Trim Teleservice, both film commercial developing and distribution houses. Negotiations fell through on purchase of Syncrofilm and three affiliated film processing companies.

Sonderling Vice President Alan Henry said: "We're committed to grow as fast as we can with sound business practices, and a group broadcaster our size has several things on his side.

"We're in a much more flexible position, both in size and goals. By being small, we're in a much better position to actively seek stations without worrying about FCC trouble trading up.

"By not being large, we also have speed. Someone like Capital Cities can't

move as fast as we can. There are only three people on our corporate staff to make major decisions.

"In both Louisville and Albany, several large group broadcasters had been after the stations, but we just walked in and bought them. In Louisville, the decision was literally made in a telephone booth, with one call after a meeting.

"In hunting for acquisitions, money is not a problem. We have more in the bank than we need, so we're looking at everything and everyone."

The outlook along Wall Street, generally, is for continued acquisitions and diversification by broadcasters, from the smallest station group to the largest corporations.

Broadcasting officials, themselves, discount the two most-often cited problems facing merger-minded companies: lack of suitable acquisition subjects because of fierce competition in a consolidation-dazzled economy, and the threat of a successfully growing merger operation being taken over by an even larger company.

On the first point, broadcasters almost unanimously say that while it may appear good properties are becoming scarce, there are still more than enough to go around among the careful shoppers. And, says Wometco's Mr. Wolfson, for the successful merger engineer, "the larger you become, the more opportunities you get."

The difference, says Avco's Mr. Murphy, is that "there's too much competition for anyone to expect to pick up the *Wall Street Journal* and find something in it to buy."

As LIN's Mr. Gregg adds: "It's not that there's any real problem in finding acquisitions, you just don't find any unsophisticated sellers anymore."

The broadcasters also agree that the growing broadcast-group owner is much more immune to unwanted outside takeover than most other issues on the stock market today.

Capital Cities' Mr. Pels notes the situation of the average growing broadcast group: "It's very difficult to take over an operation with high earnings multiples, a successful management and large internal stock holdings."

One of the leading Wall Street analysts of broadcasting and entertainment stocks summed up: "This was a great big year, and it could get bigger next year.

"Clearly this is the era where the motion-picture makers sell out. And they've put together the potential for some interesting programmer-broadcaster combinations (Metromedia/Transamerican and Westinghouse/MCA).

"The little guys are still moving but it's going to take a long time for them to do anything.

"It has been relatively quiet for the big groups, particularly for the ones who acquired programming and have had

Financial notes:

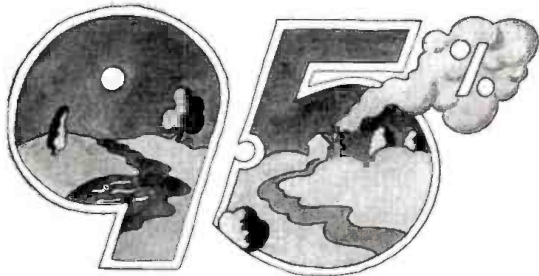
- MGM has declared a quarterly dividend of 30 cents a share payable Jan. 15, 1969, to stockholders of record Dec. 20.
- Warner Bros.-Seven Arts has declared a semi-annual dividend of 25 cents per share, payable Jan. 6, 1969, to shareholders of record Dec. 10.
- Columbia Pictures Corp. has declared a regular quarterly dividend of 15 cents

per share on common stock, payable Jan. 14, 1969 to stockholders of record on Dec. 23.

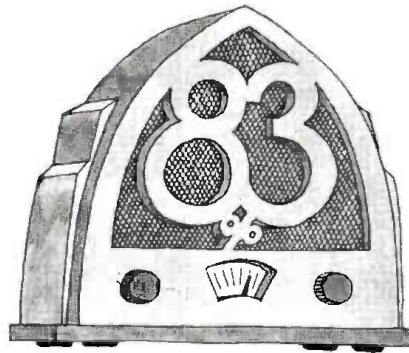
- Wometco Enterprises Inc., Miami, which had planned to acquire the Coca-Cola Bottling Co. of Puerto Rico Inc., has announced that the two companies have terminated their merger negotiations because of an inability to agree on business terms. The companies indicated, however, that they may hold further talks.

Our numbers just came up.

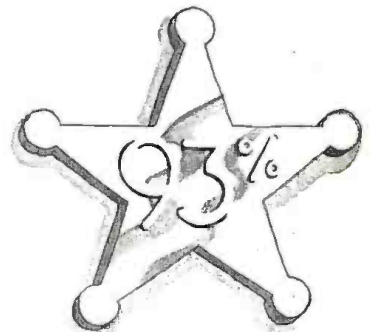
Here's how BMI looked in Billboard's figures for the first nine months of '68.



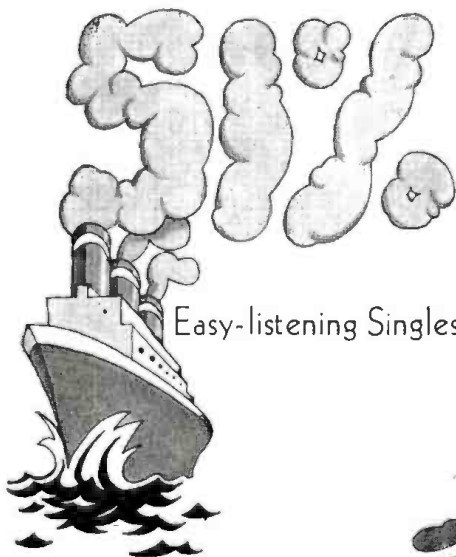
Rhythm & Blues Singles



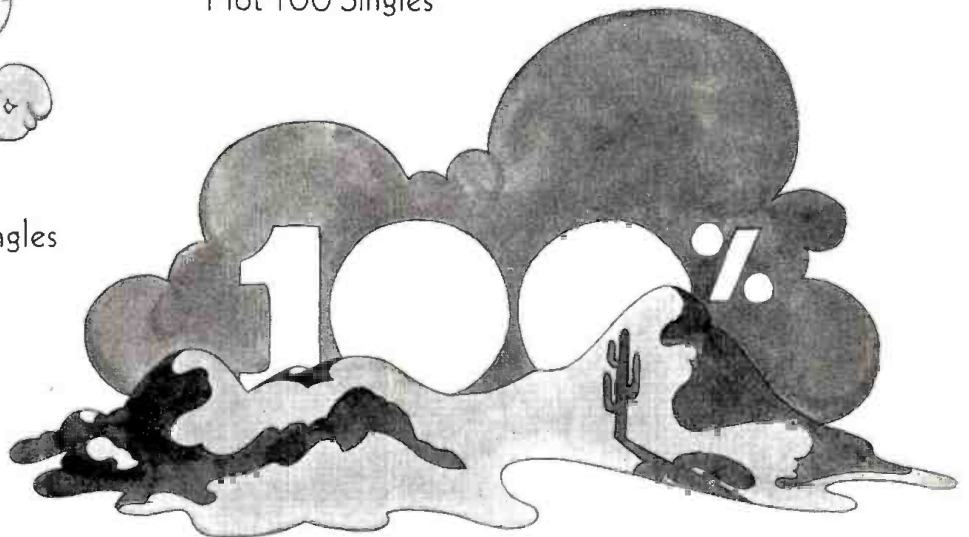
Hot 100 Singles



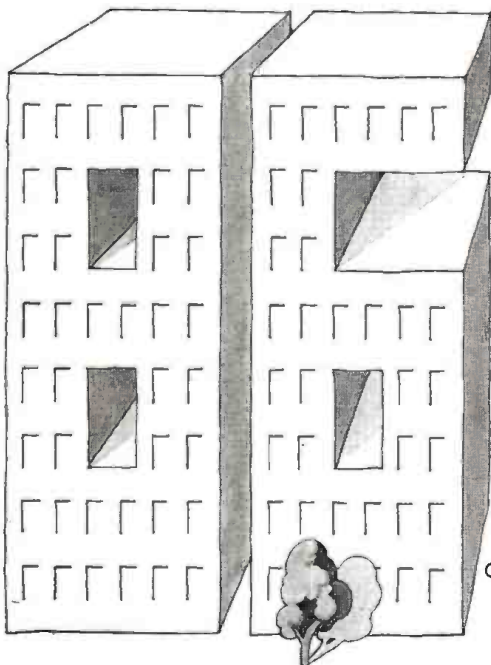
Country Singles



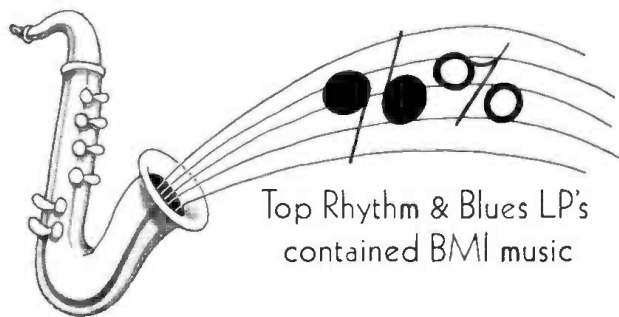
Easy-listening Singles



Top Country LP's contained BMI music



of the Top 100 LP's
contained BMI music



Top Rhythm & Blues LP's
contained BMI music



All the worlds of music for all of today's audiences

troubles. They learned that things aren't going to be so easy.

"They've been in the world's most simple-minded business—almost anyone can make money in broadcasting—and once they went out into the world, they found you can get your teeth kicked in.

"But the big groups have to keep going, and you can expect a rash of acquisitions for them again next year. It's time for even more activity. There's no pattern to it, just the way the dice roll."

Columbia, SG set merger blueprint

**Vote due Dec. 16;
Schneider, Jaffe, Hyams
to fill top positions**

Stockholders of Columbia Pictures Corp. and its subsidiary, Screen Gems Inc., will vote Dec. 16 at a special meeting in New York on the merger of the two companies into Columbia Pictures Industries Inc.

Columbia currently owns 86% of Screen Gems. Under the terms of the merger agreement, which has been approved by the boards of both corporations, SG stockholders will receive one share of CPI common for each share

of SG. Top executives of CPI will be Abe Schneider, currently chairman and chief executive officer of both Columbia and SG, who will become chairman and president; Leo Jaffe and Jerome Hyams, executive vice presidents of CPI and who will also be president of Columbia Pictures and of Screen Gems, respectively.

The combination of the two companies will put under one roof motion picture production and distribution, TV program production and distribution, music publishing, records, audience and marketing research and TV-radio station ownership. Columbia Pictures and Screen Gems will be operated as a separate division of the merged corporation.

Columbia Pictures is now traded on the New York Stock Exchange; Screen Gems on the American Stock Exchange. CPI will be traded on NYSE and the Pacific Coast Stock Exchange.

In the proxy statement calling the stockholders meeting, remuneration during the fiscal year ended June 29 was listed for the following: Mr. Schneider, \$242,400; Mr. Jaffe, \$161,990, and Mr. Hyams, \$155,000, all with retirement benefits.

The meeting statement also indicated that Mr. Hyams's new contract, signed Nov. 5, 1967, calls for him to receive \$3,500 weekly (\$182,000 annually). It also reported that he has an option

for 26,250 shares of Columbia Pictures at \$21.61.

Screen Gems executives' remuneration: John H. Mitchell, executive vice president, \$79,900; Jackie Cooper, vice president, \$131,882, and Charles Fries, vice president, \$80,481. Mr. Mitchell, who will be first vice president of the parent CPI after the merger but who will retain his present title at Screen Gems, signed a new contract on Jan. 1 calling for \$100,000 yearly salary. He also exercised options on Oct. 1 for 7,812 shares of SG at \$10.56. It was selling for \$39.375 on the that date. Mr. Cooper also exercised options on March 6 and Oct. 11 for a total of 3,750 shares of SG at \$12.56. SG sold for \$23.75 on March 6 and \$39.625 on Oct. 11.

For the fiscal year, Columbia Pictures had revenues of \$299,450,000 and net income after taxes of \$9,395,000 (\$2.11 a share). Screen Gems had revenues of \$105,692,000 and net income after taxes of \$6,427,000 (\$1.58 a share). TV film rentals accounted for \$37,511,000 and TV programs for \$39,512,000 of Columbia's revenues.

For the 1968-69 TV season, Screen Gems reported it had three prime time TV programs renewed (*Bewitched*, *I Dream of Jeannie* and *Flying Nun*), two new one-hour series (*Outcasts* and *Here Come the Brides*) and one new half-hour serial (*Ugliest Girl in Town*). This equals six first-run programs amounting to four prime hours weekly of network TV.

Screen Gems stations: KCPX-AM-FM-TV Salt Lake City, WVUE-TV New Orleans, WAPA-TV San Juan, P. R., and one-third interest in WOLE-TV Mayaguez, P. R.

Screen Gems reported last week that earnings increased slightly over the corresponding 1967 period during the first fiscal quarter ended Sept. 28:

	1968	1967
Earned per share	\$0.27	\$0.27
Net earnings	1,122,000	1,113,000
Gross income	18,234,000	15,909,000

Company reports:

20th Century-Fox Film Corp. reported earnings in the latest nine months higher than in any similar period since the present management took control in 1962. Revenues from films sold to television for the nine months rose to \$22,912,000 compared to \$7,142,000 last year.

For the nine months ended Sept. 28:

	1968	1967
Earned per share	\$1.67	\$1.93
Revenues	151,586,000	146,590,000
Net earnings	11,796,000	11,685,000

Note: There were 7,047,659 average shares outstanding in 1968 compared to 6,068,796 in 1967, adjusted for 2-for-1 stock split. Also from Sep. 30, 1967, through Oct. 2, 1967, conversion of 4½ convertible subordinated debentures resulted in 965,854 share increase.

Atlantic States Industries Inc., New York, group broadcaster and owner of McGavren-Guild, PGW Radio Inc.,

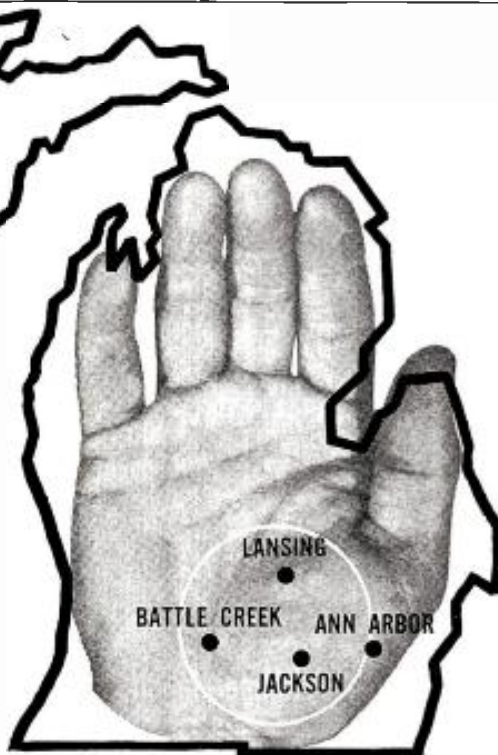
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3. Puts more advertising pressure where it's needed most.
4. Gets you more complete coverage with less overlap.



WILX-TV

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Lansing, Michigan 48933



station representative, reported a record 153% increase in earnings and a 76% increase in net sales for the six months ended Aug. 31:

	1968	1967
Earned per share	\$0.17	\$0.075
Earnings	322,255	127,498
Net sales	1,853,041	1,055,535

Oak Electro/Netics Corp., Crystal Lake, Ill., manufacturer of television tuners and other electronic components, reported a decline in net operating results for the nine months ended Sept. 30:

	1968	1967
Earned per share	\$0.48	\$1.43
Net sales	51,784,929	57,066,310
Net income	807,035	1,872,699
Average shares outstanding	1,136,296	1,125,974

Note: 1967 figures are restated to reflect poolings-of-interest treatment of companies acquired in 1967.

Reeves Broadcasting Corp., New York, reports that sales and net income, including special credit, increased during first nine months of year:

	1968	1967
Earned per share	\$0.27*	\$0.27
Net income	556,800	551,100
Revenues	10,138,300	7,674,700

*Exclusive of special two cents per share credit.

Visual Electronics Corp., New York, manufacturer and distributor of TV and radio systems, reported a decline in net sales and net income for six months ended Sept. 30:

	1968	1967
Earned per share	\$0.55	\$0.64
Net sales	10,894,000	13,084,000
Net income after taxes	691,000	761,000
Average shares outstanding	1,245,000	1,179,000

Bartell boosts its nine-month earnings

Bartell Media Corp., New York, has reported that net income and revenues increased for the first nine months of 1968, but earnings per share dropped because of a loss attributed to the liquidation of its TV operations in the Netherlands Antilles. Bartell's three radio stations (WADO New York, WOKY Milwaukee and KCBQ San Diego) are expected to report increased sales and profits at year-end.

For the nine months ended Sept. 30:

	1968	1967*
Earnings per share	\$0.16	\$0.181
Sales	24,938,000	23,720,000
Net income	447,589	380,894

*Restated to reflect year-end adjustments.

New pacts three-year high at CBS Enterprises

The gross income of CBS Enterprises' licensing and development department this year will reach its highest point since 1965, officials said last week. Fifteen new agreements written in November will push 1968 revenues over that record three-year-old figure.

Among the contracts were those signed with Avon Books, McGraw-Hill, Popular Library, Transogram, Remco, Western, Mattel and Playskool. Among

the products licensed in the past month were hard-cover and paperback books, board games, model toys, jewelry, piggybanks, a table-tennis game, lunch kits, dolls, paint books, coloring books, story books and picture puzzles.

The CBS properties involved in the agreements are two movies produced by Cinema Center Films, "Me, Natalie" and "April Fools", and several network programs: *Of Black America*, *Green Acres*, *Family Affair*, *Captain Kangaroo*, *My Three Sons* and *Petticoat Junction*. An agreement was also written involving the new *What's My Line?*, now being syndicated domestically by CBS Enterprises.

Merger plans announced

Harris-Intertype Corp., Cleveland, and RF Communications Inc., Rochester, N.Y., have announced tentative plans to merge. Value of the transaction is estimated at \$50 million. Negotiations are based upon Harris-Intertype issuing three-eighths of a share of its common stock for each of RF's 1,855,484 outstanding shares. RF, which manufactures two-way radio equipment, would become a subsidiary of Harris-Intertype, which owns Gates Radio Co. RF had sales for the nine months ended Sept. 30 of almost \$13 million and net earnings of almost \$800,000, or 45 cents per share.

Play it for LAUGHS...
Play it for PROFIT...

ART LINKLETTER'S LITTLE ONES

Most popular of all Linkletter features, on the air and in print. His book, "Kids Say the Darndest Things," ranks as 15TH NON-FICTION ALL-TIME BEST SELLER!



260 FIVE MINUTE RADIO EPISODES NOW COMPLETED

Available on tape for exclusive local broadcast or for multi-market spot placement by regional and national sponsors. The first time Linkletter programming has been offered on a local basis.

SIGNAL PRODUCTIONS, INC.

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CLIP AND MAIL TODAY.

Ed Buckalew, Signal Productions, Inc.
6223 Selma Ave., Hollywood, Calif. 90028
(Phone 213-463-4173)

Please send without obligation audition tape and program costs.

Name _____

Address _____ Station _____

City _____ State _____ Zip _____

Reorganization at K&E

Domestic and multinational accounts are consolidated under new management

Kenyon & Eckhardt Inc. last week became a parent.

The new offspring is Kenyon & Eckhardt Advertising Inc., in charge of North American advertising activities and also serving multinational clients.

The parent company will handle non-agency business, including financial, personnel and international administration functions, interests in 26 countries with its English partner, Coleman, Prentiss, Varley Ltd., and the subsidiaries of Food Advertisers Service, K&E Productions, Dimensions for Decisions and International Development, Expansion and Acquisition Ltd. (IDEA Ltd.).

The officers of the new subsidiary reflect K&E's concern for creative work. Stanley Tannenbaum, previously senior vice president and creative director, becomes chairman of the board and continues as creative director. Leo Kelmenson, senior vice-president/account management, becomes president, and Peter Frantz, senior vice president/account management, Chicago, becomes executive vice president. Mr. Frantz will continue to work out of Chicago.

New members of the agency board are Ron DeLuca and Larry Parker. Others are Edward Murphy, Paul Roth, Theodore Dunn, David Gillespie, James Dearborn and Richard Martell.

E. L. Timberman heads the board of directors of the parent organization. Messrs. Tannenbaum, Kelmenson, Frantz and Murphy, joined by John Maples and A. N. C. Varley of Coleman, Prentiss, Varley, make up the rest of the board.

Previously, K&E had been organized into a domestic division, headed by Mr. Timberman, and an international division, headed by Giancarlo Rossini, with board chairman Stephens Dietz overseeing both. Mr. Dietz and Mr. Rossini have retired, although Mr. Rossini will continue as an international consultant on various K&E projects.

Mr. Timberman noted that the changes reflect what has happened in the international division—an increase in multinational clients needing a coordinated advertising effort. He cited an increase of about \$20 million in new client billings during the last year, including Helena Rubenstein, Air France, Autolite, Massachusetts Mutual



Clockwise from six o'clock: E. L. Timberman, chairman of the board and president, Kenyon & Eckhardt Inc.; Peter Frantz, executive vice-president, Kenyon & Eckhardt Advertising Inc.; Leo-Arthur Kelmenson, president, Kenyon & Eckhardt Advertising Inc.; Stanley Tannenbaum, chairman of the board and creative director, Kenyon & Eckhardt Advertising Inc.

Insurance, and Norge Fedders.

"Income was up 8% for the fiscal year ended Sept. 30," Mr. Timberman announced, and he estimated calendar year domestic billings would be \$90 million in 1968. The broadcast share of domestic billings is estimated at \$38 million (BROADCASTING, Nov. 25). Worldwide billings are approximately \$125 million, according to the agency.

Mr. Timberman pointed out that the new structure would contribute to a good earnings statement needed for going public, but this "should not be construed to mean we will be going public," although he admitted the move had been under consideration.

Business briefly:

Simmons Co., through Young & Rubicam, and RCA, through J. Walter Thompson, all New York, will sponsor *The Second Bill Cosby Special* on NBC-

TV, 9-10 p.m. EST, April 9, 1969.

Watkins Products Inc., Winona, Minn., through Draper Daniels Inc., Chicago, has scheduled a pre-Christmas campaign on CBS Radio's *News-on-the-Hour* and *Dimension*.

