Dec. 16, 1968:Our 38th Year:50¢

Broadcasting

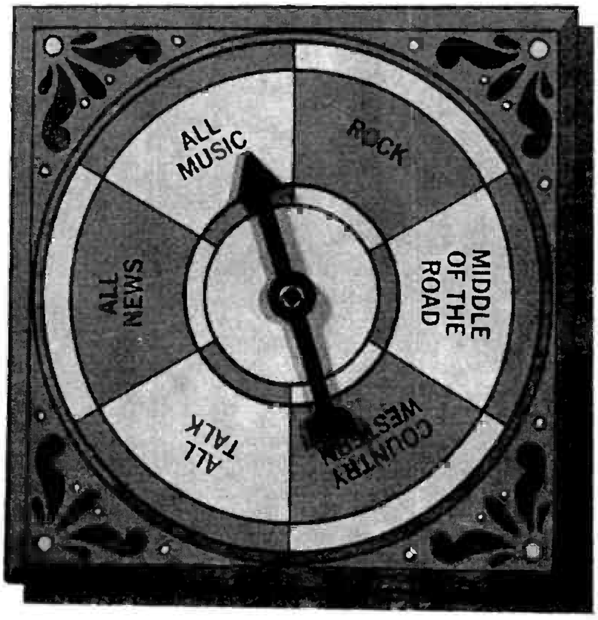
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

12/19

The "Format Fandango" game.

Throughout the constant change and turmoil of "Fandango" programming in Los Angeles, KPOL maintains its consistent sound and continues to program bright and beautiful music, with just the right amount of important news and provocative commentaries.

KPOL doesn't play the "Format Fandango" game—the game that causes an all-news station to change to all-music, or a rocker to go to all-news or a middle-of-the-roader to become all-talk . . . programming which completely switches audience appeal. That's one reason why, through all the commotion and promotion, KPOL in the average quarter hour continues to lead all other Los Angeles stations in reaching the big buyers—age 25 to 50—and the greatest number of households with annual incomes of over $10,000.00*
Viva KPOL radio Los Angeles!



*Pulse, Inc. Los Angeles LQR VI, Jan.–Apr. 1968. All statements are subject to the statistical limitations and qualifications noted in the published report.

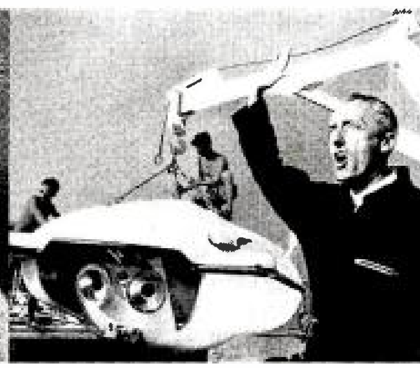
WHO'S MPC?

KILLY LE CHAMPION
(Story of Jean-Claude Killy)
Sponsor: Chevrolet
Jan. 13, 1969 ABC

THE UNDERSEA WORLD OF JACQUES COUSTEAU-V: SEA LIONS
Sponsor: Armstrong Cork
Jan. 13, 1969 ABC

HIGHLIGHTS OF ICE CAPADES 1969
Starring Jack Jones and Louis Nye.
Special Guest Star, Nancy Sinatra
Sponsor: American Gas Association
Feb. 16, 1969 NBC

NATIONAL GEOGRAPHIC SOCIETY SPECIAL–AUSTRALIA
Sponsors: Encyclopaedia Britannica and Hamilton Watch
Feb. 18, 1969 CBS



THE UNDERSEA WORLD OF JACQUES COUSTEAU–VI
Sponsor: Armstrong Cork
March 4, 1969 ABC

WILLIAM HOLDEN IN UNCONQUERED WORLDS
Sponsor: Westinghouse
March 26, 1969 CBS

NATIONAL GEOGRAPHIC SPECIAL–POLYNESIA
Sponsors: Encyclopaedia Britannica and Hamilton Watch
April 14, 1969 CBS

THE UNDERSEA WORLD OF JACQUES COUSTEAU–VII
Sponsor: Armstrong Cork
April 17, 1969 ABC

THE MAKING OF THE PRESIDENT 1968
Sponsor: Xerox
Fall 1969 CBS

The largest independent producers of network TV Specials.

THAT'S WHO.

METROMEDIA PRODUCERS CORPORATION

(MPC, FORMERLY WOLPER PRODUCTIONS, INC.)

DAYTIME CHOICE OF YOUNG WOMEN

The most recent ARB Television Audience Estimates again show KRLD-TV to be the station preferred by most young women for their week-day televiewing — Channel 4 reached 47.9% more young women (18-34) per average quarter-hour than the second station in the market.*

To sell the young women in the nation's 12th ranked television market, place your next schedule on their preferred station, KRLD-TV.

*October, 1968 ARB
9:00 A.M. - 6:30 P.M.
Monday through Friday

represented nationally by HR

KRLD-TV

DALLAS — FT. WORTH

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Half price

First break in pricing of 30-second TV commercials may be near. Blair Television, one of biggest station reps, reportedly is recommending that its stations price nonprime-time 30's at straight 50% of minute rate. Since they are now pegged at 60%, adoption would mean current nonprime-30 rates would have to be reduced—or minute rates increased. Actually, it's understood, some of both is likely to happen as stations revise rate structures based on November rating books. Prime time reportedly is excluded because of its fewer 60-second opportunities and greater demand for 40's, 20's and 10's.

Plan would eliminate economic incentive for advertisers to buy piggybacks, which is said to one of Blair's objectives, and in opinion of observers would lead eventually to establishment of 30's as basic spot-TV unit. Agencies generally have argued for 50% rate for 30's, but some agency sources also say if it seriously obsoletes piggybacks, fairly elaborate computer programs set up by number of agencies to handle and coordinate piggyback buying would not be needed or would have to be changed. Uncomputerized agencies, on other hand, are seen as clear beneficiaries in this respect.

What for?

It's now learned that President's Commission on Violence has subpoenaed revenue and profit figures for ABC's, CBS's and NBC's