White Rock Corp. through Venet Advertising is running a holiday "Win-a-Dinner Sweepstakes" consumer promotion that will run on New York area radio through New Year's Eve. A total of 105 \$25 dinners for two will be awarded over the seven-week period. The one-minute spots will run primarily in drive-time on WNEW, WOR, WNBC, WINS, WPAT, WHN and WADO.

ABC-TV reports PGA package deal 85% sold

Despite the threats of big-name golfers to boycott Professional Golfers Association tournaments, optimistic advertisers have been buying into ABC-TV's PGA *Golf Galaxie* well in advance.

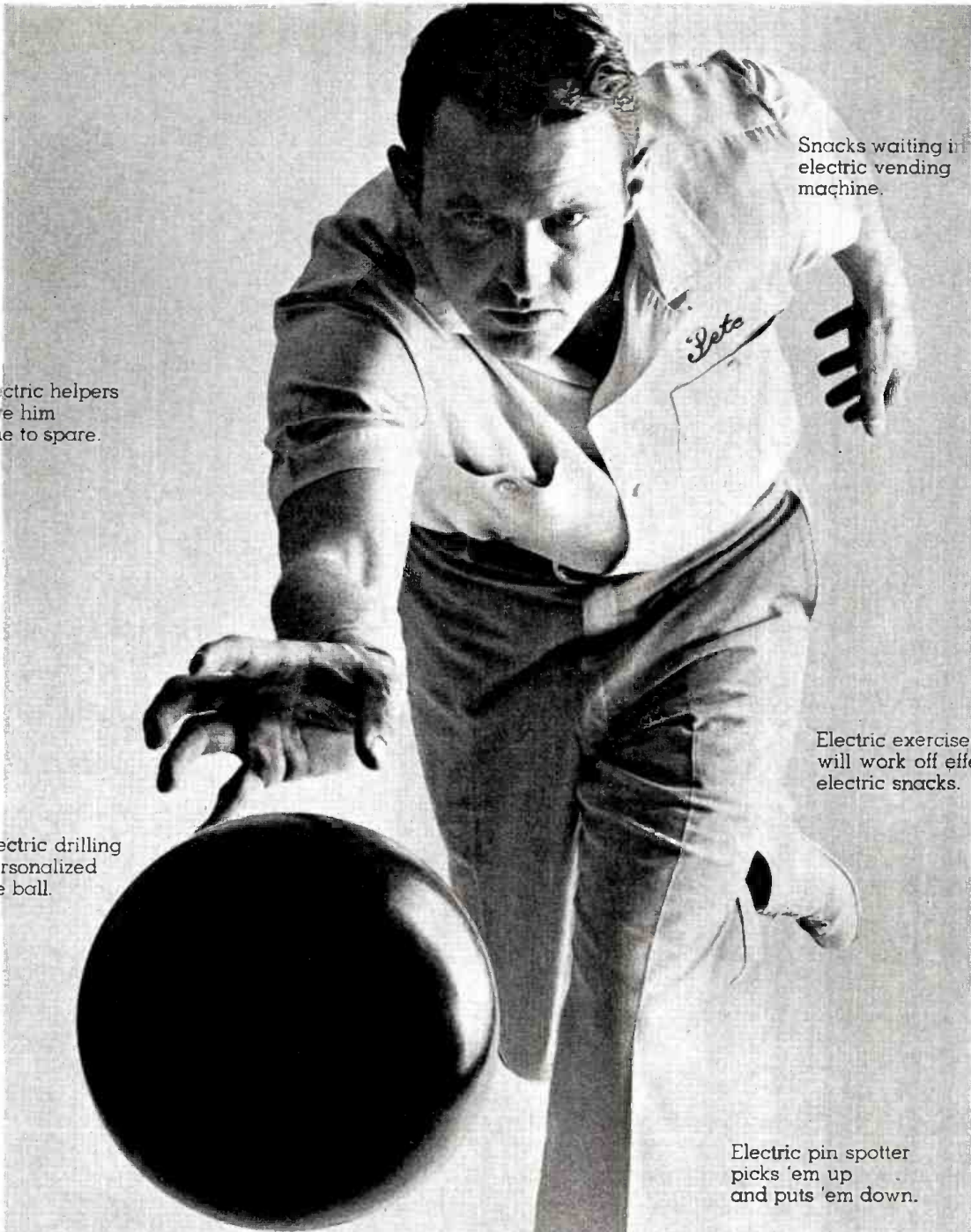
The network reported last week that the 14-tournament package, starting with the Bing Crosby Pro-Amateur Tournament Jan. 25, 1969, is 85% sold out to 11 major advertisers and many others with minor buys.

The major commitments have come from National Cash Register (McCann-Erickson), Hartford Insurance (LaRoche, McCaffrey & McCall), National Association of Insurance Agents (Doremus), AT&T (N. W. Ayer), Michelob division of Anheuser-Busch (D'Arcy), Buick Division of General Motors (M-E), Fedders (Kenyon & Eckhardt), Sears Tire division (J. Walter Thompson), Pittsburgh Plate Glass (Young & Rubicam), Trans World Airlines (Wells, Rich, Greene), and A. G. Spalding (Waring & LaRosa).

ABC-TV, under contract with the PGA, is hoping the dispute with the touring professionals and their separate organization (American Professional Golfers), will be settled amicably.

ANA releases research aid

The Association of National Advertisers has issued a revised edition of its checklist for *Evaluating Marketing and Media Research Studies*. The Advertising Research Foundation has reviewed and approved the new edition. The checklist is designed to assist advertising executives in evaluating research studies conducted by media, research, and other organizations. The booklet is available at no cost from the Association of National Advertisers, 155 East 44th Street, New York 10017.



Electric helps
give him
time to spare.

Snacks waiting in
electric vending
machine.

Electric drilling
personalized
the ball.

Electric exerciser
will work off effects of
electric snacks.

Electric pin spotter
picks 'em up
and puts 'em down.

electric man

There aren't many things
about today's man that low-
priced electric service doesn't
play a part in.

It does a lot for what it costs.

You could say it's one of the big-
gest personal values people get.

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

age, as a dollar did back in 1938.

Pretty impressive — particu-
larly when you think of how the
price of almost everything else
has gone way up.

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

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

Watch "Down to the Sea in Ships," Wed. eve., Dec. 11, on NBC-TV.

Courts to rule on Nixon program

Kemper Insurance claims ABC violated contract by showing controversial special on Nixon in 1963

The Political Obituary of Richard Nixon is alive and kicking around a New York courtroom.

The news came last week as the ghost of an election past popped up to haunt ABC officials. They learned, ironically, that the almost six-year legal battle over their program, *The Political Obituary of Richard Nixon*, may finally be laid to rest by a federal judge just about the time Mr. Nixon consummates his political "resurrection."

Legal arguments before Federal District Judge Charles H. Tenney Wednesday (Nov. 27) apparently could mark the next-to-last step in the series of suits and appeals between ABC and the Kemper Insurance Group of Chicago over a controversial network news special on Mr. Nixon broadcast on Veterans Day in 1962.

Many broadcast observers have long felt that hinging on the final outcome of the battle are basic network practices requiring advertisers to buy specific station line-ups.

Wednesday's testimony was over a key point in the litigation which began Jan. 9, 1963, when ABC filed a breach of contract suit against Kemper in New York Supreme Court asking for \$432,693 damages. On the preceding Nov. 13, Kemper had notified ABC that it was cancelling a contract it had signed less than two months before to sponsor 26 broadcasts of the *ABC Evening Report*.

Only four segments had been broadcast, but Kemper said it considered its obligations under the contract at an end because of the network's special, *The Political Obituary of Richard Nixon*, broadcast two days before. The program examining Mr. Nixon after his defeat in the California gubernatorial election had drawn heavy criticism because of an appearance on it by Alger Hiss.

Kemper did not sponsor the Nixon special (the Nationwide Insurance Co., which did, was among the network's defenders). Kemper, however, claimed that it had been linked in the public's mind with the special because ABC ran a promotional spot for the special during one of the Kemper-sponsored *Evening Reports*. Kemper maintained that ABC had violated its contract by associating Kemper with a program that was "in poor taste."

Following ABC's filing suit, on May 23, 1963, Kemper brought a counter suit against the network, charging ABC had violated Section 1 of the Clayton Antitrust Act in the *Evening News* contract. Kemper maintained that it wanted to advertise on only 95 of the network's affiliates, but ABC made it take 130. Kemper claimed this was a "tie-in" sale violating the antitrust laws.

Three-and-a-half years later, in mid-March 1965, a New York State Supreme Court judge ruled in favor of ABC on the network's suit and ordered

Kemper to pay a judgment of \$265,047 plus interest. The following May 31, a U.S. district court judge denied Kemper's suit.

Kemper appealed the dismissal of its suit and on Dec. 15 of last year a U.S. Appeals Court reversed the district court decision and ordered the Kemper suit back to the lower court for trial.

Meanwhile, ABC's damage suit was upheld both by a New York State Court of Appeals in the summer of 1966, and the U.S. Supreme Court, which in November of that same year refused a request by Kemper to review the award decision.

It is the Kemper antitrust suit that came up again in federal district court last week, with a key issue under contention: whether it was reasonable for Kemper not to have attempted to negotiate further with ABC on the total number of stations it had to carry and the price.

In sending the suit back to the district court a year ago, the higher court had observed that "a negative answer (on the key question) . . . would obviate the need for further proceedings with respect to the issues discussed." An affirmative answer presumably would lead to a full trial.

Judge Tenney has the decision under advisement, and although there is no set time for him to hand down his decision, ABC lawyers say they expect

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports, network-TV dollar revenue estimate—week ended Nov. 17, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Nov. 17	Total dollars week ended Nov. 17	1968 total minutes	1968 total dollars
	Week ended Nov. 17	Cume Jan. 1-Nov. 17	Week ended Nov. 17	Cume Jan. 1-Nov. 17	Week ended Nov. 17	Cume Jan. 1-Nov. 17				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 246.1	\$ 220.4	\$ 4,122.5	\$ 336.0	\$ 15,331.9	115	\$ 556.4	3,554	\$ 19,700.5
Monday-Friday 10 a.m.-6 p.m.	1,426.2	54,856.4	2,965.1	125,658.2	2,455.1	103,497.2	990	6,846.4	40,940	284,011.8
Saturday-Sunday Sign-on-6 p.m.	1,253.1	48,021.3	2,246.8	48,118.2	825.9	29,303.0	312	4,325.8	11,665	125,442.5
Monday-Saturday 6 p.m.-7:30 p.m.	615.3	16,632.3	755.8	26,067.6	709.7	27,148.1	100	2,080.8	4,195	69,848.0
Sunday 6 p.m.-7:30 p.m.	70.7	5,145.2	406.1	9,624.1	366.9	8,532.9	21	843.7	940	23,302.2
Monday-Sunday 7:30-11 p.m.	6,355.1	217,592.4	7,402.1	265,827.4	7,730.1	268,237.3	448	21,487.3	20,192	751,657.1
Monday-Sunday 11 p.m.-Sign-off	517.5	16,302.1	40.9	5,980.4	401.4	20,912.4	80	959.8	3,676	43,194.9
Total	\$10,237.9	\$358,795.8	\$14,037.2	\$485,398.4	\$12,825.1	\$472,962.8	2,066	\$37,100.2	85,162	\$1,317,157.0

it "in about two months or so"—possibly just about the time the obituaried Mr. Nixon is sworn in as the 37th President.

Metro Radio enlarges West Coast operations

Metro Radio Sales has announced the expansion of its West Coast operations to provide increased emphasis on selling and servicing West Coast advertisers and ad agencies.

Bruce Johnson will head the newly expanded West Coast office in the capacity of vice president and West Coast manager. Mr. Johnson joined Metro Radio Sales in 1964 as manager of its Los Angeles office, and was appointed vice president in 1966.

Also announced was the promotion of Edward R. Boyd to manager of Metro's San Francisco office. Mr. Boyd has been a sales account executive in that office since November, 1967.

Succeeding Mr. Boyd on the sales staff of the San Francisco office will be William L. Meyer. Mr. Meyer comes to the company from Katz Television, where he served as sales account executive since 1965.

Soft spot mixes well in Dallas 'Punch Bowl'

The concept in television advertising of relinquishing regular commercial time to promote education, is being utilized by Masius, Wynne-Williams, Street and Finney, marketing consultants for Colgate-Palmolive's Punch detergent.

The first annual "Punch Bowl," a football game between Jesuit and Bishop Lynch Catholic high schools, was sponsored by Punch and broadcast live over KDTV(TV) (ch. 39) Dallas. Except for regular hard-sell spots slotted before and after the game, Punch's commercial time was devoted to short documentaries outlining the athletic, scholastic and extracurricular programs of the competing schools.

Eric Nelson, KDTV(TV) operations manager, coordinated the venture, producing 11 60-second spots on location at the schools and at the station. The spots were tagged with standard sponsor identifications.

AgRadio opens 9 sales offices

Nine regional sales offices have been established by The National AgRadio Groups, Silver Spring, Md., a network of farmer-oriented radio stations. The following will represent the network to farm radio buyers: Henry Cohen, 122 East 42nd Street, New York 10017; Hooper Jones, 3322 West Peterson

Avenue, Chicago 60645; Lee O'Connell, 111 North La Cienega Boulevard, Los Angeles 90211; Sam Posner, 559 Pacific Avenue, San Francisco 94133; Jim Hodges, 2600 Auburn Street, Sacramento, Calif. 94133; David Carpenter, 1819 Peachtree Road N. E., Atlanta 30309; Jack Riley, 1407 Main, Dallas 75202; Pete Richardson, Box 1384, Tulsa, Okla. 74101, and Jack Hauser, 516 Securities Building, Seattle 98101.

Dream Whip goes to Grey Advertising

General Foods Corp., White Plains, N. Y., has assigned Dream Whip to Grey Advertising, New York. Dream Whip bills an estimated \$2.5 million, of which approximately \$2.1 million is in broadcast.

Dream Whip was part of the approximately \$5-million package resigned last week by Doyle Dane Bernbach, New York (BROADCASTING, Nov. 25). Products still to be assigned by General Foods are LaFrance whitening product, which bills an estimated \$2 million (\$1.7 million in TV-radio) and Gaines dog meal, which bills about \$1 million (\$700,000 in TV-radio).

Shoe company gives network radio a try

The 100-year old Joseph Herman Shoe Co. of Millis, Mass. is venturing for the first time into national advertising and network radio in January 1969. The manufacturer of men's work, utility and outdoor shoes is committed to a full year's schedule of three of the four ABC radio networks, ABC officials announced last week.

Herman will sponsor Keith Jackson on the American Entertainment Radio Network, Lou Boda on the American Information Radio Network, and Howard Cosell on the American Contemporary Radio Network. The agency is Robinson, Donino & West, New York.

After 24-year hiatus jingles jangle on WQXR

WQXR-AM-FM New York, specializing in classical music programming, last week announced the lifting of a 24-year-old ban on commercials using music, singing or both.

Walter Neiman, vice president and general manager of the New York Times-owned stations, reported: "We will now consider for broadcast any commercial with singing or music in any form which by contemporary standards is of high quality, in good taste, and a comfortable match for our programming, our audience and the ad-

vertiser," but "we will reserve the right to refuse to accept commercials we think are improper for us and unwelcome to our listeners."

The stations started the "no-jingle" policy in 1944, eight years after the AM operation began and five years after the start of WQXR-FM.

Random House reaches book buyers via radio

While book publishers usually turn to the print media at this time of year for their holiday push, Random House has begun a radio campaign for the "Random House College Dictionary." David, Oksner & Mitchneck, the Random House agency, believes book buyers listen as well as read. The one-minute spots created by the New York ad agency are running in Cleveland and New York, and Boston is being considered as a third market.

The commercials are delivered by Random House authors such as Adam Smith, author of "The Money Game"; poet Rod McKuen, author of "Lonesome Cities," and cartoonist Jules Feiffer. These writers talk about the new dictionary while at the same time giving additional advertising support for their own books.

At the recording session (below, l. to r.) were Bennett Sims, director of advertising of Random House, Adam Smith and Robert Oksner, vice president of David, Oksner & Mitchneck Inc.



More signs of retail upbeat

Heightened interest in TV by retailers, evident at Television Bureau of Advertising annual meeting two weeks ago (BROADCASTING, Nov. 25), will also rank at top of agenda for 17th annual national Retail Advertising Conference in Chicago Jan. 10-12, 1969, RAC officials said last week. Radio and retailers will be another "hot subject" too, they added.

RAC conference, attended each year by department store and other retail advertising people from across the country, will be held at the Knicker-

DIVORCE COURT

lands with
IMPACT
in market
after market

In Wilkes-Barre
DIVORCE COURT
sent

homes up 42%
adults up 291%
women up 220%

over the program previously
in the time slot
on WBRE-TV,
Monday through Friday,
4:30-5 p.m.

ARB: NOV. 1967 VS. NOV. 1968

"Divorce Court"
consistently delivers
more homes,
more women.



30 Rockefeller Plaza
New York, N.Y.

See page 39



**NEED AN ELECTROVOICE
MICROPHONE?**

CONTACT **CCA** (WE STOCK THEM)

CCA CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
609-456-1710

BROADCASTING is the one
journal that reports the
complete business week of
broadcasting . . . edited
and departmentalized for
readers who need to know . . .
but fast.

**NEED A QRK
TURNTABLE?**

CONTACT **CCA** (WE STOCK THEM)

CCA CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
609-456-1710

bocker hotel and will include top media representatives as well. Speaker's list includes Howard Abrahams of TVB and Joyce Reed of Radio Advertising Bureau.

WREO gets renewal despite union charge

Station didn't violate fairness doctrine by refusal to air boycott commercials

A labor union that charged four Ohio radio stations with fairness-doctrine violations and urged denial of their license-renewal applications lost its final battle last week, as the FCC granted a full three-year renewal to WREO Ashtabula, Ohio.

The union, Local 880 of the Retail Store Employees Union, had previously filed similar charges against WFMJ Youngstown, WHHH Warren, and WLEC Sandusky, all Ohio. It charged that the three stations, and WREO, had refused to carry advertisements urging boycott of a department store against which the union had gone on strike.

The commission rejected the argument in a decision on the three other stations on the ground that Local 880 had not raised a legitimate fairness issue. Action on the complaint against WREO was withheld, however, pending further inquiry (BROADCASTING, Aug. 26).

And last week, the commission left the union with a batting average of zero when it ruled that WREO had demonstrated its good faith by offering

both sides an invitation to air their views after the station had decided to air no more announcements on either side of the strike dispute. WREO's action, the commission said, made it unnecessary to determine whether a "controversial issue of public importance" had been raised in this case.

The controversy arose after Local 880 struck the Ashtabula outlet of Hill's Department Stores, an Ohio-Pennsylvania chain, in 1966.

The union bought time on various Ohio radio stations to urge a boycott of the Ashtabula store. But the stations eventually stopped carrying the commercials—as a result, according to the local, of economic pressure exerted by Hill's, which advertises on stations in the area. (WREO later told the commission that it cancelled the spots because of its belief, which it said was supported by listener complaints, that the union's advertisements were becoming irritating to its audience.)

Initially, the union took its charges to the National Labor Relations Board, charging Hill's with violations of the National Labor Relations Act for allegedly exerting pressure on the stations to cancel the advertising. NLRB found no evidence to support the charge.

The local then took its case to the commission, charging that the stations had buckled under pressure from an influential advertiser, and that they had violated both the labor act and the fairness doctrine.

The commission said that the doctrine was not involved when it rejected the complaint against WFMJ, WHHH and WLEC. It said that Hill's commercials, which promoted the store's

Rumrill and Wermen & Schorr combine

Agencies merge for unrevealed price; Rumrill now has Philadelphia office

Rumrill-Hoyt Inc., New York, and Wermen & Schorr Inc., Philadelphia, have announced their merger for an undisclosed amount of Rumrill stock.

Wermen & Schorr becomes Rumrill-Hoyt Inc., Philadelphia, and J. Leonard Schorr, president and chief executive officer of W&S, joins Rumrill's board of directors as senior vice president and general manager of the Philadelphia office. David Wermen will be a vice president and member of the Philadelphia executive committee, and Jay Beneman and Joseph R. Rollins Jr., vice presidents of W&S, will also serve on the committee.

Rumrill-Hoyt, with offices also in Buffalo, Rochester and Utica, all New York, bills about \$42 million, with \$4.5 million in broadcast. The agency also has a public-relations staff of about

40 and an overseas alliance in Great Britain, Parker-Rumrill International. Wermen & Schorr bills about \$5 million, with \$2 million allocated to the broadcast media.

The agencies noted they had complementary clients in food, fashion, drug and toiletries advertising. Rumrill serves WTS Pharmacraft, American Home Products (Whitehall Laboratories Division) and Merck & Co., while W&S handles Jeffrey Martin Inc. (Compoz), McNeil Laboratories, a division of Johnson & Johnson, and Boyle-Midway division of American Home Products.

A conflicting account, W&S's Kasser Distillers Products, billing about \$200,000, will be resigned. R-H handles W. A. Taylor's liquor advertising, worth about \$2 million.

merchandise, did not raise a controversial issue of public importance. Additionally, the commission said, the stations are not common carriers and cannot be expected to carry every program submitted to them.

The WREO decision was somewhat different in that the commission did not find it necessary to rule on the question of whether the boycott raised a fairness issue.

"It is uncontroverted," the commission said, "that, after notifying Hill's and Local 880 that it would air no more announcements on the subject of the Ashtabula strike, WREO issued both sides an invitation to air their respective views on the strike over its facilities free of charge. We take this offer to be a demonstration of WREO's good faith in the matter. The fact that this offer was made in a timely fashion, at the initiative of WREO itself makes it unnecessary for us to reach the question of whether Local 880's advertisements . . . constituted controversial issues of public importance. . . ."

"The WREO offer would, in our view, suffice to discharge the station's fairness doctrine obligations, had a controversial issue of public importance been present," the commission added.

The union's petition was also said to be "procedurally defective." According to the commission, Local 880's original complaint was not certified by an affiant under oath, and the defect has never been corrected.

The decision was adopted in a 4-to-2 vote, with Commissioners Kenneth A. Cox and Nicholas Johnson dissenting. Neither issued a statement; however, Commissioner Johnson said in his dissent to the previous three renewals in this case that the local's argument "would expand the reach of the obligation imposed on broadcast licensees to ensure fair exposition of all viewpoints on controversial issues of public importance." He implied his support of the idea that product advertising can represent one side of the controversial issue.

A Kodel commercial to take notes by

Eastman Chemical Products has enlisted actress Joanna Barnes and a molecular model of poly 14 cyclohexylenedimethyleneterephthalate to illustrate the advantages of Kodel polyester carpet fiber.

Needham, Harper & Steers created the 60-second spot, which will appear on the NBC-TV *Huntley-Brinkley Report* and on the Frank Reynolds news show on ABC-TV.

Miss Barnes, standing before the molecular model, extols the virtues of Kodel fibers (see picture). She winds



up: "If you can't remember the name Kodel . . . ask for poly 14 cyclohexylenedimethyleneterephthalate."

The production company was Directors Group.

New agency brings back old account

Former Tinker trio opens shop, plans TV emphasis for Hudson Pulp and Paper

Kurtz Kambanis Symon, a new advertising agency, opened for business Monday (Nov. 25), and announced its first account, Hudson Pulp and Paper Co.

The three partners in the new agency—Donald Kurtz, Aristides Kambanis, and James Symon—had all been associate partners at Jack Tinker & Partners, an agency in the Interpublic Group. Hudson Pulp and Paper, with an estimated \$1 million in billing, had been a client of the Marschalk Co., also a member of the Interpublic Group. The account switch is effective immediately.

The new agency announced it would provide full advertising services, but with a primary orientation toward television. Hudson has not used the broadcast media in recent years, but the agency described its client as receptive to KKS's creative philosophy.

The agency has made its temporary offices in New York's Gotham hotel.

Mr. Kurtz, 34, left Tinker in September after a two-year tenure as management supervisor on a number of accounts, including Gillette Techmatic and Carnation Slender. Prior to joining Tinker, he had been with Doyle Dane Bernbach and Benton & Bowles.

Mr. Kambanis, 33, who is the art director at the new agency, until last week was a creative supervisor on the Toni and Alka-Seltzer accounts at Tinker. Prior to joining Tinker, he was with Foote, Cone & Belding and Macy's.

Mr. Symon, 39, a copywriter, also

the new
JAMPRO
uhf
zig zag
offers greater
flexibility
and lower cost!



The ZIG ZAG Television Antenna offers more pattern & gain per dollar than any other uhf antenna on the market.

High power gains are available with many computerized vertical patterns. Omnidirectional and cardioid patterns are available which will provide power gains from 8 to 56 and directional gains as high as 215! Power capabilities of 60 or 120 KW.

Fiberglass radomes are available for all weather protection.

Write for complete catalog and price list.

JAMPRO
ANTENNA COMPANY
6939 POWER INN ROAD | SACRAMENTO, CALIFORNIA
A DIVISION OF COMPUTER EQUIPMENT CORPORATION

began his advertising career at Macy's. He worked at Marschalk and DDB prior to joining Tinker in 1966. Before he resigned last week, Mr. Symon was creative supervisor on Alka-Seltzer at Tinker.

Also in advertising:

Shuts door ■ Bozell & Jacobs, New York-based agency, plans to close its

Indianapolis office Jan. 1, 1969, and integrate key people and accounts there into firm's Chicago office.

Harvest sale ■ Storer Studios Inc., Atlanta, has completed a series of regional color commercials for Sears, Roebuck & Co., Chicago. The six 60-second, four 20-second and one 10-second spots involve 34 separate products. The spots will be shown in Southeast markets dur-

ing Sears' Harvest Sale, according to Storer-Sales.

Southern expansion ■ Compton Advertising Inc. has opened a Southeast branch office in Atlanta at 1001 International Boulevard. William DeMouche, who has been in Compton's Dallas office, will head the company's operation in Atlanta.

Equipment & Engineering

FCC view on TV from satellite-to-home

Commission gets ready for world conference in either 1970 or 1971

The FCC has taken what could be the first step toward making frequencies available on a worldwide basis for direct communications satellite-to-home television service. And for that service, it has its eye on frequencies within 336 mc of spectrum space now allocated to UHF television.

**LOOKING FOR
FOOD
SALES?**

**The Roanoke-Lynchburg
Television Market**

Delivered an estimated

\$358,262,000*

in Food Sales

During 1967

For more information call us,
or your PGW Colonel.

WDBJ-TV



ROANOKE

*Sales Management's Survey
of Television Markets 1968

The commission has proposed that the nations of the world be permitted to use frequencies in the 470-806 mc band—channels 14 through 70—for direct satellite broadcasting. Such use, however, would be subject to coordination among affected nations.

The proposal was made in a notice of inquiry issued last week in preparation for an international conference on space radio and radio astronomy. The conference—called the World Administrative Radio Conference—will be held by the International Telecommunications Union in late 1970 or early 1971, probably in Geneva.

Last week's notice of inquiry was the third in a series issued by the commission in a cooperative venture in which a number of government agencies are helping to fashion the proposals that the U. S. will make at the conference. The State Department will have the final word on the U. S. position.

The use of UHF-TV frequencies for direct satellite-to-home broadcasting—one of many revisions in international frequency allocations being considered in the proceeding—was suggested by the Communications Satellite Corp. in response to an earlier notice of inquiry.

However, Comsat had proposed that "an exclusive band" be reserved on a worldwide basis for the purpose. And the commission was not prepared to go that far. In its notice, the commission said such proposal would be "premature," since the necessary technology and economics are not yet sufficiently determined to permit "a clear view of the best uses of such a service." The commission also noted that studies by CCIR have concluded that general-frequency sharing by terrestrial television and television broadcasting from space is not feasible. (CCIR is the International Radio Consultative Committee, a specialized committee of the International Telecommunication Union.)

But the commission, which said it is interested in "the potential contribution" such service can make, was reluctant to close the door on it. Accordingly, it proposed a footnote to the Table of Frequency Allocations that would permit use of the 470-806 mc band for the

service, but only conditionally.

Broadcasting-satellite service in the band would be authorized, "subject to agreement among" the nations concerned and those having services operating in accordance with the table that might be affected.

The commission's proposal deals with a narrower band than Comsat had suggested. It said the band between 470 and 942 mc should be reserved. But the commission put the upper limit at 806 mc because of the pending rule-making proceeding that contemplates reallocating 806-890 mc to land-mobile service.

The commission issued the notice by a vote of 3-to-1, with Commissioner Nicholas Johnson the dissenter. Chairman Rosel H. Hyde and Commissioners Kenneth A. Cox and James W. Wadsworth were in the majority. Commissioners Robert T. Bartley and Robert E. Lee were absent, and Commissioner H. Rex Lee did not participate.

The commission, which expects to issue further notices of inquiry, has asked for comments on the third notice by Dec. 18.

Besides the FCC, the Department of Telecommunication Management and government agencies that the members of the Interdepartmental Radio Advisory Committee are participating in the project to help formulate the U. S. proposals for the space WARC.

It is understood that representatives of at least two of the agencies involved—the National Aeronautics and Space Administration and the U. S. Information Agency—are enthusiastic about the proposal to provide frequencies for direct-satellite broadcasting. NASA is already working on the feasibility of direct-satellite FM broadcasting.

TV set sales down; auto radios increase

Sales to dealers of color TV receivers declined 10.8% in September and black and white set sales dropped 5.6% in the same month, Electronic Industries Association has reported.

In radio, auto sets registered an

8.4% gain, but home radios slipped by 1% in the same month.

Cumulatively for the nine months, color set sales were up 8.6%, with monochrome up a bare 0.9%. In the radio field, auto radios were up 19.4%, while home sets slumped 3.1%. In FM, auto radios were up a solid 39.5%, home radios only 6.7%.

Distributor sales to dealers for the nine months ended Sept. 27, as reported by EIA:

Television			
	1968	1967	
Color	3,853,846	3,548,405	
Monochrome	3,932,258	3,895,606	
Total	7,786,104	7,444,011	

Radio			
	1968	1967	
Home (with FM)	8,163,235 (2,957,265)	8,423,904 (2,770,801)	
Auto (with FM)	7,484,835 (776,324)	6,269,806 (556,698)	
Total (with FM)	15,648,070 (3,733,589)	14,693,710 (3,327,499)	

2 TV's in New Orleans propose channel change

The FCC last week adopted a notice of proposed rulemaking proposing interchange of New Orleans channels 8 and 12. Channel 8 is presently reserved for noncommercial educational use.

The exchange was requested by Greater New Orleans Educational Television Foundation Inc., licensee of WYES-TV (ch. 8), and by Screen Gems Broadcasting of Louisiana Inc., licensee of WVUE (TV) (ch. 12), both New Orleans.

Both licensees cited existing and potential technical difficulties as a basis for the request. Screen Gems said that it wants to provide both local and ABC network programming to areas beyond the New Orleans metropolitan area. It cannot presently extend its coverage, Screen Gems said, because it must provide protection for co-channel WJTV (TV) Jackson, Miss. The two stations are short-spaced by 30 miles.

The educational station said its operation is hampered by present buildings and planned construction in downtown New Orleans, which are, and will be, higher than the WYES-TV antenna. Although the station operates at maximum power (316 kw), its tower is only 400 feet above average terrain. The station said that this aggravates its problem, but it added that the proposed channel change will substantially lessen the difficulty.

The foundation and Screen Gems have agreed that if the channel change is approved, Screen Gems will provide considerable financial and technical aid to the educational operation, including a \$700,000 contribution, over a four-year period, payment for the cost of moving WYES-TV's transmitter equipment, and other assistance.

The commission said that the en-

hanced facilities and financial help for WYES-TV, coupled with the probability that WVUE (TV) would be better able to compete with other New Orleans network-affiliated stations, made it appear that the interchange would be in the public interest. The change would also increase ABC's "competitive equality" in a major market, the commission said.

Deadline for comments is Jan. 10, 1969. Replies are due by Jan. 20.

TV portables under review

Westinghouse considers whether to continue making smaller TV sets

Westinghouse Electric Corp. is engaged in a major reorganization of its portable products division that could result in discontinuing all domestic portable television set production.

A company spokesman in Pittsburgh said last Wednesday (Nov. 27) that "there is no question we are reviewing our entire portable-products operation," from manufacture to dealerships. This includes, he said, "taking a look at the TV business and we expect to make some changes in those operations."

He said it is "too early to say 'yes' or 'no'" to industry reports that Westinghouse would abandon its own manufacture of sets completely. "We will stay in the TV business, but as to where we will do what and with whom, we don't yet know."

The spokesman said there "definitely will be some changes at our Edison, N. J., plant [where sets are now produced]. We could be starting some new lines and we probably will be bringing some new products into the plant. We definitely are not going to shut down the Edison plant. It will remain an important operation to us."

Some industry sources speculated that Westinghouse, while dropping production, would continue to market TV sets either by buying complete units from outside suppliers or purchasing chassis for Westinghouse assembly.

A spokesman said that changes under consideration "obviously include distribution and component sources supply." Westinghouse now buys one complete small portable from a Japanese supplier. And the spokesman added that for house-manufactured sets, "we make most of our own components, but we do buy some from abroad."

Technical briefs:

Low-cost color TV • International Video Corp., Mountain View, Calif., has introduced the IVC-200 color camera designed for broadcast applica-

VAUDEVILLE STRIKES AGAIN

...and again
...and again

If you are top radio Banana in your market, you'll become the Minsky of the Megacycles with this leg slapping series of one-minute comedy vignettes. Yuk! Yuk!

You can also sell them to the Burlesque Buffs among your baldheaded row of sponsors.



DON'T WAIT

Be first. Be funniest.
Be camp. Write or
call for audition.

SPOT PRODUCTIONS, INC.
THE PEOPLE WITH THE PRODUCT

3636 CEDAR SPRINGS ROAD
DALLAS, TEXAS 75219
A/C 214. 526-4340



Photo by Richard Avedon

Miss Sophia Loren

Learn the seven warning signals of cancer. You'll be in good company.

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.

6. Indigestion or difficulty in swallowing.
7. Change in a wart or mole.

If a signal lasts longer than two weeks, see your doctor without delay.

It makes sense to know the seven warning signals of cancer.

It makes sense to give to the American Cancer Society.



tions. The camera, a second generation of low-cost color TV cameras from IVC, is priced from \$19,000 to \$23,000, depending upon options, and uses three vidicon tubes.

New mobile unit ■ Lewron Television, Inc. now has a "mini-mobile" unit, a complete video-tape system in a 21-foot mobile unit. It is designed to record while in motion, with cameras positioned around the sides and on top. The unit also features radio frequency microphones which can be beamed from

distances of hundreds of feet while the unit is rolling and recording video.

RCA sales to ETV ■ RCA reports that it has sold approximately \$996,000 in studio and transmitting gear to WMUL-TV Huntington, W. Va., a UHF educational station owned by Marshall University. The station expects to go on air early next summer.

Office openings ■ Kaiser CATV, Phoenix, has opened a Midwest sales office in New Carlisle, Ohio. In addition, the

central regional sales office has been moved to 1923 East Grauwylar Road, Irving, Tex., and the northwest regional sales office has been moved to 162 Weston Drive, Cherry Hill, N. J.

Follow spot dimmer ■ Berkey-Colortran Inc., Burbank, Calif., has developed the KFS-60B 5 kw follow spot dimmer permitting follow spot lighting control. The unit includes a portable 120/150 volt solid-state, convection-cooled dimmer, a dimmer controller and a boost transformer (accessory). The dimmer is \$365, the boost transformer is \$225.

Telestatus

TELEVISION

Five ways to rank TV markets

TV market rankings come in all shapes and sizes. The relative position of markets relate to how markets are defined, and this criterion can vary, depending upon what the ranking is used for.

TV viewing patterns provide an all-purpose definition of local markets for most package-goods advertisers. The most commonly used TV-market definition is based upon the concept of "dominance" (American Research Bureau's "Area of Dominant Influence," or Nielsen's "Designated Market Area").

In the dominant area approach, a market is made up of those counties

where the major share of viewing goes to the stations originating in that market. This definition has the advantage of producing nonoverlapping TV markets, which, in composite, form the total country.

The following tables list the ARB ADI market ranking and several other ranking approaches based upon different ARB audience measurements. These include:

■ Prime-time audience (average quarter-hour prime-time audiences, total all stations in market).

■ Weekly reach (net weekly circulation of the dominant station).

■ Availability of a specific viewing segment (average quarter-hour women 18-49, 9 a.m.-12 a.m., total all stations in market).

■ Fringe-time audiences (average quarter-hour fringe-time audiences, total all stations in market).

All ranking data is based upon the ARB 1968 spring sweep.

"Telestatus" appears in the first BROADCASTING issue of each month. A "Telestatus" report on ADI TV-market definitions to examine the distribution of television and radio stations by television market will appear in the issue of Jan. 6, 1969.

	Dominant Area TV Households (ADI's)		Prime Time Audience (Avg. ¼ Hour Prime Time TV Households, All Stations)		Weekly Reach (Net Weekly Circulation)		Younger Women Viewers (Avg. ¼ Hour Women 18-49, 9 a.m.-12 Mid.)		Fringe Time Audience (Avg. ¼ Hour TV Households 5-7:30 p.m., 11:30p.m.-1a.m.)	
	Rank	(00)	Rank	(00)	Rank	(00)	Rank	(00)	Rank	(00)
New York	1	56,828	1	35,599	1	56,857	1	8,630	1	21,696
Los Angeles	2	31,820	2	19,007	2	31,267	2	4,005	2	9,899
Chicago	3	24,662	3	15,118	3	23,649	3	3,676	3	8,411
Philadelphia	4	20,700	4	12,925	4	21,145	4	3,082	4	7,181
Boston	5	14,328	5	8,978	5	17,050	5	2,202	6	5,044
San Francisco	6	13,726	7	7,578	7	14,137	9	1,609	8	4,203
Detroit	7	13,687	6	8,587	6	15,083	6	2,162	5	5,281
Cleveland	8	12,271	8	7,434	9	12,343	7	1,831	7	4,284
Washington	9	9,788	10	5,922	8	12,374	11	1,324	11	3,176
Pittsburgh	10	9,590	9	6,251	10	11,481	8	1,631	9	3,686
St. Louis	11	8,340	11	5,308	14	8,251	13	1,161	12	2,913
Dallas-Ft. Worth	12	7,985	12	5,116	12	8,344	12	1,197	13	2,532
Minneapolis-St. Paul	13	7,022	13	4,057	17	7,068	17	956	14	2,300
Indianapolis	14	6,422	16	3,821	18	6,703	18	932	16	2,091
Baltimore	15	6,384	14	3,965	11	9,422	20	772	28	1,646
Houston	16	6,333	15	3,828	24	6,066	16	966	18	1,975
Atlanta	17	6,153	19	3,447	19	6,542	15	969	19	1,974
Seattle-Tacoma	18	6,131	18	3,480	23	6,103	24	755	20	1,905
Miami	19	5,678	23	3,273	20	6,305	27	700	15	2,167
Cincinnati	20	5,604	17	3,712	16	7,478	14	975	17	1,984
Buffalo, N.Y.	21	5,538	24*	3,235	25	5,921	10	1,466	10	3,288
Hartford-New Haven, Conn.	22	5,460	21	3,386	13	8,308	19	812	22	1,796
Milwaukee	23	5,454	22	3,335	26	5,840	23	757	24	1,724
Kansas City, Mo.	24	5,144	20	3,426	21	6,284	21	761	21	1,806
Sacramento-Stockton, Calif.	25	5,043	25	2,988	22	6,194	26	720	27	1,653
Tampa-St. Petersburg, Fla.	26	4,888	27	2,778	33	4,982	34	578	23	1,782
Memphis	27	4,812	29	2,752	36	4,904	28	676	26	1,670
Portland, Ore.	28	4,732	28	2,760	31	5,124	36	568	25	1,675
Providence, R.I.	29	4,700	34	2,435	15	7,782	33	580	30	1,592
Nashville	30	4,416	32	2,563	40	4,511	30	648	33	1,400
Denver	31	4,229	31	2,578	41	4,510	31	626	35	1,362
Columbus, Ohio	32	4,128	26	2,797	29	5,305	25	726	29	1,594
Charleston-Huntington, W.Va.	33	4,121	37	2,214	49	3,967	29	649	34	1,397

	Dominant Area TV Households (ADI's)		Prime Time Audience (Avg. ¼ Hour Prime Time TV Households, All Stations)		Weekly Reach (Net Weekly Circulation)		Younger Women Viewers (Avg. ¼ Hour Women 18-49, 9 a.m.-12 Mid.)		Fringe Time Audience (Avg. ¼ Hour TV Households 5-7:30 p.m., 11:30p.m.-1a.m.)	
	Rank	(00)	Rank	(00)	Rank	(00)	Rank	(00)	Rank	(00)
Birmingham, Ala.	34	4,001	35	2,327	39	4,674	32	599	40	1,174
New Orleans	35	3,982	30	2,594	44	4,381	22	759	31	1,511
Grand Rapids-Kalamazoo, Mich.	36	3,902	40	2,139	38	4,678	42	514	39	1,190
Syracuse, N.Y.	37	3,887	36	2,301	37	4,796	37	564	36	1,258
Albany-Schenectady-Troy, N.Y.	38	3,878	33	2,473	43	4,412	39	554	32	1,440
Charlotte, N.C.	39	3,867	44	1,982	34	4,961	35	577	41	1,139
San Diego	40	3,804	49	1,850	52	3,640	49	454	43	1,128
Louisville, Ky.	41	3,697	38	2,188	46	4,055	40	524	37	1,256
Oklahoma City	42	3,627	39	2,184	50	3,743	45	505	42	1,085
Dayton, Ohio	43	3,587	46	1,885	27	5,717	41	516	38	1,212
Greenville-Spartanburg, S.C.-Asheville, N.C.	44	3,502	43	2,012	42	4,470	38	557	45	1,095
Norfolk-Portsmouth-Newport News-Hampton, Va.	45	3,446	41	2,035	53	3,489	43	519	44	1,107
Phoenix	46	3,319	45	1,908	64	3,052	50	436	47	1,008
Harrisburg-Lancaster-Lebanon-York, Pa.	47	3,261	55	1,722	35	4,906	55	416	59	888
San Antonio, Tex.	48	3,222	42	2,031	55	3,299	46	484	48	994
Flint-Saginaw-Bay City, Mich.	49	3,153	60	1,584	45	4,226	47	468	51	972
Salt Lake City	50	3,050	51	1,833	61	3,185	57	408	50	973
Tulsa, Okla.	51	3,030	50	1,837	56	3,298	52	429	53	959
Greensboro-Winston-Salem-High Point, N.C.	52	2,991	48	1,970	48	4,308	44	509	46	1,071
Wichita-Hutchinson, Kan.	53	2,978	53	1,738	60	3,208	63	384	66	812
Orlando-Daytona Beach, Fla.	54	2,949	52	1,747	58	3,259	58	405	49	976
Shreveport, La.-Texarkana, Ark.-Tex.	55	2,858	54	1,727	67	2,923	54	419	68	787
Toledo, Ohio	56	2,844	57	1,707	30	5,146	51	434	61	872
Richmond, Va.	57	2,806	61	1,581	65	2,988	68	360	72	769
Little Rock, Ark.	58	2,780	56	1,714	70	2,834	56	412	62	869
Wilkes-Barre-Scranton, Pa.	59	2,709	59	1,640	66	2,968	59	397	55	923
Omaha	60	2,568	47	1,877	59	3,257	54	420	54	928
Jacksonville, Fla.	61	2,565	70	1,371	75	2,636	61	388	60	883
Davenport, Iowa-Rock Island-Moline, Ill.	62	2,542	58	1,650	68	2,916	66	370	58	903
Des Moines (Inc. Ft. Dodge), Iowa	63	2,524	64	1,545	80	2,413	70	339	67	806
Knoxville, Tenn.	64	2,503	74	1,332	72	2,709	65	376	64	820
Mobile, Ala.-Pensacola, Fla.	65	2,462	76	1,517	73	2,698	53	423	65	813
Roanoke-Lynchburg, Va.	66	2,460	72	1,340	62	3,070	67	361	70	778
Rochester, N.Y.	67	2,428	61	1,581	63	3,065	62	387	57	913
Champaign-Decatur-Springfield, Ill.	68	2,380	65	1,519	74	2,675	69	347	71	776
Fresno-Visalia, Calif.	69	2,377	73	1,337	85	2,309	72	322	76	687
Cedar Rapids-Waterloo, Iowa	70	2,256	69	1,396	76	2,573	71	329	74	729
Raleigh-Durham, N.C.	71	2,246	67	1,471	51	3,724	48	459	63	842
Green Bay, Wis.	72	2,209	63	1,555	69	2,861	64	383	56	920
Johnstown-Altoona, Pa.	73	2,179	68	1,414	32	5,121	60	393	52	969
Spokane, Wash.	74	2,152	76	1,229	79	2,501	76	310	69	785
Portland-Poland Spring, Me.	75	2,091	75	1,233	71	2,813	77	309	73	762
Greenville-New Bern.-Washington, N.C.	76	2,064	85	1,044	81	2,376	72	328	87	531
Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	77	2,033	71	1,345	86	2,301	80	280	77	661
Jackson, Miss.	78	2,009	79	1,146	78	2,523	82	276	81	599
Chattanooga	79	1,936	78	1,196	92	2,178	74	317	75	694
Lincoln-Hastings-Kearney, Neb.	80	1,848	95	871	95	2,113	108	172	106	394
Springfield, Mass.	81	1,762	111	744	83	2,328	109	170	111	373
Albuquerque, N.M.	82	1,761	80	1,133	102	1,870	78	288	84	562
Ft. Wayne, Ind.	83	1,719	83	1,077	96	2,082	86	251	85	552
Sioux Falls-Aberdeen, S.D.	84	1,692	86	1,037	89	2,251	91	222	93	451
Honolulu	85	1,671	92	923	114	1,565	88	246	98	436
Peoria, Ill.	86	1,639	81	1,113	98	1,962	85	256	83	563
Bristol-Johnson City, Va.-Tenn.	87	1,569	103	762	101	1,885	89	245	88	512
South Bend-Elkhart, Ind.	88	1,564	82	1,094	87	2,256	87	250	86	549
Evansville, Ind.	89	1,488	89	957	94	2,154	92	220	91	485
Duluth, Minn.-Superior, Wis.	90	1,467	93	897	122	1,481	103	185	90	508
Lansing, Mich.	91	1,442	84	1,052	47	4,054	83	271	82	582
Rockford, Ill.	92	1,439	97	847	99	1,893	96	212	100	428
Amarillo, Tex.	93	1,418	94	896	117	1,532	92	220	95	444
Salinas-Monterey, Calif.	94	1,394	109	748	57	3,289	114	161	99	431
Fargo, N.D.	95	1,393	129	567	127	1,416	127	139	120	331
Augusta, Ga.	96	1,384	108	751	100	1,887	97	207	104	405
Wheeling, W.Va.-Steubenville, Ohio	97	1,376	88	970	28	5,370	80	280	79	607
Wichita Falls, Tex.-Lawton, Okla.	98	1,367	96	851	125	1,419	102	191	109	423
Baton Rouge	99	1,358	87	989	84	2,325	79	286	89	509
Springfield, Mo.	100	1,346	110	746	115	1,552	117	158	118	338
West Palm Beach, Fla.	101	1,339	147	422	93	2,162	145	96	139	269
Columbus, Ga.	102	1,331	90	943	82	2,356	84	263	94	445
Terre Haute, Ind.	102	1,331	116	691	103	1,830	116	159	113	369
Columbia, S.C.	104	1,328	104	760	88	2,252	95	214	96	442
Waco-Temple, Tex.	105	1,321	106	758	120	1,508	110	169	105	397
Beaumont-Port Arthur, Tex.	106	1,311	91	933	107	1,678	90	237	92	456
El Paso	107	1,307	107	757	136	1,242	104	180	109	376
Binghamton, N.Y.	108	1,296	98	841	90	2,246	101	192	102	422
Youngstown, Ohio	109	1,282	77	1,228	77	2,532	74	317	78	644
Burlington, Vt.-Plattsburgh, N.Y.	110	1,281	124	648	112	1,782	118	155	117	348
Colorado Springs-Pueblo	111	1,255	114	721	144	1,170	118	155	108	381
Sioux City, Iowa	112	1,250	115	692	105	1,736	120	154	115	364
Tucson, Ariz.	113	1,249	100	788	133	1,315	100	196	107	393
Madison, Wis.	114	1,195	99	818**	91	2,226	113	164	97	438
Charleston, S.C.	115	1,191	112	743	121	1,491	92	220	103	408
Monroe, La.-El Dorado, Ark.	115	1,191	104	760	104	1,759	106	174	136	283
Huntsville-Decatur-Florence, Ala.	117	1,173	126	579	143	1,177	123	144	140	261
Quincy, Ill.-Hannibal, Mo.	118	1,169	118	689	134	1,307	127	135	137	278
Joplin, Mo.-Pittsburg, Kan.	119	1,156	102	764	113	1,569	109	168	116	351

	Dominant Area TV Households (AD1's)		Prime Time Audience (Avg. ¼ Hour Prime Time TV Households, All Stations)		Weekly Reach (Net Weekly Circulation)		Younger Women Viewers (Avg. ¼ Hour Women 18-49, 9 a.m.-12 Mid.)		Fringe Time Audience (Avg. ¼ Hour TV Households 5-7:30 p.m., 11:30p.m.-1a.m.)	
	Rank	(00)	Rank	(00)	Rank	(00)	Rank	(00)	Rank	(00)
Lafayette, La.	120	1,139	120	673	106	1,714	98	205	119	332
Corpus Christi, Tex.	121	1,134	101	767	146	1,154	99	199	111	373
Montgomery, Ala.	122	1,133	119	678	108	1,666	102	187	110	374
Lubbock, Tex.	123	1,123	122	658	145	1,165	105	175	130	295
Yakima, Wash.	124	1,099	134	530	150	1,127	136	121	124	315
Columbia-Jefferson City, Mo.	125	1,098	128	571	142	1,199	134	128	144	251
Topeka, Kan.	126	1,027	143	464	123	1,453	140	114	152	200
Minot-Bismarck, N.D.	127	1,026	131	559	156	979	124	142	123	325
Odessa-Midland, Tex.	128	1,019	121	667	153	1,092	114	161	128	301
La Crosse-Eau Claire, Wis.	129	1,007	123	655	132	1,318	131	133	132	292
Rochester-Austin, Minn.-Mason City, Iowa	130	995	113	731	109	1,650	111	168	122	326
Savannah, Ga.	130	995	125	596	141	1,203	122	148	133	291
Lexington, Ky.	132	988	132	546	130	1,355	128	138	138	274
Austin, Tex.	133	985	140	483	128	1,403	143	102	142	255
Erie, Pa.	134	975	116	691	110	1,592	106	174	114	368
Macon, Ga.	134	975	145	429	138	1,222	142	105	135	285
Utica, N.Y.	136	967	151	338	118	1,526	154	74	154	159
Eugene, Ore.	137	946	138	497	147	1,148	136	118	127	304
Abilene-Sweetwater, Tex.	138	938	133	539	155	1,016	131	133	149	219
Tallahassee, Fla.	139	924	148	411	129	1,400	144	99	147	222
Wausau-Rhineland, Wis.	140	911	130	564	151	1,126	133	129	129	296
Las Vegas	141	896	141	476	168	835	134	128	125	312
Lower Rio Grand Valley, Tex.	142	880	136	517	167	852	121	149	134	287
Chico-Redding, Calif.	143	873	139	487	137	1,238	141	113	131	293
Wilmington, N.C.	144	850	145	429	131	1,324	126	140	143	253
Bakersfield, Calif.	145	831	137	501	139	1,204	139	116	141	258
Boise, Idaho	146	823	142	466	159	934	146	93	148	220
Traverse City-Cadillac, Mich.	147	817	127	575	126	1,418	125	141	126	309
Santa Barbara, Calif.	148	773	165	266	139	1,204	165	58	165	74
Bangor, Me.	149	769	135	520	148	1,137	130	134	121	328
Albany, Ga.	150	725	144	432	111	1,589	138	117	151	204
Florence, S.C.	151	662	149	408	119	1,509	135	123	146	232
Watertown-Carthage, N.Y.	152	660	169	251	175	664	156	68	153	172
Reno	153	658	152	333	173	680	149	83	150	212
Bluefield, W.Va.	154	640	158	291	149	1,130	147	86	145	235
Meridian, Miss.	155	625	153	320	157	944	153	76	164	132
Cheyenne, Wyo.	156	613	163	268	158	940	164	59	168	124
Dothan, Ala.	156	613	155	312	134	1,307	155	72	169	117
Alexandria, Minn.	158	567	150	399	152	1,093	147	86	152	173
Billings, Mont.	159	549	161	277	179	609	165	58	159	144
Idaho Falls-Pocatello	160	542	156	295	182	585	159	65	164	132
Ft. Smith, Ark.	161	527	159	280	163	896	167	57	162	134
St. Joseph, Mo.	162	523	175	194	124	1,439	180	39	180	80
Great Falls, Mont.	163	515	167	259	185	547	150	63	166	131
Alexandria, La.	164	496	154	314	116	1,541	150	80	158	147
Columbus, Miss.	165	480	172	234	170	771	162	61	17	92
Lake Charles, La.	166	471	187	135	172	711	175	42	181	79
Marquette, Mich.	167	456	173	232	180	590	170	51	170	113
Mankato, Minn.	168	455	160	279	160	919	169	55	187	66
Rapid City, S.D.	169	447	166	263	187	537	152	78	161	139
Laurel-Hattiesburg, Miss.	170	441	168	257	169	783	156	68	162	134
Clarksburg-Weston, W.Va.	171	439	170	249	174	667	161	62	167	126
Ottumwa, Iowa-Kirksville, Mo.	172	437	171	242	161	917	172	46	178	83
Ardmore, Okla.	173	427	186	139	181	588	191	27	184	76
Roswell, N.M.	174	426	162	274	183	571	151	79	160	142
Eureka, Calif.	175	419	163	268	196	469	158	67	157	149
Casper, Wyo.	176	412	182	166	189	521	177	41	182	77
Tyler, Tex.	177	407	177	186	165	864	173	45	171	96
Grand Junction, Colo.	178	399	178	183	199	390	182	36	176	88
Medford, Ore.	179	396	157	294	185	547	163	60	156	155
Biloxi, Miss.	180	370	178	183	154	1,058	177	41	195	50
Butte, Mont.	181	362	178	183	190	519	174	44	174	93
Yuma, Ariz.	182	351	195	112	204	321	188	28	186	69
Greenwood, Miss.	183	350	181	180	166	855	179	40	191	57
Lima, Ohio	184	319	192	118	171	729	183	31	182	77
Twin Falls, Idaho	185	306	185	140	205	314	183	31	189	62
Salisbury, Md.	186	283	183	158	195	470	182	37	177	86
Harrisonburg, Va.	187	261	190	120	176	657	186	30	180	80
Presque Isle, Me.	188	252	199	97	210	246	183	31	188	63
Panama City, Fla.	189	238	174	228	162	907	167	57	172	94
San Angelo, Tex.	190	233	200	94	206	278	195	19	199	44
Ft. Myers, Fla.	191	231	188	129	193	476	192	22	179	81
Zanesville, Ohio	192	228	205	63	202	326	201	17	198	45
Bellingham, Wash.	193	212	206	62	190	519	203	16	201	40
Missoula, Mont.	194	210	193	117	194	471	192	26	189	62
Hays, Kan.	195	195	189	125	197	433	188	28	193	53
Lufkin, Tex.	196	184	194	115	203	323	188	28	197	46
Klamath Falls, Ore.	197	176	203	66	213	183	195	19	204	37
Laredo, Tex.	198	165	208	50	214	151	199	18	206	23
Tupelo, Miss.	199	158	190	120	192	489	187	29	192	55
North Platte, Neb.	200	128	201	84	209	251	199	18	203	38
Ensign, Kan.	201	113	202	81	200	346	203	16	205	33
Pembina, N.D.	202	96	211	35	212	195	207	7	211	13
Helena, Mont.	203	89	216	18	220	75	212	4	213	10
Glendive, Mont.	204	44	214	21	217	97	210	5	213	10
Jackson, Tenn.	204	44	198	99	177	641	195	19	194	52

* Buffalo Ranks 11th when Canadian Viewing Estimates are Included

Broadcast Advertising

Clark Holt and **Roy A. Glah**, account supervisors, J. Walter Thompson Co., New York, elected VP's.



Mr. Holt



Mr. Glah

Donald F. Mohr, television account executive, Young & Rubicam, New York, joins Needham, Harper & Steers there

Office of Education names ETV consultants

A group of 13 consultants has been appointed to advise the U. S. Office of Education on its educational broadcasting facilities program. The appointees will consult with program officials on administration of Title I of the Public Broadcasting Act of 1967. Appointed: **Duff Browne**, president, Communications Central, Atlanta, and formerly director of television, Southern Regional Education Board; **Edwin G. Cohen**, executive director, National Instructional Television Center, Bloomington, Ind.; **Martha A. Gable**, editor, American Association of School Administrators, Washington; **Hyman H. Goldin**, professor in communications, Boston University; **William G. Harley**, president, National Association of Educational Broadcasters, Washington; **Harold B. McCarty**, pioneer broadcaster at non-commercial WHA Madison, Wis.; **Harold Niven**, vice president for planning and development, National Association of Broadcasters, Washington; **Frank W. Norwood**, executive secretary, Joint Council on Educational Telecommunications, Washington; **Lyle M. Nelson**, executive head, department of communications, Stanford University, Stanford, Calif.; **Dr. Kenneth Edison Oberholtzer**, former superintendent of Denver Public Schools, Denver; **Robert L. Shayon**, professor of communications, Annenberg school of communications, University of Pennsylvania, Philadelphia; **John F. White**, president, National Educational Television, New York, and **Harold E. Wigren**, of National Education Association, Washington.

as television network supervisor.

Jerome J. Delott and **Talbert Ripps**, associate research directors for Dancer-Fitzgerald-Sample, New York, named VP's.

Arthur M. Rosen, account executive, Grey advertising, New York, elected VP.

Martin B. Curran, director of advertising and public relations, Simplex Wire and Cable Co., Cambridge, Mass., joins Reach, McClinton & Co., Boston, as VP and account supervisor.

Randy Grochoske, associate creative director-television, Honig-Cooper & Harrington, San Francisco, named VP.

William C. Fortune, marketing manager, consumer electronics division, Westinghouse Electric Corp., Pittsburgh, joins RCA Sales Corp., New York, as manager, national sales. He will have headquarters in Indianapolis.

Lee Gorman, former sales manager, WINS New York, joins WCWR Tarpon Springs, Fla., in same capacity.

Michael A. Wiener, director of advertising and promotion for Metromedia Radio, elected to new post of VP in charge of advertising and promotion services, Metro Radio Sales and Metromedia Radio.

Cliff Bole, associate producer, 20th Century-Fox, Los Angeles, joins live action commercial production division, Murakami Wolf Films Inc., that city, as director.

James Morello, account executive, WFEA Manchester, N. H., appointed sales manager.



Mr. Bruno

marketing field staff, Geyer-Oswald Inc., New York, elected VP. **Arthur Gager**, with BBDO there, joins Geyer-Oswald as television producer.

Spencer Bruno, VP and market research manager, Compton Advertising, New York, named to new position of senior VP in charge of creative research.

Robert F. Witt, account executive and supervisor of

Media

Michael J. Sherlock, manager, television network budgets, NBC-TV, New York, appointed director, pricing and financial evaluation. **Thomas E. Berresford**, salary administrator, NBC, that

city, appointed regional manager, station relations.

Donald F. DeGroot, assistant general manager of WWJ-AM-FM-TV Detroit, appointed general manager (BROADCASTING, Nov. 25) succeeding **James Schiavone**, resigned.

Ray Grant, general manager, KJEO(TV) Fresno, Calif., joins KVIQ-TV Eureka, Calif., and KAHK Redding, Calif., as general manager. **Allan Jones**, local sales manager, KVIQ-TV, appointed station manager and national sales director. KVIQ-TV and KAHK are both owned by California Northwest Broadcasting Co.



Mr. McCrory

New York, as head of radio consulting division.

John J. McCrory, general sales manager, KTRK-TV Houston, also appointed station manager.

William H. Schwartz, program executive and consultant, joins **Herman L. Land Associates**,

John Barrett, KRLA Pasadena, elected chairman of Southern California Broadcasters Association. Others elected: **Jack G. Thayer**, KLAC Los Angeles, vice chairman; **Gordon Davis**, Westinghouse Broadcasting Co., Los Angeles, secretary; **W. J. Beaton**, KIEV Glendale, treasurer. **Robert M. Light** continues as president.

Howard K. Spengel, producer-commentator with WGBH-TV Boston, joins Eastern Educational Network, Cambridge, Mass., as director of instructional television.

Alex Houston, account executive, WLAK Lakeland, Fla., joins WGKA-AM-FM Atlanta as operations manager.

Mrs. Melba Z. Templeman, chief of renewal and transfer division, FCC, Washington, retires after 31 years of government service.

Programing

William H. Spiegel, assistant program director, WLWT(TV) Cincinnati, appointed program director.

John Phelps, with WGKA-AM-FM Atlanta, appointed program director.

Robert Osborne, operations manager, WIL-AM-FM St. Louis, joins KMOX there as manager of program operations and

SDX honors Ted Koop, installs new officers

Theodore F. Koop, VP of CBS Inc., Washington, has received Wells Memorial Key of Sigma Delta Chi, professional journalistic society. The society's highest individual honor was presented to Mr. Koop, former national SDX president, during the society's annual convention in Atlanta (BROADCASTING, Nov. 25).



Mr. Koop

Installed during that convention were **William B. Arthur**, editor of *Look* magazine, published by group broadcaster Cowles Communications Inc., as national president of SDX; **Frank Angelo**, managing editor of *Detroit Free Press*, as VP and president-elect, and **Mark Ethridge**, former publisher of *Louisville (Ky.) Courier-Journal and Times* (WHAS-AM-FM-TV) and president of National Association of Broadcasters in 1930's, as honorary president of SDX.

assistant program director.



Mr. Coyne

Ron Miller, VP-television for Walt Disney Productions, Burbank, Calif., named executive producer at film studio and executive producer for *Walt Disney's Wonderful World of Color* series on NBC-TV.

Gordon Oliver, executive producer of *It Takes a Thief* series, named executive producer of Universal Television's *The Survivors* series being prepared for presentation on ABC-TV next season. **Jack Arnold**, producer-director of *Gilligan's Island*, replaces Mr. Oliver on *It Takes a Thief* series.

News

Ron Russell and **Dave Scott**, newsmen, WHYN-AM-FM-TV Springfield, Mass., appointed assistant news directors.

Jim Wynn, newscaster, WLS Chicago, joins WEXI(FM) Arlington Heights, Ill., in same capacity.

Bob Stevens, newsmen, WNEB Worcester, Mass., joins WRKO/WROR(FM) Boston in same capacity.

Bud Carter, news director, WHB Kansas City, Mo., elected president of Missouri Radio-Television News Association.

Ben Chandler, newsmen, KFWB Los Angeles, rejoins KMPC there in same capacity.

Equipment & engineering

Dr. F. Karl Willenbrock, provost of faculty of engineering and applied sciences, State University of New York at Buffalo, named president of Institute of Electrical and Electronics Engineers for 1969.

Merrill Flynn, chief technician and design engineer, Cascade Electronics, Santa Rosa, Calif., moves to Harrisburg, Pa., to become eastern regional sales manager.

Edward L. Shuey, district manager, Gates Radio Co., Washington, joins Ampex Corp., Redwood City, Calif., as manager of RF applications. He will be located in Arlington, Va.

John J. Shimansky, director of manufacturing, Radio Engineering Laboratories, Long Island City, N. Y., named VP of manufacturing. REL is communications division of Dynamics Corp. of America.

Allied fields

Ross D. Sackett, president, Holt, Rinehart and Winston Inc., New York, named executive VP, CBS/Holt Group, that city. Mr. Sackett will continue as president of publishing company. CBS/Holt Group consists of Holt, Rinehart and Winston Inc., Creative Playthings, CBS Learning Center, Bailey Films and Film Associates.



Mr. Lucas

Jon S. Millenson, head of research, New York operations, Media Survey Inc., New York, named VP-marketing research.

Neal W. O'Connor, president, N. W. Ayer & Son Inc., New York, named 1968 chairman of advertising, broadcasting and communications industries division of Anti-Defamation League appeal.

Norman Lucas, sales representative RCA, New York, joins Comtact Corp., that city, as manager, audio-visual production. Firm specializes in solving communications and marketing problems.

WEATHER INSTRUMENTS

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Deaths

Omer Anderson, 52, chief correspondent in West Germany for Mutual Broadcasting System, died Nov. 22 in Bonn. Mr. Anderson previously worked for old International News Service, which he served as Paris correspondent and Berlin bureau chief. He also represented NBC and ABC in Germany prior to joining Mutual. He is survived by his wife, Margaret, and son.

Leonard Lieberman, 53, administrative officer of FCC's CATV task force, died Nov. 21 in Annapolis, Md., of cancer. Before joining task force in 1966, Mr. Lieberman had done public relations for National Cable Television Association. He is survived by his wife, Faye, and daughter.

Phillip Francis Lord, 89, radio-TV

and stage actor for more than 65 years, died Nov. 25 in Wesley Memorial hospital, Chicago, of heart ailment. He had until recently appeared regularly in daytime TV programs. In earlier years on radio he appeared in such network programs as *First Nighter*, *Grand Hotel* and *Lights Out*. He is survived by his wife, Betty.



Mr. Dorrell

W. Ward Dorrell, 69, retired VP in charge of research for John Blair & Co., New York, died Nov. 25 in Bronxville, N. Y. Mr. Dorrell began broadcasting career in 1935 as general manager for wowo and

WGL, both Fort Wayne, Ind., and in 1939 joined Blair as salesman. He later was with Henri, Hurst McDonald, Chicago ad agency; Paul H. Raymer Co. and C. E. Hooper Inc. until 1951. He rejoined Blair as research director in 1952 and retired in 1964 as research VP. He is survived by daughter and son.

Ernest Austin Weir, 82, former commercial manager of Canadian Broadcasting Corp., Ottawa, died Nov. 15 in Toronto. Pioneer in Canadian radio, Mr. Weir in 1920's headed radio division of Canadian National Railways, which was first nationwide network. He later worked with Canadian Broadcasting Commission (forerunner of CBC), and in 1937 became commercial manager and supervisor of CBC press and information services. He retired in 1951.

ForTheRecord

As compiled by BROADCASTING, Nov. 20 through Nov. 26 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

Start authorized

■ ***KHNE-TV** Hastings, Neb. — Authorized program operation on ch. 29, 560-566 mc. Action Nov. 15.

Final actions

■ **San Jose, Calif.**—California Enterprises Inc. FCC granted UHF ch. 48 (674-680 mc); ERP 275 kw vis., 53.7 kw aur. Ant. height above average terrain 2,080 ft.; ant. height above ground 494 ft. P. O. address: 288 Turk

St., San Francisco 94102. Estimated construction cost \$1,074,815; first-year operating cost \$450,000; revenue \$470,000. Geographic coordinates 37° 29' 56" north lat.; 121° 52' 12" west long. Type trans. RCA TTU-60A. Type ant. RCA Zee Panel custom built. Legal counsel Ragan and Mason, Washington; consulting engineer Lohnes and Culver, Washington. Principals: Raymond J. Syufy, president (33⅓%); Joseph L. Alloto (33⅓%); Elmo E. Ferrari, vice president and Frank N. Alloto (each 16⅔%). Mr. Syufy owns a real estate investment company, drive-in theaters and has numerous other business interests. Joseph Alloto is San Francisco mayor, attorney, owns 50% of a real estate investment company and has numerous other business interests. Mr. Ferrari owns a warehousing and stevedoring company and a steamship company. Action Nov. 20.

■ **FCC affirmed grant of CP to Community Telecasters of Cleveland Inc.**, for new TV on ch. 19 at Cleveland. In same action commission dismissed petition by Westchester Corp. for reconsideration of denial of petition to reopen ch. 19 proceeding and admit new applicants. Action Nov. 26.

■ **Chief, Broadcast Bureau granted request by WAPA-TV Broadcasting Corp. and Western Broadcasting Corp. of Puerto Rico**, and extended to Dec. 6 time to file replies to petition by Joaquin Baez Jr. for reconsideration of memorandum opinion and order, FCC 68-994, released Oct. 8, in amendment of rules of TV table of assignments Mayaguez, Fajardo, Arecibo-Aguadilla, and Ca-

guas, all Puerto Rico. Action Nov. 22.

■ **FCC reinstated grant of ch. 35, Yakima, Wash.**, to Apple Valley Broadcasting Inc. Action Nov. 26.

Other actions

■ **Review board in Anaheim, Calif.**, TV proceeding. Docs. 18295-18300, granted petition for extension of time filed Nov. 19 by Golden Orange Broadcasting Co., extended to Dec. 4 time to file reply pleadings to oppositions and comments to petitions to enlarge issues filed Sept. 20. Action Nov. 21.

■ **Review board in Fajardo, P. R.**, TV proceeding. Docs. 18048-49, granted petition filed Nov. 14 by WSTE-TV Inc., extended to Nov. 29 time to file oppositions to motion to enlarge issues filed by WAPA-TV Broadcasting Corp. Action Nov. 20.

Actions on motions

■ **Office of Opinions and Review in Jacksonville, and Miami, both Florida and Asheville, N. C.** (Florida-Georgia Television Co., Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co.), TV proceeding, granted motion by Antwin Theatres Inc. and extended to Dec. 12 time to file reply to oppositions to application for review of review board's memorandum opinion and order, FCC 68R-400, released Sept. 30 (Docs. 18034, 18185-6). Action Nov. 21.

■ **Hearing Examiner Millard F. French in Anaheim, Calif.** (Orange County Broadcasting Co.) et al., TV proceeding, ordered proceeding be divided into two groups. Group I shall consist of applicants who propose to present direct case by written exhibits and oral testimony. Group II shall consist of applicants who propose to present entire direct case in writing. Set certain procedural dates: set hearing for ruling on exhibits of groups I for March 18, 1969; evidential hearing scheduled without date is rescheduled for March 25, 1969 for group I; procedural dates governing group II shall be set forth in subsequent order (Docs. 18295-300). Action Nov. 21.

Rulemaking petition

■ **Soilcom Inc., Mt. Vernon, Ill.**—Requests amendment of TV table of assignments to assign ch. 13 to Mt. Vernon. Ann. Nov. 25.

Designated for hearing

■ **FCC set for hearing mutually exclusive applications of Snake River Valley Television Inc. and Idaho Television Corp.** for CP's for new TV on ch. 6 at Nampa, Idaho. Action Nov. 20.

■ **FCC designated for consolidated hearing applications of Viking Television Inc. and Calvary Temple Evangelistic Association for**

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408-375-3164



new TV stations on ch. 23 at Minneapolis. Action Nov. 20.

Existing TV stations

Final actions

- **WSMS-TV** Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of CP to change name to Gold Coast Telecasting Co. Action Nov. 21.
- **WJKS-TV** Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to May 21, 1969. Action Nov. 21.
- ***WMPB(TV)** Baltimore—Broadcast Bureau granted mod. of CP to extend completion date to May 21, 1969. Action Nov. 21.
- **KXIX(TV)** Victoria, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 14.8 kw vis., 2.94 kw aur.; ant. height to 490 ft.; trans and studio location to intersection Bypass Loop 175 and Port Lavaca Highway; change type trans.; make changes in ant. structure; granted mod. of CP to extend completion date to May 19, 1969. Action Nov. 19.

Action on motion

- Hearing Examiner Isadore A. Honig in Miami (Coral Television Corp. [WCIX-TV]), TV proceeding, in accordance with prehearing arrangements made at prehearing conference Nov. 19, set certain procedural dates and postponed hearing from Dec. 11 to Jan. 14, 1969 (Doc. 18325). Action Nov. 19.

New AM stations

Start authorized

- **KCTO** Columbia, La.—Authorized program operation on 1540 kc. 1 kw-D. Action Nov. 14.

Final actions

- **Middlesboro, Ky.**—Tri-State Broadcasters. Broadcast Bureau granted 1560 kc. 1 kw-D. 500 w. CH. P. O. address: 202 Peoples building, Cumberland Avenue. Middlesboro 40965. Estimated construction cost \$19,938.74; first-year operating cost \$29,580; revenue \$42,500. Principal: Walter Powell Jr., sole owner. Mr. Powell is in real estate and is teacher. Action Nov. 20.
- **Wisconsin Dells, Wis.**—Obed S. Borgen. FCC granted 990 kc. 500 w. P. O. address: 1710 11th Avenue, N.E., Rochester, Minn. Estimated construction cost \$37,967.52; first-year operating cost \$40,000; revenue \$45,000. Principal: Mr. Borgen owns KFIL Preston, Minn. Action Nov. 20.
- **FCC** rejected requests by Wilkes County Radio, applicant for 100 w AM at Wilkesboro, N. C., for permission to amend application to specify different trans. location. Petition of Jan. 31 to amend application was dismissed and petition of April 2 to submit substitute amendment was denied (Doc. 16311). Action Nov. 20.

Other actions

- Review board in Crowley, La.—AM proceeding, Doc. 16785, scheduled oral argument before panel of review board for Dec. 19 at 10 a.m. in Washington. Action Nov. 22.
- Review board in Prentiss, Miss.—AM proceeding, Docs. 18208-09, denied joint request for approval of agreement and dismissal of application of Jeff Davis Broadcasting Service and Miss Lou Broadcasting Corp. Action Nov. 20.
- Review board in Franklin, N. J.—AM proceeding, Docs. 18251-57, granted petition to enlarge issues filed Oct. 8 by Broadcast Bureau. Action Nov. 22.
- Review board in Warwick, N. Y.—AM proceeding, Docs. 18274-77, granted petition filed Nov. 18 by Taconic Broadcasters, extended to Dec. 2 time to file reply to opposition to petition to enlarge issues. Action Nov. 20.

Actions on motions

- Hearing Examiner Charles J. Frederick in St. Louis (Great River Broadcasting Inc.) et al., AM proceeding, granted joint motion by Victory Broadcasting Co. and Archway Broadcasting Co. to extent that hearing scheduled for Dec. 3 is rescheduled for Feb. 11, 1969 (Docs. 17210-15, 17217, 17219). Action Nov. 20.
- Hearing Examiner Millard F. French in

Franklin, N. J. (Louis Vander Plate) et al., AM proceeding, granted petition by Lake-River Broadcasting Corp. for leave to amend financial portion of application to show new \$100,000 commitment from First State Bank of Ocean County, N. J. (Docs. 18251-7). Action Nov. 21.

■ Hearing Examiner Isadore A. Honig in Warwick and Walden, both New York, and Pittsfield, Mass. (Warwick Broadcasting Corp., Everette Broadcasting Co., Blue Ribbon Broadcasting Inc. and Taconic Broadcasters), AM proceeding, granted petition by Everette Broadcasting Co. for leave to amend application to up-date employment status of Clesie Everette (Docs. 18274-7). Action Nov. 20.

■ Hearing Examiner Forest L. McClennan in Costa Mesa-Newport Beach, Calif. (Charles W. Jobbins et al., AM proceeding, granted request by Storer Broadcasting Co. (Doc. 15760) and dismissed with prejudice application (Docs. 15752, 15754-6, 15758-9, 15762, 15764-6). Action Nov. 21.

Call letter applications

- **Tri-State Broadcasters**, Sioux Center, Iowa. Requests KVDB.

■ **George G. Cory**, Crozet, Va. Requests WPED.

Call letter actions

- **Black Belt Broadcasting Co.**, Camden, Ala. Granted WCOX.
- **Hayward F. Spinks**, Hartford, Ky. Grant WLLS.

Existing AM stations

Applications

- **KOAK** Red Oak, Iowa—Seeks CP to change from 1080 kc, 250 w, DA-D to 1080 kc, 250 w-D. Ann. Nov. 25.
- **WEIF** Moundsville, W. Va.—Seeks CP to change from 1370 kc, 1 kw-D to 1370 kc, 5 kw-D; change trans. Ann. Nov. 22.

Final actions

- **WVOK** Birmingham, Ala.—Broadcast Bureau granted license covering changes in ant. system. Action Nov. 22.
- **WULA** Eufula, Ala.—Broadcast Bureau granted license covering increase in daytime power and installation of new type trans. Action Nov. 22.
- **KCLS** Flagstaff, Ariz.—Broadcast Bureau granted license covering changes; specify type trans. Action Nov. 22.
- **KGMC** Englewood, Colo.—Broadcast Bureau granted application for remote control. Action Nov. 22.
- **WVOJ** Jacksonville, Fla.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Nov. 22.
- **WSCM** Panama City Beach, Fla.—Broadcast Bureau granted license covering change in ant.-trans. location. Action Nov. 22.
- **WPAS** Zephyrhills, Fla.—Broadcast Bureau granted license covering increase in daytime power and installation of new type trans. Action Nov. 22.

■ **KWIK** Pocatello, Idaho—Broadcast Bureau granted license covering increase in daytime power and installation of new type trans. Action Nov. 22.

■ **WPON** Pontiac, Mich.—Broadcast Bureau granted license covering change in DA-N pattern. Action Nov. 21.

■ **WMIS** Natchez, Miss.—Broadcast Bureau granted license covering increase in daytime power and installation of new type trans.; specify type trans. Action Nov. 22.

■ **WSCO** Taylorsville, Miss.—Broadcast Bureau granted license covering new station; specify type trans. Action Nov. 21.

■ **FCC** denied request of KARA Albuquerque, N. M., for 90-day extension of authorization to remain silent, denied petition to defer action on application for renewal of license, dismissed renewal application and deleted call letters. Action Nov. 20.

■ **WYSL** Buffalo, N. Y.—Broadcast Bureau granted license covering changes. Action Nov. 21.

■ **WRNB** New Bern, N. C.—Broadcast Bureau granted license covering installation of new trans. as alternate-main/night, auxiliary/day trans. Action Nov. 21.

■ **KGCA** Rugby, N. D.—Broadcast Bureau granted license covering increase in daytime power and installation of new type trans. Action Nov. 21.

■ **WCFA** Clearfield, Pa.—Broadcast Bureau granted license covering change in trans. location; remote control permitted. Action Nov. 22.

■ **WVAP** Burnettsville, S. C.—Broadcast Bureau granted license covering new station; specify type trans. Action Nov. 21.

■ **KCAW** Port Arthur, Tex.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 0.7 mile northwest of 39th Street on State Highway 347, Port Arthur; change studio location to Stadium Shopping Center at intersection of Gulfway Drive and Thomas Jefferson Drive, Port Arthur; change type trans.; condition. Action Nov. 21.

■ **WRDN** Durand, Wis.—Broadcast Bureau granted license covering new station; specify type trans., specify studio and remote control location at 300 Main Street. Action Nov. 21.

Action on motion

■ Hearing Examiner Charles J. Frederick in San Antonio, Tex. (Walmac Co.), renewal of licenses of KMAC and KISS(FM), on examiner's motion scheduled further hearing, which had been postponed without date, for Dec. 12 (Docs. 18223-4). Action Nov. 20.

Call letter applications

- **WOAH**, Latin Broadcasting Corp., Miami. Requests WLTO.
- **WGKV**, Steere Broadcasting Corp. of West Virginia, Charleston, W. Va. Requests WXIT.

New FM stations

Applications

- ***Arkadelphia**, Ark.—State of Arkansas, Henderson State College. Seeks 88.1 mc, ch.



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201, TPO 10 w. Ant. height above ground 70 ft. P. O. address: c/o Dr. M. H. Russell, Henderson State College, Arkadelphia 71923. Estimated construction cost \$11,950; first-year operating cost \$10,268; revenue none. Principals: Board of trustees of Henderson State College. Ann. Nov. 25.

■ Havana, Ill.—Illinois Valley Broadcasting Co. Seeks 99.3 mc, ch. 257A, 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o Robert L. Martin, 219 West Market, Havana, Ill. 62644. Estimated construction cost \$45,489.66; first-year operating cost \$36,000; revenue \$40,000. Principals: M. Kent Whitten and Lawrence G. and Robert L. Martin (each 33%). Mr. Whitten is salesman. Lawrence Martin owns insurance and real estate agency. Robert Martin owns commercial printing and publishing firm. Ann. Nov. 21.

■ Oneonta, N. Y.—Tryon Broadcasting Co. Seeks 103.9 mc, ch. 280A, 500 w. Ant. height above average terrain 650 ft. P. O. address: 44 South Belmont Circle, Oneonta, N. Y. 13820. Estimated construction cost \$45,500; first-year operating cost \$5,000; revenue \$15,000. Principals: Melvin Farmer, president, Katherine J. Kelsey (each 20%), Ivan Rider, vice president, R. J. Vandenberg, secretary-treasurer (each 12%) et al. Mr. Farmer is minister. Mr. Rider is manager of service station and has real estate interests. Mr. Vandenberg is physician. Ann. Nov. 15.

■ Smithville, Tenn.—Center Hill Broadcasting Corp. Seeks 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 193 ft. P. O. address: c/o James W. Dempster Esq., Box 332, McMinnville, Tenn. 37110. Estimated construction cost \$13,714.85; first-year operating cost \$6,000; revenue \$7,800. Principals: W. E. Vanatta, president, Jack C. Smith, secretary, N. R. Atinip, vice president (each 12.47%) et al. Messrs. Vanatta and Atinip are chiropractors and Mr. Smith owns furniture and appliance sales company. Principals own WJLE Smithville. Ann. Nov. 21.

Starts authorized

■ KABI-FM Abilene, Kan.—Authorized program operation on 98.3 mc, ch. 252, ERP 3

Summary of broadcasting

Compiled by BROADCASTING, Nov. 27, 1968

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,217 ¹	18	4,235 ¹	64	4,299 ¹
Commercial FM	1,864	60	1,924	187	2,111
Commercial TV-VHF	496 ²	10	506 ²	11	517 ²
Commercial TV-UHF	118 ²	48	165 ²	160	326 ²
Educational FM	348	13	361	31	391
Educational TV-VHF	70	5	75	2	77
Educational TV-UHF	66	28	94	17	111

Station boxscore

Compiled by FCC, Nov. 1, 1968

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,213 ¹	1,856	614 ²	344	136
CP's on air (new stations)	22	61	57	15	33
Total on air	4,235 ¹	1,917	670 ²	359	169
CP's not on air (new stations)	64	204	171	30	19
Total authorized stations	4,299 ¹	2,121	842 ²	389	188
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

¹ Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes two VHF's operating with STA's, and one licensed UHF that is not on the air.

kw. Action Nov. 20.

■ KHOM(FM) Houma, La.—Authorized program operation on 104.1 mc, ch. 281, ERP 56 kw. Action Nov. 19.

■ WOOR(FM) Oxford, Miss.—Authorized program operation on 97.5 mc, ch. 248, ERP 27 kw. Action Nov. 15.

■ WOTT-FM Watertown, N. Y.—Authorized program operation on 97.5 mc, ch. 248, ERP 41 kw. Action Nov. 21.

■ WXIS(FM) Erwin, Tenn.—Authorized program operation on 103.9 mc, ch. 280, ERP 3 kw. Action Nov. 15.

■ KNBT(FM) New Braunfels, Tex.—Authorized program operation on 92.1 mc, ch. 221, ERP 3 kw. Action Nov. 21.

■ KQMU(FM) Salt Lake City—Authorized program operation on 94.1 mc, ch. 231, ERP 24 kw. Action Nov. 15.

Final actions

■ Boynton Beach, Fla.—Board of Public Instruction of Palm Beach County, Fla. Broadcast Bureau granted 91.7 mc, ch. 219, 5.6 kw. Ant. height above average terrain 230 ft. P.O. address: c/o John H. Burger, director of Broadcast Engineer Services, 505 South Congress Avenue, Boynton Beach 33435. Estimated construction cost \$36,529.75; first-year operating cost \$62,161; revenue none. Principals: Board of Public Instruction of Palm Beach County, Fla., Robert W. Fulton, superintendent. Action Nov. 21.

■ Indianapolis, Miss.—Fritts Broadcasting Inc. FCC granted 105.5 mc, ch. 288A, 3 kw. Ant. height above average terrain 185 ft. P.O. address: c/o Edward O. Fritts, Box 667, Indianapolis, Miss. 38751. Estimated construction cost \$9,610; first-year operating cost \$2,600; revenue \$5,200. Principals: Edward O. Fritts, president (34%) and Ruth O. Fritts, secretary-treasurer (66%). Principals own WLNA Indianapolis. Mrs. Fritts owns 60% of WPAD-AM-FM Paducah, Ky., and is sole owner of farm. Ann. Nov. 20.

Other actions

■ Review board in Thomasville, Ga., FM Proceeding, Docs. 17853-54, granted petition for rescheduling of date for oral argument filed Nov. 20 by Thomasville Broadcasting Co., rescheduled oral argument for Dec. 17 at 10 a.m. Action Nov. 22.

■ Review board in Pleasantville, N. J., FM proceeding, Doc. 18005, granted appeal from examiner's ruling filed Oct. 21 by WMID Inc. Action Nov. 25.

Actions on motions

■ Chief, Broadcast Bureau granted request by WGLI Inc. and extended to Dec. 22 time for filing reply comments in amendment of FM table of assignments, Bay Shore, N. Y. (Doc. 18345). Action Nov. 21.

■ Hearing Examiner Basil P. Cooper in Fort Smith and Van Buren, both Arkansas (KFPW Broadcasting Co. and George Domereze). FM proceeding, granted request by George Domereze and dismissed with prejudice his application (Doc. 18242); set certain procedural dates and Jan. 28, 1969 for evidentiary hearing on remaining appli-

cation (Doc. 18241). Action Nov. 21.

■ Hearing Examiner Charles J. Frederick in Fort Wayne, Ind. (Gospel Broadcasting Co. of Fort Wayne Inc. and Fort Wayne Broadcasting Co.), FM proceeding, granted petition by Clarence C. Moore for leave to amend application to reflect change in status of broadcast interests and recent application to increase nighttime power of WCMR Elkhart, Ind.; accepted amendment and closed record (Docs. 17594-5). Action Nov. 20.

■ Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois. (Flora Broadcasting Corp., Doyle Ray Flurry and Salem Broadcasting Co.), FM proceeding, granted petition by Doyle Ray Flurry and extended to Dec. 28 time to exchange proposed direct case exhibits; date for notification, etc. is extended to Dec. 27; hearing rescheduled for Jan. 6, 1969. Dates are subject to further extension if Flurry will seasonably institute rulemaking proceedings (Docs. 18288-90). Action Nov. 21.

Rulemaking petition

■ Serge Bergen, Fairfax, Va.—Requests amendment of rules to permit operation with daytime power of 2.5 kw on class II and class III channels. Ann. Nov. 25.

Call letter applications

■ Imperial Valley Broadcasters, El Centro, Calif. Requests KNEU(FM).

■ Western Bible Institute, Morrison, Colo. Requests *KWBI(FM).

■ KMAR Broadcasting Corp., Winnsboro, La. Requests KCRF-FM.

Call letter actions

■ Missouri Valley College, Marshall, Mo. Granted *KNOS(FM).

■ State of Oregon, Ashland, Ore. Granted *KSOR(FM).

Existing FM stations

Final actions

■ FCC denied request by KPAY-FM Chico, Calif., for waiver of rules to permit acceptance of application to change trans. site and facilities. Action Nov. 20.

■ WTYD(FM) New London, Conn.—Broadcast Bureau granted mod. of CP to make changes in transmission line, increase ant. height to 160 ft. Action Nov. 20.

■ KHOM(FM) Houma, La.—Broadcast Bureau granted application for remote control. Action Nov. 21.

■ KPWD(FM) Plentywood, Mont.—Broadcast Bureau granted license covering changes. Action Nov. 21.

■ WCLV(FM) Cleveland—Broadcast Bureau granted mod of CP to change type ant., change ERP to 22 kw vert.; remote control permitted; conditions. Action Nov. 20.

■ WSM-FM Nashville—Broadcast Bureau granted license covering changes. Action Nov. 21.

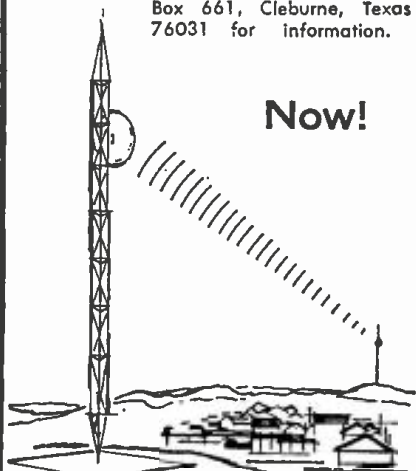
(Continued on page 85)

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Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch, 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

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Northwest. Middle-of-road music-news. Outstanding family town. Must have minimum three years actual management experience. Box L-201, BROADCASTING.

Young daytimer needs "make it go" manager for only station in market. Chance for piece of action if you can. All first letter to Box L-236, BROADCASTING.

Whoops, we overdid it; our sales manager and a salesman are going into business for themselves and will be leaving January 1st. That's what can happen when you make lots of money. An unusual opportunity and all of their accounts await the right men. Join the midwest's youngest and fastest growing radio chain, and work in a progressive, lucrative market. Waupun, Wisconsin. Sales are primarily from Fond du Lac, Waupun, and Beaver Dam. Send complete resume and/or call Jerry Collins. WQTC, Two Rivers, Wisconsin, 414-793-1343.

Sales

Manager-sales manager for growing Gulf Coast C&W daytimer in major market. Must have proven record in sales and ability to take over complete management. Box M-33, BROADCASTING.

Exceptional opportunity with leading group station. Regional sales manager needed to replace top man promoted within company. List of active accounts guarantee solid five figure income. Must have medium or major market experience, particularly in handling agency accounts. Ready-made opportunity for young man who wants chance to prove himself with a station and group offering unlimited potential. Contact James K. Hackett, General Manager, WICE, Providence, A.C. 717-521-2711.

WLKE, Waupun, Wisconsin. Please see management listing.

Radio time-salesman—excellent opportunity for young, enthusiastic man. You must have experience. Send resume to Jim Smith, WSAI Radio, W. 8th and Matson Place, Cincinnati, Ohio 45204.

Salesman needed. Salary plus commission. Permanent. Full/part time. 219-563-4111.

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 M-3, BROADCASTING.

First phone combo. Religious emphasis station. Opportunity for dedicated man. Midwest. Box L-208, BROADCASTING.

\$140 starting salary & commission as newsman-salesman. Also opening for straight salesman. Midwest. Box L-240, BROADCASTING.

Personality dee-jay for tight MOR format with Northeast group expansion. Minimum three years experience. Write: Box L-268, BROADCASTING.

We're growing. Need experienced announcer afternoons and four evenings. Rush tape, resume, photo. Box L-275, BROADCASTING.

New England, 24 hour contemporary station, needs good first class combo man. Send tape and resume. Box L-277, BROADCASTING.

Major market top rocker needs two super stars. We want the best of the new talent in the business. If you are on your way to NYC or LA or Chicago, and need to break into the top markets, this is your opportunity. Send tape, and complete resume immediately. Box M-35, BROADCASTING.

Immediate opening contemporary personality young enough to swing, mature enough to handle major college football, basketball, play-by-play, in 200M market. Due to previous experience, qualified persons send resume and tape covering sports and contemporary music ability. Box M-33, BROADCASTING.

Announcers—(cont'd)

Suburban station—major market, east, looking for experienced announcer with good quality, deep voice for good music operation. 1st tickets preferred, will consider 3rd endorsed if good. Salary open. Send tape and resume to Box M-45, BROADCASTING.

MOR fulltimer, under new ownership with active management is seeking qualified announcers or those with potential. One 1st and one 3rd endorsed. One play by play man. Need men who will be permanent and will grow with us. Rush tape, picture, complete resume to KMCM, McMinnville, Ore.

Announcer. Need top man for AM & FM/stereo. Board work and special events, with opportunity for sales if desired. Salary open. State College town. Mail tape and resume to KMHL, Marshall, Minn. 56258.

Quality 24 hour better music station needs three announcer newsmen to add to present staff. All must be strong on news and commercials. Heavy local news schedule including use of two mobile units. Must be mature, responsible, loyal and have excellent voice and delivery. Possibility of sales if desired. No beginners or recent broadcast school graduates considered. Send full references which will be checked. Resume and tape. KVMN, 28 West Northern, Pueblo, Colo. 81004.

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C/W dee-jay. Modern format. Experience necessary. Contact Dean Alexander, WBAY, Green Bay, Wisconsin.

Major market suburban station needs fully experienced air men with bright adult top 40 sound and commercial production know-how. First phone preferred. Send air-check, tapes only and complete resume to Manager, WEEL, 3909 Oak Street, Fairfax, Virginia. 22030.

One of Virginia's top rockers has an afternoon slot open. Great opportunity for personality jock with experience. No beginners, please. You deliver the qualifications and we will make an offer. Send air check, resume and picture to WELK, Charlottesville.

Experienced, drive-time air personality wanted by up-tempo good-music station in Ohio. Above-average salary, excellent benefits, and a fine community in which to live. Send tape and resume or call WFIN, Findlay, Ohio 419-422-4545.

Announcer/first phone—no maintenance—permanent position—5 day week. Excellent salary—fringe benefits—Contact Robert F. Wolfe—WFRO, Fremont, Ohio.

Announcers—(cont'd)

MOR professional mature voice. Operate tight board, sober, dependable. No beginners. Tape, resume, to PD, WHUC, Hudson, N.Y.

WKY Radio, Oklahoma City has immediate opening for top quality contemporary disc jockey. WKY one of America's pioneer radio stations offers excellent working conditions with the finest equipment. Send tape and resume to Dan Williams, Program Director, WKY Radio, Box 14668, Oklahoma City, Okla. 73114.

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WMIN, WMIL and WNYR are the modern country stations we operate currently. Are you ready to move up to the heavyweight rank—AM-PM drive and/or PD? Contact Dave Woodling, National Program Director, Malrite Broadcasting Company, 2990 West Grand Boulevard, Detroit, Michigan 48202.

Experienced air personality for daytime slot with contemporary MOR format modern studios and equipment. Six station medium market. Minimum three years experience. Contact Rod Wolf, Mgr., WRTA, Altoona, Pa.

Leading radio-TV operation has opening for topflight night dj for radio, with some television if qualified. Send tape. WSAV Radio and Television, Savannah, Georgia.

Announcer, experienced, who desires to settle down in southwestern Wisconsin. Prefer 1st phone. Send complete resume, WSWW AM/FM, Platteville, Wisconsin.

Top rated Negro station wants soul brothers for deejay shows—\$150.00 per week for right man. Talent and appearance fees should earn a pro over \$10,000 per year—all new equipment in modern formatted 24 hour station. Send tape and references —WTLC, Indianapolis, Indiana.

Small market MOR station needs man good on news and copy. Air shift. Send tape and resume to Box 70, Sturgis, Michigan 49091.

Two top 40 jocks needed for lively operation on the shores of Lake Erie in exciting Conneaut, Ohio. Send tape or call 597-1001.

Technical

Technician wanted, first class license, radio control room experience, by major eastern station. No announcing. Send resume and salary expected. Box L-91, BROADCASTING.

For first time in years our midwest mid-market station has no waiting list of qualified technicians. Control room shift. No announcing. No maintenance unless desired. First phone required. IBEW shop. \$600+ monthly. Box M-9, BROADCASTING.

Assistant Chief Engineer, Suburban Washington, D.C. area. No announcing. Good pay, working conditions and benefits. Send resume, references and recent picture. Box M-11, BROADCASTING.

Chief engineer—AM-FM, directional experience. Multi-station chain, midwest. Excellent salary and advancement opportunities. Box M-29, BROADCASTING.

First class engineer wanted for group owned station in top ten market. Experienced man preferred but inexperienced man with ability and desire to succeed considered. Equal opportunity employer. Box M-42, BROADCASTING.

KEYD, needs a first class immediately. Good pay, better if you also announce. Contact Dave Sands, Manager, 701-742-2376, Oakes, North Dakota.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. . . . 607-772-1122.

1st phone needed immediately. Salary open. No maintenance. No announcing necessary. 5 kw full-time directional. Call or write George Bissell, Jr., WEAV, Plattsburgh, New York 12901, 518-561-0960.

Technical—(cont'd)

Immediate opening for chief engineer for AM/FM operation. Send complete resume. WSWW, Platteville, Wisconsin.

Expanding TV and AM company in big sky country needs AM engineer experienced in studio, transmitter and directional maintenance. Some TV translators. No board work. Fastest growing community in Montana offers best of schools and family living conditions. Write D.E., Box 1503, Missoula, Montana.

NEWS

Newsman wanted. Fulltime, network station. Brand new facilities. 150,000 market in New York state. News experience required. Send tape, photo and resume to Box L-59, BROADCASTING.

How about switching to television? Midwest station needs street reporter. Prefer someone still learning, and who doesn't have all the answers, get it? Send picture, resume, and air check to Box L-212, BROADCASTING.

Newsman 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 L-267, BROADCASTING.

Growing midwest radio-TV news operation needs reliable, experienced man who wants to grow with the organization. Good family area. Fringe benefits. Tape, resume and requirements to Box M-15, BROADCASTING.

Midwest 5 kw network stations needs qualified newsmen to gather, write and air news. Mobile unit provided. Send tape, photo and resume to KOLT, Box 660, Scottsbluff, Nebr. 69361.

WKY Radio Oklahoma City has immediate opening for top quality newsmen. WKY one of America's pioneer radio stations offers excellent working conditions with the finest equipment. Send tape and resume to Lee Allan Smith, Manager, WKY, Box 14668, Oklahoma City, Okla. 73114.

WORC Radio in Worcester, Massachusetts, needs a first ticket newsmen. We're looking for a mature stable person who enjoys digging out those local beepers and stories. When the news is on, we want the audience to turn the volume up, not down. Sound like you? If you hit the news hard, send tape and resume to Len Talbot at 8 Portland Street or call 617-799-0581 now. Salary open.

Top station in Wilmington, Delaware, requires experienced newsmen. Immediate opening. Call the News Director at 654-8300 ac 302.

Programing, Production, Others

Immediate opening for program director at MOR station in Pennsylvania. Heavy on local news, sports and promotion. If you qualify and are ready to move up, send complete resume to Box L-158, BROADCASTING.

Production man—work full time on copy writing; production, no board work. Small market college town. Check the salary we pay—send tape of production spots. Box L-263, BROADCASTING.

Midwest daytimer has immediate opening for program director. Need 3rd endorsed. Mature, draft exempt. Salary open. Box M-49, BROADCASTING.

We congratulate our production man of four years. Larry Gram, who has taken a similar position with the McLendon Stations. We are looking for a replacement. Starting salary \$600. Please send auditions or phone immediately, Dudley Waller, KEBE, Jacksonville, Tex. 214-586-2211.

Production man wanted: Medium market, new facilities, finest production services, need imaginative personality to complete picture—send resume, production tape, requirements. John Woodside, KVOC, Box 2090, Casper, Wyoming 82601.

WMIL, WMIL and WNYR are the modern country stations we operate currently. Are you ready to move up to the heavyweight rank—PD? Contact Dave Woodling, National Program Director, Malrite Broadcasting Company, 2990 West Grand Boulevard, Detroit, Michigan 48202.

Situations Wanted

Management

Working manager ten years radio. Qualified, experienced, management, sales, programing and engineering. Married, non-drinker. Prefer west coast. Make offer. Box L-270, BROADCASTING.

Top twenty market announcer-salesman seeks station manager position in medium market. Excellent sales record and ratings. Nine years in radio. Degree. Veteran, Family, Box M-8, BROADCASTING.

Management—(cont'd)

Southwest Broadcast Media . . . 25 years in radio and television. Know broadcasting from programing to management. Good sales record. Seek station management with stock option. Box M-21, BROADCASTING.

Trouble shooting husband and wife managerial team. Familiar all phases AM radio. Prefer New England or Atlantic coastal area. Available early 1969. Permanent. Box M-24, BROADCASTING.

Veteran broadcaster with many skills seeks good position in southwest desert country. Management, program director or sports-news director. Have first ticket. Box M-44, BROADCASTING.

Strong in all phases of radio. Good announcer, first phone, college degree in business and accounting, strong in sales with proven track record. Will consider any area. Box M-46, BROADCASTING.

Sales

Top rated (by colleagues) northern New England sportscaster-salesman desires greener pastures northern or New England. College, family man, military completed, proven record, excellent references. If you're not well established, practicing good broadcasting ethics, we're wasting each others time. \$10,000. Box M-55, BROADCASTING.

Announcers

Skilled, experienced top forty program director. First phone. Box L-197, BROADCASTING.

Experienced combo, first phone. Wants San Antonio. Box L-204, BROADCASTING.

Exp. dj-announcer, newscaster, 3rd endorsed. Married. New York area. Box L-227, BROADCASTING.

Deejay—newsman: All formats, first phone, copy, production, tight board, 2½ yrs. Experienced, MA, single, OK with draft, no maintenance. Box M-5, BROADCASTING.

Young announcing school graduate, good voice, tight board, excellent commercial delivery, monetary remuneration second to experience. Box M-10, BROADCASTING.

10 years MOR, PD, News experience. \$160 minimum. Phone 919-544-3104 or write today Box M-13, BROADCASTING.

Announcer-dj swinging personality. 3rd endorsed. Will relocate. Vet, dependable, want to settle. Box M-14, BROADCASTING.

Announcer—southern New England, New York state—MOR—3rd—broadcast school grad—22—Call after 6 p.m. 914-472-1979 or write Box M-25, BROADCASTING.

Dislocated from mike for Sam. Military service ends in January. Does your top 40 or underground station need experienced man? Prefer Gulf Coast area, but will relocate. Third phone endorsed. Box M-27, BROADCASTING.

Announcer—experienced, first phone. \$125 month. Draft exempt. Box M-30, BROADCASTING.

Announcer experienced, good production. Pleasant sound. Interested in good music station. Box M-31, BROADCASTING.

Dependable dj, tight board, 3rd endorsed. Versatile. Relocate. Community man. Box M-43, BROADCASTING.

Woman's program hostess. Announcer, newscaster, 3rd endorsed, dependable, personable, fast board, want to settle, hard worker. Box M-48, BROADCASTING.

DJ/announcer, newscaster, production, dependable—6 mo. experience. Box M-50, BROADCASTING.

Aw c'mon, give me a chance! Enthusiastic young first phone seeks jock spot. Location and market unimportant. prefer tight T-40. Creative but follows orders. 408-246-6043. Box M-54, BROADCASTING.

24, married, 10 years experience, military complete March 1. Resume available. A. Stevens, 2613 Second Rd., North Arlington, Va. 22201.

Announcer for MOR or news. Prefer New England, but interested all states. Broadcast school graduate. Third endorsed. Draft exempt. Edward Larson, 385 West Street, Rutland, Vermont 05701.

Young pro seeks southern market. All formats. Excellent news, production, air personality, remotes, interviews and basketball play-by-play. Available Jan. 1st. Call 616-627-5721 or write Occupant, 83 Parkway Drive, Cheboygan, Michigan 49721.

Newsman—announcer-salesman. Experienced authoritative delivery. First class license. Jack Logan, 1122 Grant Street, Ashland, Ohio. Phone 419-324-8262.

Announcers—(cont'd)

Career minded young man with 3rd phone working toward first, seeks announcing position at small station, preferably in south. Doug Calliher, 3907 Angol Place, Jacksonville, Florida 32210.

NYC area, 3rd ticket radio announcer with acting, writing, and teaching experience desires eve (or day) position after February first; air or other dept ok. 212-834-0595.

Experienced 3rd phone, news, sports, copywriting, air shift or P.D. 615-684-5679.

First phone—experienced, broadcast school graduate. Age 23, service exempt. Will relocate. Mark Muzinich, 157 Lorimer St., Salinas, Calif. 1-408-422-1664.

1st phone, tight, top 40 announcer. Looking for steady employment. Will relocate. Medium markets. Available now. Young. R. Allen, Attica, N.Y. 716-591-2139.

Technical

Engineer well experienced AM directional, FM full stereo, microwave, solid state, RF audio any power, any location available immediately. Box M-47, BROADCASTING or 214 LY 4-6703—Lloyd.

At once—job wanted by 1st class licensed engineer experienced all phases of broadcasting. \$130 week. Phone 3-6 p.m. EST 215-EV 6-2550.

NEWS

Experienced radio newsmen. Large markets only. First phone. Box L-242, BROADCASTING.

Bright young woman reporter to gather, write, air news. Journalism degree. Experienced. Box M-3, BROADCASTING.

News, sports. Four years commercial, two AFRTS. experienced in all facets of news: tape, film gathering, writing, editing, delivering, radio and TV. Play by play experience. Married with family, prefer western states. Require \$150. Available late December. Box M-26, BROADCASTING.

Ex-sports man desires 1st job in play by play and news. Recent Career Academy graduate. Married, 29 yrs. old, college and military behind me. Excellent voice. Good sports experience. Can also handle dj show if necessary. Prefer Western U.S. Tape and resume on request. Box M-52, BROADCASTING.

Metro news pro. ten years all phases including news directorships in majors. Now top 20. Radio or TV. P.O. Box 103, Milwaukee, Wis.

Reporter, 3 years experience, outside legman, can gather, write, edit and deliver . . . age: 21; married, third endorsed . . . middle Atlantic states only . . . salary open . . . available now . . . Edward Lott, 1027 City Park Avenue, Apartment C, Portsmouth, Virginia, 23701 . . . phone: 703-488-9298.

Programing, Production, Others

Production manager or assistant: 12 years experience, now employed—seeking change, some Net-work experience, sober, family, best references. Box M-6, BROADCASTING.

Traffic manager, ten years experience desires to relocate in bigger market. Box M-34, BROADCASTING.

Aggressive, creative PD that works well with people desires medium market top 40 station that needs take charge pd to build audience. 2217 N. Laurel, Phoenix, Arizona 85007.

Free lance announcer radio-TV spots, station intros or promotions. Send for audition tape. John Sparks Productions, 514 Eastbrook Drive, Huntsville, Alabama 35311.

TELEVISION

Help Wanted

Sales

Independent UHF sales manager. Medium market will pay handsomely for man with proven track record. We developed the audience, now we need a man to develop the sales. A big challenge but big pay. Box L-181, BROADCASTING.

So you think you want to sell TV? Salesmen at our top 40 radio station make more money than any TV salesman in comparable size market. We're prejudiced, but we also think the job is more exciting. Tell us about yourself; we'll call you. Box L-233, BROADCASTING.

TELEVISION

Help Wanted

Sales—(cont'd)

TV local sales manager. If you're a creative, promotion-minded individual who really understands how to sell local accounts and their merchandise: We'll help you earn a big dollar. We'll back you with strong sales promotion . . . and provide 6,000 square feet of commercial production facilities to help get the job done. This opportunity is in a major New England market. New England background preferred but not mandatory. Radio or medium market TV experience most welcome. Send track record in strictest confidence to: Box M-36, BROADCASTING. An equal opportunity employer.

Needed: 2 top sales executives experienced in selling film or representing TV stations for middle-west and east. Only men capable of earning upwards \$25,000.00 need apply. Must be able to sell by phone, close in person. We have top product. Our people know of this ad. Box M-40, BROADCASTING.

Announcer

Sports announcers. Are you enthusiastic about baseball, football, basketball? Do you have one-three years of TV broadcasting experience? Unusually fine position at major Midwest market TV station. Weekend on air special projects, including interviews. Send a confidential resume and video tape to Box M-28, BROADCASTING. An equal opportunity employer.

Four year old network U needs experienced announcer for on camera/booth. Salary plus talent. Write Manager, WKFE, Dayton, Ohio.

Technical

Television engineer. Experienced in studio video and UHF transmitter operation. To direct technical operations. Box 5160, KAIL-TV, Fresno, California 93755.

New UHF—CBS affiliate seeking 1st class licensed operating engineers and experienced maintenance engineer. Submit complete resume including salary requirements. Ken Warren, Chief Engineer, KMST-TV, P.O. Box 1271, Monterey, California 93940.

Broadcast engineer—VSBT-AM-FM-TV has immediate opening for experienced 1st class licensed engineer to work full-color studio and/or transmitter, operation and maintenance. CBS affiliate. America's oldest UHF station, 2 million watts. Radio since 1921. Prefer person from midwest area. Write Personnel Director, South Bend Tribune, South Bend, Indiana 46626.

Fetzer TV needs engineers with first class license for WWTW in Cadillac, Michigan. Experience desirable but not essential. Good pay and many company benefits. Excellent hunting and fishing area. Write P.O. Box 627, Cadillac, Michigan or phone 616-775-3478, collect.

Colorized television center for Iowa educational network needs an efficient engineer for an operating position. Call Don Saveroid 515-284-7723.

Chief engineer. All new color TV studio in San Juan, Puerto Rico needs chief engineer. RCA equipped including new RCA Vid-Au-Mac automated master control system. Applicants should have experience in all phases of color studio engineering including installation, checkout. Position is permanent with a rapidly growing company. Please send complete information, including salary requirements, in first response to Director of Engineering, P.O. Box 43, Mayaguez, Puerto Rico, 00708.

Assistant chief engineer with diversified experience can qualify at new Channel 19 TV, color ABC affiliate, Kingsport, Tennessee. Now under construction. Send resume including salary requirements to Harold Dougherty, Holston Valley Broadcasting Company, P.O. Box 569.

NEWS

Midwest TV station seeks on street reporter. Prefer small market man still building experience. Send picture, resume and air check to Box L-211, BROADCASTING.

Major midwestern market OGO is expanding TV news staff. Looking for a weekend air man, a street reporter, and a writer-film editor. Box L-216, BROADCASTING.

Newsman—opening for young news tiger equally adept gathering, writing and performing news. Journalism grad preferred. Some television if qualified. WSAV, Radio and Television, Savannah, Georgia.

News photographer—aggressive, expanding New England TV station needs photographer experienced in all phases. Call Bob Cooke at (203) 525-2611.

Programing, Production, Others

Producer-director. Top 50 market seeking creative, hard working dependable man. Desire new ideas, formats. CBS affiliated, midwest. Include details of experience. No neophytes or floor experience considered. Box L-200, BROADCASTING.

Film editor, independent in top 10 markets needs thoroughly experienced and creative editor. Heavy movie and syndicated schedule. No news. Send letter and resume to: Ted Baze, WUAB-TV, 2108 Payne Avenue, Cleveland, Ohio 44114. An equal opportunity employer.

TELEVISION

Situations Wanted

Management

The ability to motivate people, generate enthusiasm and create a happy, highly productive business climate. 15 years experience—production, promotion, sales. Currently general manager an outstanding sales and profit record. Ready to work hard for you as general manager. Please contact me via Box L-262, BROADCASTING.

Station manager—Experienced, 11 years Radio and Television, all phases including finance, 36, married, 4 children. Seeks opportunity to join progressive organization. Excellent references. Box M-12, BROADCASTING.

Executive vice president-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), promotion, programing, film buying, network newscasting, announcing. Leader in community affairs. 15 years in television; 13 prior years in radio. Total experience: 28 years. Age - 44. 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 M-53, BROADCASTING.

Announcer

Versatile—18 yr. professional—news, weather, sports, etc. Available now. Relocate. Box M-51, BROADCASTING.

Technical

Chief engineer experienced in all phases of television—desires change. Box M-2, BROADCASTING.

Director of Engineering in charge of recent \$1,000,000 plus construction project—desires new challenge. Box M-17, BROADCASTING.

Chief engineer experienced in all phases of color and recent construction—desires change. Box M-20, BROADCASTING.

Engineer experienced all phases of TV currently with television network overseas, seeks interesting and remunerative position either US or abroad. Box M-22, BROADCASTING.

Director of Engineering with recent experience in the construction of a very large ETV system—desires change of position. Box M-41, BROADCASTING.

TV engineer: Experienced in nearly all phases of TV engineering, transmitter, studio, camera, remote, VTR, and film projection. J. E. Jackson, 9016 South Union, Chicago, Illinois.

NEWS

Bright young woman reporter to gather, write, air news. Journalism degree. Experienced. Box M-4, BROADCASTING.

Newscaster: 6 years commercial radio and TV, candidate for Master of Arts at Penn State, a youthful 27, Army veteran, always eager to learn more, hard worker. RTNDA and IRTS member. Available first of April. Interviewing now. Resume, audio tape, VTR available. Robert Leffingwell, 153 Atherton Hall, University Park, Pennsylvania.

Programing, Production, Others

Promotion director (radio) wants TV. Eleven years in sales and audience promotion, merchandising, PR, writing, announcing and production. Excellent record with top area 5kw. Box M-7, BROADCASTING.

Producer-director—Excellent references. Available now. Experienced all phases TV production: live and videotaped commercials, news, specials, remotes. Happiness is producing-directing for you. Box M-18, 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.

Wanted—mobile unit. Monochrome, 3 or 4 cameras. Write or call. Furn Anderson, Channel 6, 43 W. 61st, New York, N. Y. 10023. 212-586-2426.

TV Switcher wanted. Large Solid State with or adaptable to special effects. Give price and description. Box L-207, BROADCASTING.

Looking for two TK26 3-V film chains. Prefer C Model, but will talk on anything. Write KXJB-TV, Box 1231, Fargo, North Dakota.

Needed frequency monitor for 910 kHz. Also used dual channel console. Call Ron Meyer, at 914-354-2000 or write WRKL, New York City, N.Y.

FOR SALE—Equipment

Coaxial-cable—Heliex, Styroflex, Spirolene, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect. Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

RCA TTU-1B UHF Transmitter. Some parts missing. Exciters alone worth the price. Dick Lange, WHUT, Box 151, Anderson, Indiana 46015.

Gates FM5B transmitter, excellent condition, operating recently and like new M05534 Exciter on 100.7. Exciter easily retuned. Also over 500 feet of 3 1/8 rigid transmission line for FM. Available immediately. Real good price. John R. Kreiger, KVET, 113 West 8th Street, Austin, Texas 78701. A.C. 512-CR 8-8521.

Self supporting towers—4 used 135 ft. towers. Box L-225, BROADCASTING.

Solid state RCA video recorder TR-4 and video tape player TR-3, both expandable to high band color. Excellent condition . . . priced for quick sale. Box L-202, BROADCASTING.

Guyed towers—3 sizes of tower sections used one year. First come, first served basis. Box L-224, BROADCASTING.

Gates BC-5B "Cadillac" of the line. Excellent condition. Oil filled transformers. Solid state rectifiers. Available December 27th. \$5,225.00. Gates SA38 limiter. Excellent condition. \$210. KRLC, Lewiston, Idaho.

21-Mod 24B-2 M/W Collins Video Amp. with clamp and polarity reversal with 3 video outputs 1 volt 24 volt DC powered. Purchase one or all at \$75.00 each. Contact Bill Little, Cable TV, 445 Broadway, El Centro, Calif.

240' tower. Dresser with 60' tapered mast suitable communication of 6 bay FM antenna. Self-supporting, base 20x20. Painted, lighting kit included. On ground, ready to go. Art Silver, WTOA, Box 9750, Trenton, N.J. 609-896-0975.

Tower—212 ft., self-supporting. Extra heavy duty construction, galvanized steel, complete with lights, insulators and photocell transmission line 100 ft long. WLBB, 310 Lenox Ave., New York, N.Y. 10027. Phone: 212-831-1000.

Best deals—spotmaster, Scully, Magnecord, CBS Audimax—Volumax, Omega film equipment, Langevin, Fairchild, ORK, Russco. Other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

One Gates stereo limiter, one Gates stereo top level, two Gates cartridge II. Solid state record-playback units and two playback only units. Excellent condition. Dick Hardin, WBUD, Trenton.

Gates 5 kw FM transmitter, FM5B, excellent condition, complete with stereo exciter, harmonic trap, tubes, manuals, connections to Gates RDC-10 remote control. Removed from operation for high power. Crated for shipment. Jack Link, KETO-FM, 1411 Fourth Ave. Building, Seattle, Washington 98101.

Equipment: Daugherty linear amplifier-type transmitter, 1kw, Western Electric 443A-1; Presto disk cutter and amplifier. Also collectors units, 7B's complete library. Make offer. KMCM, McMinnville, Oregon.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Station breaks! A fresh collection of fast one line gags and fillers for sharp dj's. \$3.00—write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service, (Dept B), 1735 East 26 St., Brooklyn, New York 11229.

Plenty original one liners monthly—only \$35/year! We're hungry. \$1 gets samples: Delaney, Box 2282, Santa Ana, California.

MISCELLANEOUS—(Cont'd)

Collector seeks 16mm color prints of Roy Rogers films Republic comedies, mysteries. Wendell Johnson, 2277 Howard, Chicago 60645.

Comedy material. Original, terrific. Details. 10¢. Frankel, P.O. Box 983, Chicago. 60690.

Fishing! World's greatest! "Bimini"—duebills acceptable. Free literature—American Advertising Company, 270 North Crest, Chattanooga, Tennessee.

INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. 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 approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

INSTRUCTIONS—(cont'd)

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, newscasting, sportscasting, console operation, disk jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. 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, Combos, 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 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.

First phone quickly through tape recorded lessons at home plus one week personal instruction in Boston, Washington, D.C., Minneapolis, Los Angeles. Our 17th year teaching FCC license courses. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266 (213-379-4461). Eastern office, P.O. Box 292, Westfield, Mass. 01085 (413-568-3689).

Why pay more? First phone license in four weeks \$295.00. Guaranteed results—rooms \$8.00 weekly. Next class starts January 13th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee. Phone 297-8084.

See our display ad under instruction on page 85 Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO 2-3281.

RADIO—Help Wanted—Management

BROADCAST EQUIPMENT PRODUCT MANAGER

Product management requires sales-minded, technically knowledgeable individuals who have thorough understanding of the broadcast industry equipment needs.

We have requirements for degreed individuals to fill the product management function in the marketing organization. Must be capable of working with all functions of the company and be able to accept broad responsibility for the management of a product line.

Salary commensurate with background plus full fringe benefits and profit sharing retirement plan. Located in medium-size city with excellent schools and full facilities for the finest of family living.

Send resume or call Robert T. Fluent, Employment Manager, 217/222-8200.

Gates Radio Company

Quincy, Illinois 62301

An equal opportunity employer (M & F)

MARKETING OPPORTUNITIES BROADCAST TELEVISION CAMERAS

Within the next several weeks, International Video Corporation will announce exciting additions to its expanding line of color broadcast cameras.

In anticipation of the effect of these announcements, we would like to contact sales and marketing service professionals who would be interested in joining IVC's marketing team.

The men we would like to hear from must be currently engaged in direct sales, customer service, applications engineering and related aspects of television camera sales and service in the Broadcast Market.

For prompt and confidential consideration, please write, briefly outlining your interests and qualifications to:

D. L. Horn
Marketing Staffing

International Video Corporation
67 E. Evelyn Avenue
Mountain View, California 94040
(415) 968-7650

An equal opportunity employer

VICE-PRESIDENT- GENERAL MANAGER

Television-radio station overseas market needs man with engineering-management background. Excellent salary and bonus plus housing and transportation. Prefer manager with some experience in overseas living.

Write Box M-16, Broadcasting.

Announcers

Announcer-Technician

Immediate opening at KBEE, Modesto, California. First ticket. Excellent salary and benefits. Require personal interview, at applicants expense, prior to hire. Send resume and air check or apply in person to:

Personnel Department
McClatchy Broadcasting
21st & Q
Sacramento, California 95813

Technical

KWWL-AM-FM-TV WATERLOO, IOWA

Has opening for electronics technician to do maintenance work on solid state broadcast equipment. Must have 1st Class license or be willing to obtain one within 90 days. Previous broadcast experience not mandatory. Contact

E. M. Tink, Vice Pres. of Eng.

NEWS

NEWSCASTER

Top rated Midwest Metro Radio A.M. Drive news man. Need authoritative delivery and developed reporting skills. Excellent fringe. Salary open. Rush tape and resume to

Box M-19, Broadcasting.

Situation Wanted—Announcer

CONTROVERSIAL TALK PERSONALITY

currently in top ten market, dynamic, one of the top three talkers in the nation.

Box M-1, Broadcasting.

Programing, Production, Others

Richard Ireland predicts success for your radio station!

DIMENSION IV

Introducing the most exciting and talked about subject today- EXTRA SENSORY PERCEPTION - to Radio!

DIMENSION IV is a five minute lively narration about psychic phenomena, with Richard Ireland, foremost authority on ESP.

The psychic Richard Ireland closes each show with current predictions on topical subjects.

For an audition tape and details, write PERRY ENTERPRISES, 222 West Osborn Road, Suite 314, Phoenix, Arizona 85013, 602-277-8510

TV and RADIO MANAGEMENT CONSULTANTS



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EXECUTIVE, ADMINISTRATIVE, PROGRAMING, SALES, AND ENGINEERING PLACEMENT

CONFIDENTIAL EXECUTIVE RECRUITMENT

Announcers

ANNOUNCER NEWS WJAR-TV Providence, R.I.

Experienced Broadcast Announcer On-Air Newsmen . . . Youthful image with mature voice and personality to perform on television and to assist on in-depth news features. Send resume, tape, picture and references to

Mr. Peter J. Smith, Program Director,
WJAR-TV, Providence, R.I.

Technical

AVCO Corporation

a large electronics manufacturing/broadcasting corporation has been awarded a three year operation and maintenance program of television stations in Saudi, Arabia. Openings exist in the following areas:

• CHIEF ENGINEERS

BSEE or equivalent plus 10 years experience in over-all VHF station operations.

• BROADCAST TECHNICIANS

Television technical school plus 5 years experience in VHF station equipments operation and maintenance.

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(Continued from page 78)

- KRSP-FM Salt Lake City—Broadcast Bureau granted license covering new station. Action Nov. 21.
- KIT-FM Yakima, Wash.—Broadcast Bureau granted CP to change ant.-trans. location to 0.16 mile east on same site; make changes in ant. system; remote control permitted. Action Nov. 20.
- WSUS-FM Stevens Point, Wis.—Broadcast Bureau granted license for new non-commercial educational FM. Action Nov. 21.

Rulemaking action

- KPEN-FM San Francisco—FCC denied request to amend rules to delete requirements for maintaining records of remote pick-up stations, except frequency maintenance. Action Nov. 6.

Call letter applications

- WRLJ(FM), Belk Broadcasting Co. of Florida, Jacksonville, Fla. Requests WQPD(FM).
- KPET-FM, Conner Corp., Lamesa, Tex. Requests KELE(FM).

Call letter action

- KFRC-FM, RKO General Inc., San Francisco. Granted KFMS(FM).

Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KPER-FM Gilroy, Calif., to April 28, 1969; WTYD(FM) New London, Conn., to May 21, 1969; WAFB-FM Baton Rouge, to Jan. 15, 1969; WNOE-FM New Orleans, to March 28, 1969; KBMO-FM Benson, Minn., to Dec. 26; KOBC(FM) Joplin, Mo., to Dec. 31; WAEI-FM Maricao, P. R., to April 14, 1969; KTXN-FM Victoria, Tex., to April 27, 1969. Actions Nov. 15.
- Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WTOX-FM Selma, Ala., to May 29, 1969; KBKB(FM) San Diego, to June 1, 1969; WLEX-FM Lexington, Ky., to June 12, 1969; WRUS-FM Russellville, Ky., to Jan. 15, 1969 (Doc. 17282); KTIS-FM Minneapolis, to June 4, 1969; WPRE-FM Prairie Du Chien, Wis., to Jan. 31, 1969; WVSS(FM) Menomonee, Wis., to June 1, 1969. Actions Nov. 18.
- Broadcast Bureau granted mod. of CP's to extend completion dates for the following stations: KXOA Sacramento, Calif., to May 1, 1969; WTL Mayaguez, P. R., to Jan. 30, 1969; WKEX Blacksburg, Va., to May 28, 1969; KLIF Dallas, to April 21, 1969; WCHS Charleston, W. Va., to Dec. 31. Actions Nov. 22.
- Broadcast Bureau granted mod. of CP's to extend completion dates for the following UHF TV translators: K75BZ Beaumont, Banning Cherry Valley and Cabazon, all California, to June 7, 1969; K75CA Indio, Coachella, Mecca, Oasis and Chuckawalla, all California, to June 7, 1969; K79BO Palm Springs, Cathedral City, Palm Desert and Desert Hot Springs, all California, to June 7, 1969. Actions Nov. 19.

Other action, all services

- Chief, Broadcast Bureau granted requests of A. Earl Cullum Jr. and Associates and Kear and Kennedy, consulting engineers, and extended to Dec. 9 time to file reply comments in matter of amendment of rules regarding field strength measurements for FM and TV stations (Doc. 18052). Action Nov. 21.

Translator actions

- Parker Television Translator, Parker, Ariz.—Broadcast Bureau granted CP for new UHF TV translator to serve Parker on ch. 70 by rebroadcasting KTVK-TV Phoenix. Action Nov. 21.
- Central Idaho TV Inc., Cottonwood, Idaho—Broadcast Bureau granted CP for new UHF TV translator to serve Grangeville, Cottonwood, Craigmont and Nez Perce, all Idaho, on ch. 77 by rebroadcasting KUID-TV Moscow, Idaho. Action Nov. 21.
- K09DO Glen Lake area, Mont.—Broadcast Bureau granted CP for VHF TV translator to change call sign to K07IK, frequency to ch. 7, 174-180 mcs. Action Nov. 18.
- FCC waived rules and granted application of Garryowen Butte T.V. Inc., for new 1 w

VHF translator to serve Helena, Mont., by rebroadcasting KXLF-TV Butte, Mont. Action Nov. 20.

- Village of Cody, Cody, Neb.—Broadcast Bureau granted CP for VHF TV translator to serve Cody on ch. 9 by rebroadcasting KDUH-TV Hay Springs, Neb. Action Nov. 21.
- W07AV Gloversville and Johnstown, both New York—Broadcast Bureau granted CP for VHF TV translator to change type trans., and make changes in ant. system. Action Nov. 21.
- Edna May Eubank, Dixie G. Lewis and J. L. Smith, Junction, Tex.—Broadcast Bureau granted CP for new UHF TV translator to serve rural area bordered by Junction, Menard, Sonora, Eldorado and Rocksprings, all Texas, on ch. 81 by rebroadcasting KLRN-TV San Antonio, Tex. Action Nov. 21.
- K09BQ, K11BV and K13BZ, all Helper, Utah—Broadcast Bureau granted CP's for VHF TV translators to replace expired permits for changes. Actions Nov. 21.

CATV

Application

- Clearfield County Television—requests distant signals from WPIX(TV) New York; KDKA-TV, WTAE(TV), WIIC-TV and WQED(TV), all Pittsburgh, to Woodland and Bixler, both Pennsylvania (Johnstown-Altoona, Pa.-ARB32), Ann. Nov. 25.

Final action

- FCC denied reconsideration for First Illinois Cable T. V. Inc. of request for authorization without hearing to import distant TV signals into Springfield-Decatur-Champaign, Ill., TV market (Doc. 18206). Action Nov. 20.

Other actions

- FCC adopted notice of proposed rule-making proposing amendment of rules to provide that, in communities where one CATV system has been authorized to carry signals of TV station beyond grade B contour of that station, any other CATV operator may carry same signals without obtaining authorization from commission. Comments are to be filed on or before Jan. 3, 1969; reply comments are due Jan. 13, 1969 (Doc. 18373). Action Nov. 6.
- Review board in Van Buren, N. Y., CATV proceeding, Docs. 17131-36, 17273-78, granted petition filed Nov. 18 by Meredith Syracuse Television Corp., extended to Dec. 3 time to file exceptions to initial decision. Action Nov. 20.

Actions on motions

- Hearing Examiner Charles J. Frederick in Toledo, Ohio (Buckeye Cablevision Inc.), CATV proceeding, in order following further prehearing conference, set further hearing for Dec. 16, date for exchange of rebuttal exhibits for Jan. 6, 1969 and rebuttal hearing for Jan. 20, 1969 (Doc. 17882). Action Nov. 20.
- Hearing Examiner Charles J. Frederick in Providence, Cranston, Warwick, West Warwick et al., all Rhode Island (Vision Cable Co. of Rhode Island Inc.), CATV proceeding, granted petition by Kaiser-Globe Broadcasting Corp. for leave to intervene (Doc. 18317). Action Nov. 19.
- Hearing Examiner Herbert Sharfman in Clinton, Iowa (Clinton TV Cable Co.), CATV proceeding in Quad City (Davenport, Iowa-Rock Island-Moline, all Illinois) TV market, ordered further prehearing conference for Dec. 11 (Doc. 18024). Action Nov. 21.

Ownership changes

Applications

- WAJM-FM Montgomery, Ala.—Seeks assignment of license from WAJM Inc. to WCOV Inc. for \$57,000. Sellers: Boyd E. Quate, president et al. Buyers: H. Guthrie Bell, president (37%), J. Douglas Gay, chairman of board (42%) et al. Principals own WLEX-TV and CP for WLEX-FM, both Lexington, Kentucky. They also have majority interest in WCOV-AM-TV and CP for WCOV-FM, both Montgomery, Alabama. Ann. Nov. 25.
- WIS-AM-TV and WSFA-TV, both Montgomery, Alabama; and WTOL-TV Toledo, Ohio—Seek assignment of licenses from Cosmos Broadcasting Corp. to The New Cosmos Broadcasting Corp. for purpose of corporate reorganization. No consideration

Involved. Principals: Francis M. Hipp, chairman of board-president et al. Hipp family, which now owns 60% of Cosmos Broadcasting, will own 47.7% of The New Cosmos Broadcasting Corp. Ann. Nov. 25.

■ **KLOK** San Jose, Calif.—Seeks assignment of license from Radio KLOK Inc. to F. & T. Davis Investment Co. for purpose of corporate merger. No consideration involved. Principals: W. Thomas Davis and M. Philip Davis (each 50%). Ann. Nov. 21.

■ **KSTR** Grand Junction, Colo.—Seeks assignment of license from Mountain States Broadcasting Corp. to Lincom Inc. for purpose of corporate merger. No consideration involved. Principals: Roy H. Adamson, president (50%), Lincoln D. Colt, secretary-treasurer and Dorothy E. Colt, vice president (each 25%). Assignment is contingent on approval of transfer of control of Mountain States from E. Anson Thomas et al. to principals. Ann. Nov. 20.

■ **WCIK** Gordon, Ga.—Seeks assignment of license from Heart of Georgia Broadcasting Co. to Cyler D. Garner, M.D., debtor in possession. No consideration involved. Principals: J. Byri Sessions, president et al. Mr. Gordon has general medical practice and is mayor of Gordon. Ann. Nov. 19.

■ **KLEW-TV** Lewiston, Idaho. **KEPR-TV** Pasco and **KIMA-TV** Yakima, both Washington—Seeks transfers of control of Cascade Broadcasting Co. from Thomas C. Bostic et al. (as group 100% before, none after) to Filmways Inc. (none before, 100% after). Sellers own **KIMA-AM-FM** Yakima and **KEPR-AM-FM** Pasco. Buyers: Martin Ransohoff, president (4.96%) et al. Filmways is publicly held company principally engaged in motion picture and TV film production. Consideration: Issuance by Filmways of 32,500 shares of series B preferred stock in exchange for all stock of Cascade. Preferred stock is convertible after three years into 108,333 shares of common stock worth about \$3 million. Ann. Nov. 13.

■ **KASI-AM-FM** Ames, Iowa—Seeks assignment of license from KASI Iowa Inc. to Ames Broadcasting Co. for purpose of corporate merger. No consideration involved. Principal: Dale Cowie, sole owner. Ann. Nov. 20.

■ **WIKC** Bogalusa, La.—Seeks assignment of license from Curt Siegelin to WIKC Inc. for \$237,500. Principals: Milton Wick, president-treasurer (31.5%), M. L. Major, vice president (16.4%), B. D. Talley Jr., secretary (15.6%) et al. Principals have respective interests in the Bogalusa Daily News Inc., sole owner of WIKC Inc. Mr. Wick owns 50% and 60% of two printing companies, 37% of newspaper publishing company and 30% of Williston (N. D.) Daily Herald Inc., a newspaper publishing and commercial printing company which also owns a bus line. Mr. Wick also owns 60% of Huachuca Herald Inc. (Sierra Vista, Ariz.), a newspaper publishing and commercial printing firm. Mr. Major has no other business interests indicated. Mr. Talley is 26% partner in law firm and has interest in real estate company and furniture store. Ann. Nov. 21.

■ **KOBE** Las Cruces, N. M.—Seeks transfer of control of Las Cruces Broadcasting Co. from William and Dorothy N. Blieden (jointly 50% before, none after) to Walter Rubens (jointly with wife 50% before, 100% after). Principal: Mr. Rubens is KOBE general manager. Consideration: \$55,000. Ann. Nov. 25.

■ **WWRI** West Warwick, R. I.—Seeks assignment of license from Grelin Broadcasting Inc. to RSVP Inc. for \$200,000. Sellers: Melvin C. Green and Martin F. Beck. Mr. Green has no other business interests indicated. Mr. Beck has interest in WGLI Babylon, N. Y., and WKMF Flint, Mich. Buyers: Ernest Tannen, president-secretary and Marvin Mervis, vice president-treasurer (each 50%). Messrs. Tannen and Mervis own WYRE Annapolis, Md. Mr. Tannen owns WEEZ Chester, Pa., and WDMV Pocomoke City, Md. He is also radio consultant. Mr. Mervis is general sales manager for WTH Baltimore. Ann. Nov. 21.

■ **WJOT** Lake City, S. C.—Seeks assignment of license from Lake City Broadcasting Corp. to Coastline Broadcasting Co. for \$115,000. Sellers: Russell George-Busdicker, president et al. Mr. Busdicker owns 16.66% of WOIC Columbia, S. C. Buyers: F. Arnold Graham, president, S. Charles Green, vice president-secretary-treasurer and James W. Floyd (each 33⅓%). Messrs. Graham and Green are engaged in farming and real estate. Mr. Floyd owns 50% of company dealing in vegetables, tobacco and farming. Principals are applicants for new AM at Lake City. Application will be withdrawn or CP surrendered for cancellation upon

approval of WJOT assignment. Ann. Nov. 20.

■ **WBHT-AM-FM** Brownsville, Tenn.—Seeks assignment of license from Brownsville Broadcasting Co. to Brownsville Broadcasting Inc. for \$100,000. Seller: Roy Davis, sole owner. Buyers: Ben M. Gaines, president (49%), Ludie M. Gaines, 2nd vice president (1%), Edgar R. Perkins, secretary-treasurer (49%) and Demetra Perkins, 1st vice president (1%). Buyers have respective interests in WHDM McKenzie, Tenn. Messrs. Gaines and Perkins own building and supply company. Mr. Gaines owns 50% of upholstered furniture manufacturing company. Ann. Nov. 20.

■ **WSMT-AM-FM** Sparta, Tenn.—Seeks transfer of control of Sparta Broadcasting Co. from Dr. Sam J. and Martha L. Albritton (jointly 100% before, none after) to Upper Cumberland County Broadcasting Co. (none before, 100% after). Principals: Joe L. Kuhn, president, Van Lee Slack, vice president-general manager (each 45.45%) et al. Mr. Kuhn is salesman for WSMT-AM-FM and Mr. Slack is commercial manager of that station. Consideration: \$200,000. Ann. Nov. 25.

■ **KFMP(FM)** Port Arthur, Tex.—Seeks assignment of license from Radio Southwest Inc. to KWEN Broadcasting Co. for \$35,000. Sellers: George C. Breeding Jr., president et al. Buyers: Felix and James Joynt (each 50%). Messrs. Joynt own KCAW Port Arthur, and appliance company. Ann. Nov. 25.

■ **WGKV** Charleston, W. Va.—Seeks assignment of license from Edgar L. Clinton to Steere Broadcasting Corp. of West Virginia for \$250,000. Principals: David E. Steere, president (18%), Mrs. Pauline D. Steere, vice president and Jeremiah D. Berkey, secretary-treasurer (jointly 82% as co-executors of estate of Howard D. Steere, deceased). Buyers own WKMI and WSEO-FM, both Kalamazoo, Michigan. Mr. Berkey is partner in CPA firm. Ann. Nov. 21.

Actions

■ **WARI-AM-FM** Abbeville, Ala.—Broadcast Bureau granted transfer of control of Abbeville Radio Inc. from John W. Mizell (92.66% before, none after) to Irene R. Mizell, administratrix of estate of John W. Mizell, deceased (3.57% before, 22.14% after). Daniel E. and Charles V. Mizell, Mrs. Lataine Baker and Mrs. Ila M. Turner (each none before, 18.57% after). No consideration involved. Action Nov. 21.

■ **KWCB** Searcy, Ark.—Broadcast Bureau granted assignment of license from White County Broadcasting Co. to Horne Industries Inc. for purpose of corporate merger. No consideration involved. Principals: C. R. Horne, president (90.52%), Imogene S. Horne (.33%) and Mark Roland (9.15%). Mr. Horne owns KXRJ Russellville, Ark. Mrs. Horne and Mr. Roland have no other business interests indicated. Action Nov. 20.

■ **KXO-TV** El Centro, Calif.—Broadcast Bureau granted assignment of CP from KXO Inc. to Mozelle Y. Hanan, administratrix of estate of Marco Hanan, deceased, for \$11,901. Sellers: William J. Ewing (50%), Gordon Belson (25%), J. Edgar Snively (20%) and Edward Muzylowski (5%). Buyer: Mrs. Hanan has 55.48% interest in KXO El Centro. Sale of this interest to Messrs. Ewing, Belson, Snively and Muzylowski is pending. Action Nov. 21.

■ ***KXXX-FM** San Francisco—FCC granted assignment of license from San Francisco Theological Seminary to Bay Area Educational Television Association for \$62,000. Principal: Buyer is non-profit corporation governed by board of directors. Is licensee of *KQED(TV) and has CP for *KQEC(TV), both San Francisco. Action Nov. 20.

■ **KWSL** Grand Junction, Colo.—Broadcast Bureau granted transfer of control of Mesa Broadcasting Co. from Francis C. Gibbs et al. (100% before, none after) to Clark-Knoil and Associates Inc. (none before, 100% after). Sellers: Francis C. Gibbs, president (98%) et al. Buyers: Larry E. Clark, president and J. Elliott Knoil, vice president-secretary (each 50%). Mr. Clark has 50% interest in investment firm and is sole owner of accounting consulting firm. Investment firm, and trust fund sale corporation. He also has other business interests. Mr. Knoil has 50% interest in investment firm. Consideration: \$34,000 plus or minus the difference between current assets and liabilities and obligations of \$16,000. Action Nov. 20.

■ **WNNR-AM-FM** and **WJMR-TV** New Orleans—FCC granted assignment of license and CP, respectively, from Supreme Broadcasting Co. to Summit Broadcasting Co. for \$393,000. Sellers: Roy A. Nelson, president (10%), Flora Shields Nelson, vice president-

treasurer (84.4%), Allan Roy Nelson, secretary (2.1%) et al. Buyers: George A. Mayoral, president (84.2%), Richard L. Voelker Jr., secretary-treasurer (15.3%) and Yvonne M. Mayoral, vice president (.5%). Mr. Mayoral owns 80% of electronics firm. Mrs. Mayoral has no other business interests indicated. Mr. Voelker is attorney, treasurer of savings association and director of bank. Action Nov. 20.

■ **WWKO** Fair Bluff, N. C.—Broadcast Bureau granted assignment of license from Carl Meares, Marlon H. Davis, Bobby G. Morgan and Mrs. Jesse P. Chance, executrix of estate of Jesse P. Chance, deceased (each 25%) to Universal Broadcasting Co. for \$3,900. Principals: Marlon H. Davis, president, Bobby Morgan, secretary-treasurer and Carl Meares (each 33⅓%). Action Nov. 20.

■ **WGMM** Millington, Tenn.—Broadcast Bureau granted assignment of license from Radio Millington Inc. to Millington Broadcasters for \$54,000. Sellers: Earl T. Griffin, Woodrow Wages, Morris Raney and Sam Rowls. Buyers: Albert L. Crain and Gary L. Acker (each 50%). Mr. Acker owns KNBQ Bethany, Okla., and has 50% interest in application for new AM at Springfield, Mo. Mr. Crain owns application for new AM at Humble, Tex. Action Nov. 20.

■ **WSM-AM-FM-TV** Nashville—Broadcast Bureau granted transfer of control of WSM Inc. from National Life and Accident Insurance Co. to NLT Corp. for purpose of incorporation and exchange of stock. No consideration involved. Principals: G. Daniel Brooks, chairman of the board, Sam W. Fleming, president, Walter M. Robinson Jr., secretary-treasurer et al. Action Nov. 21.

Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Nov. 26. Reports include applications or permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ **Contra Costa**, Calif.—Vumore Cablevision of California Inc. and Bay Cablevision Inc. have each applied for a franchise to serve El Sobrante, Kensington, Tara Hills, Montalvin Manor and Rollingwood areas, all Contra Costa county. Bay Cablevision Inc. holds franchises in Richmond and Berkeley, both California.

■ **Garden Grove**, Calif.—Garden Grove Cablevision has been granted a nonexclusive franchise for a 20-channel system. Monthly fees will be \$5.50.

■ **Ocala**, Fla.—Cox Cable Communications Inc. (multiple CATV owner), subsidiary of Cox Broadcasting Co., Atlanta, has purchased Video Corp. of Ocala for \$1 million.

■ **Gaithersburg**, Md.—John Panagos, owner, editor and publisher of the *Gaithersburg Gazette*, has been granted a franchise for a 12-channel system. Monthly fees will be \$5.

■ **Columbus**, Ohio—Lamb Communications Inc., Toledo, Ohio (multiple CATV owner), has applied for a franchise.

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Lou Dorfsman says he would like to wear those wide ties and Edwardian suits appropriate to his position, but he doesn't think his children would approve. They would think he was not acting his age, he remarks.

His position is a new one. On Sept. 30 he was appointed vice president, advertising and design, CBS/Broadcast Group. And as for his age, an almost boyish appearance belies his three grown children.

As director of design, Mr. Dorfsman was the man who made order out of corporate chaos for CBS. He is responsible for CBS corporate typography, for uniformity in weight and style of CBS letterheads and for what pictures hang on the walls of CBS's corporate headquarters.

His touch can be seen everywhere and on everything: in the vendors' uniforms at Yankee Stadium, in the numbers on CBS clockfaces, on the disposable cups, plates and paper napkins in the cafeteria. He tells secretaries how their letters ought to look.

Down to the last visual detail, Mr. Dorfsman dictates the high standards of style at CBS. He has given CBS an image that he himself now shares—precision, consistency, economy.

Mr. Dorfsman graduated from Cooper Union Art School in 1941. Prior to coming to CBS, he designed exhibits for the New York World's Fair of 1939, worked on Navy training films in the early part of World War II, and served with the Army from 1943 to 1946.

A man with enough professional awards to fill a trophy room, Mr. Dorfsman began by winning first and second prizes in the National Army Arts Contest. The first prize was for a Red Cross poster. However, his timing on winning the prizes befitted "a man who is accident-prone and a loser by nature. Just when the government was going to distribute this all over the country, the war ended," he says jovially.

Mr. Dorfsman joined CBS in 1946 as staff designer. Subsequently he progressed steadily through the channels of advertising and promotion at the network.

In 1965 CBS moved to 51 West 52d Street, into a building designed by eminent architect Eero Saarinen, and Mr. Dorfsman took on the mammoth housekeeping chore that earned him his reputation. His job, he says, was to "restyle and re-evaluate all the stuff which is necessary to do business." Middle executives lost their personalized memo pads. Amateur art work came down off the walls. He was loaned out as a consultant to such autonomous CBS companies as Creative Playthings, CBS Laboratories, and the Yankees. When CBS acquired the New York American League ball club, he redesigned Yankee Stadium graphics and

The man behind the CBS image

updated the uniforms of stadium employees.

Lou Dorfsman is convinced that good design makes business sense. While the project of unifying CBS's look was not begun as an economy measure, it instituted great savings in many areas. With less duplication, less money is laid out for what Mr. Dorfsman calls "the hardware of daily life in a company."

Lou Dorfsman insists that CBS personnel adhere to the high principles he has set, but he denies that he is the hard taskmaster he is sometimes rumored to be. "What's the point of establishing a sound format unless peo-

ple who have got to adhere to it use a kind of discipline that is not facism," he asserts.

If room for compromise is limited, it's because the image Mr. Dorfsman has created for CBS is important. "It gives the appearance that somebody really thought about it. It's very purposeful." Yet he quickly adds: "There is plenty of flexibility and maneuverability." His own cluttered office seems to defy the regimentation he is said to impose on the corporation.

Although Mr. Dorfsman's new post includes a continuation of corporate design activity, the re-evaluation period is over. The clocks are humming, the stockrooms stocked, the art work purchased and hung. Now CBS has pulled together under Mr. Dorfsman's jurisdiction the previously autonomous advertising, promotion and design operations of several broadcast divisions. He controlled the design operations of CBS News for some time, and now he has added CBS Radio, CBS-TV and the CBS Television Stations Division to his responsibilities.

Mr. Dorfsman is married to the former Ann Hysa, and they have three children: Elissa, 22, Mitchell, 18, Neil, 16. The Dorfsmans make their home in Great Neck, N. Y.

The collection of awards and mementos of his career never looked so enormous to him as recently when painters were commissioned to redecorate the Dorfsman home. "My wife said: 'What the hell are you going to do with these things?'," he says. "These things" include 11 gold medals and 20 awards of distinctive merit from the New York Art Directors Club for design in such categories as print advertising, packaging, television film, booklets and letterheads. He's received honors from the American Institute of Graphic Arts, Type Directors Club, Poor Richard's Club, Philadelphia Art Directors Club and other organizations within the graphic arts industry. He was honored with a one-man show of his work by AIGA in 1959. In 1962 he was given a gold medal for Best of Year Design by Philadelphia Printing Industries. His alma mater, Cooper Union, bestowed on Mr. Dorfsman the Augustus St. Gaudens medal, its highest alumni award, in 1963.

His exhibits include a show in Japan in 1965, and a one-man show for Munich and Frankfurt in 1966. He has taught at the New York Workshop of Design and at Cooper Union Art School, as well as having lectured at many universities and the Museum of Modern Art in New York.

He denies that he has any spare time—which should come as no surprise—but on the rare moment when he does, "I throw a football around," he says.

Week's Profile



Louis Dorfsman—VP, advertising and design, CBS/Broadcast Group; b. April 24, 1918, New York City; graduated Cooper Union Art School, 1941; worked for U. S. Navy on training films, 1941-1943; served with U. S. Army, 1943-1946; joined CBS as staff designer, 1946; appointed art director, CBS Radio, 1951; awarded title of art director and advertising director, 1954; VP, advertising and sales promotion, CBS Radio, 1959; became creative director, advertising and sales promotion, CBS-TV, 1960; promoted to present office, 1968; m. Ann Hysa, 1941; children—Elissa, 22; Mitchell, 18; Neil, 16; member American Institute of Graphic Arts, Type Directors Club of New York and Toronto, and the International Center for the Typographic Arts.

The right name

A new phrase, "the broadcast press," is coming into more and more use, and this publication suggests that it ought to become standard in references to radio and television as instruments of journalism.

The phrase was given judicial recognition in the opinion of the U. S. Court of Appeals for the Seventh Circuit which held that the FCC fairness rules violated the First Amendment. In that opinion (BROADCASTING, Sept. 16) the broadcast press was equated with the printed press, and both were recognized as parts of the press for which the First Amendment guarantees freedom. If earlier opinions had made so explicit a finding about the status of broadcasting, a good deal of the governmental control that broadcasters now find so onerous would never have been invoked.

The First Amendment states that "Congress shall make no law . . . abridging the freedom of speech, or of the press." These are different freedoms, and the first has often been erroneously applied in considerations of the First Amendment's application to radio or television.

What the First Amendment means when it says freedom of speech is that anyone can state a view in private or public. It does not mean that he has the right to make his views known through an established organ of the press. When the First Amendment speaks of freedom of the press, it refers to a proprietor's right to put in his organ of communication what he sees fit to put in it. Benjamin Franklin saw the distinction clearly when he remarked that his newspaper was not a stagecoach on which everyone could ride.

So from now on let it be the "broadcast press," a phrase that tells it like it is.

315 headache No. 1*

Mayor James F. Stair of Clinton, Tenn., who also doubles as general manager of WYSH there, has withdrawn as a candidate for re-election. Reason: The FCC has ruled that he must give his opponent "equal time" under Section 315. This includes time spent reading commercials, broadcasting news and introducing the records on the 1 kw daytimer.

Mr. Stair had to forego either his job or his desire to dedicate whatever spare time he has to the public interest. He couldn't give up his station job because the mayorship pays only \$500 a year.

The FCC, under Section 315, preposterous as it sounds, can make its ruling stand up. Just another reason why Section 315 is unreasonable and probably unconstitutional. It can deprive a citizen of his right to hold public office.

**First of a series as they develop*

The specialists

Young & Rubicam's creation of a new media-department unit, to keep the agency in closer touch with television and radio stations, ought to prove beneficial not only to Y&R and its clients, but to spot television and spot radio as well.

Y&R has divided the country into nine regions and assigned to each a supervisor who will be responsible for the placement and evaluation of all Y&R spot schedules in his region ("Closed Circuit," Nov. 11; BROADCASTING, Nov. 25). Y&R said the supervisors were chosen for "their ability as negotiators and their general expertise as buyers," and the word "negotiators" may have caused some early fears that rate-cutting attempts would follow. But long-time

close observers of the spot-broadcasting field appear confident that Y&R is not apt to seek—or get—rate cuts that might not be had anyway.

This does not mean that Y&R will not do better buying under the new set-up. It stands to reason that supervisors and buyers can become much more familiar with stations in roughly one-ninth of the country than those in, say, nine-ninths. Consequently they should be able to buy more knowledgeably, more wisely, more effectively.

If that is the case, the advertising dollars of Y&R clients will become more productive, and that's where spot TV and radio stand to gain. Better sales results are any medium's own best advertising.

We hope it works

It is clear that the Nixon administration is giving a top priority to its relations with the news media and in the process is abandoning conventional patterns, not only in the White House, but in all agencies of government.

In selecting Herbert G. Klein as director of communications of the executive branch, the President-elect made an optimum appointment. As an editor, Mr. Klein was a strong advocate of freedom of information. He is respected by most newsmen as one of their kind.

It is still unclear just how Mr. Nixon proposes to handle White House news conferences. Ron Ziegler, the 29-year-old Kentuckian turned Californian, and one of the cadre of advertising-agency men who joins the White House staff, will become the press spokesman, but not at the policy level that his predecessors have occupied.

Mr. Ziegler said last week he believed the new President would be available for conferences "primarily when there is a major news event and the people and the press want to know his views." But nary an official word yet whether these news conferences will be thrown open to live radio and television coverage, whether such coverage will be delayed for editing (as was done during the Eisenhower years) or whether there will be open questioning.

The stated Nixon aim is to eliminate the "credibility gap" and to have "free public access to information." This can be achieved in great measure if President Nixon holds regularly scheduled news conferences and makes them available for live pickup by the broadcast press.



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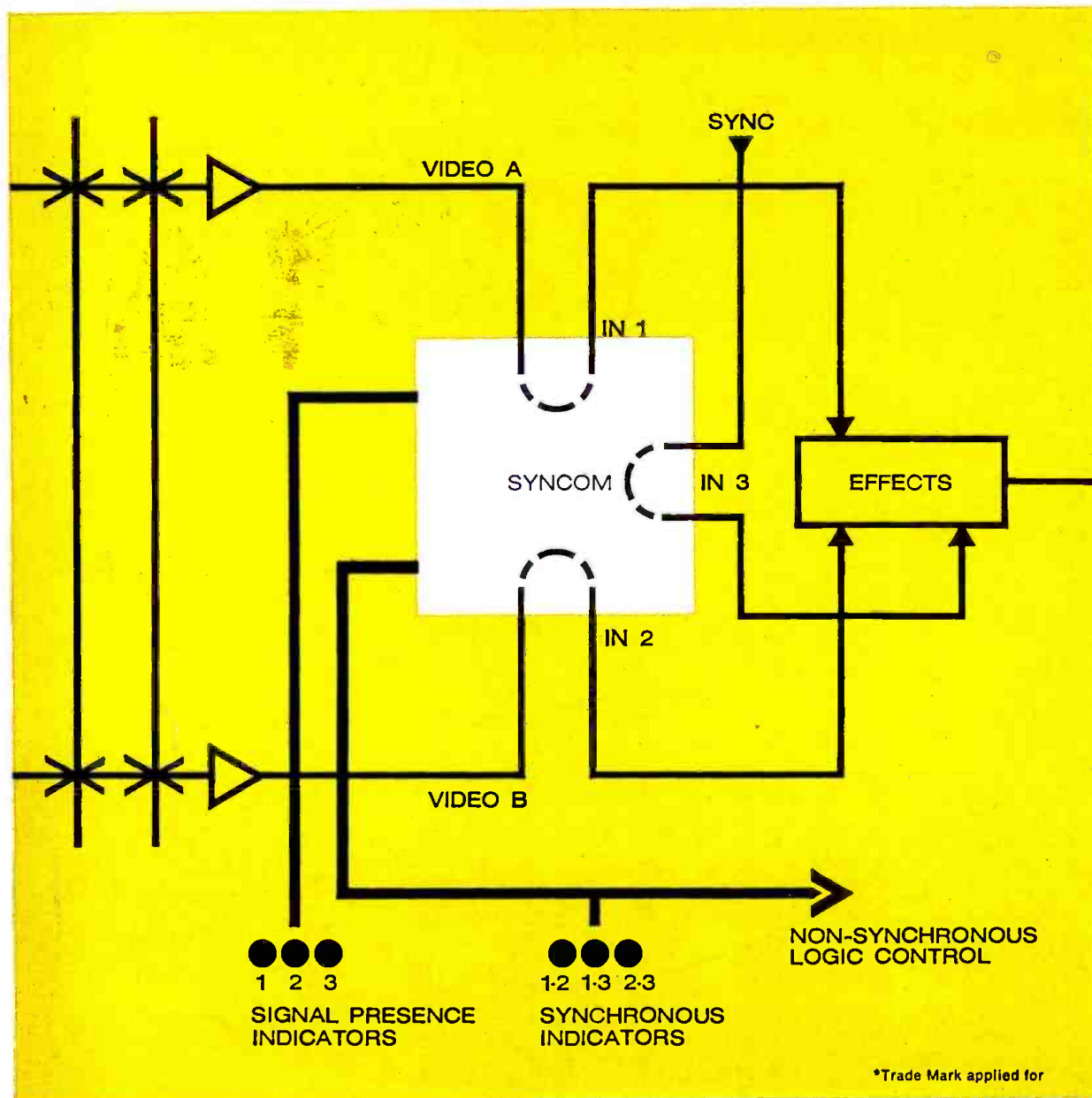
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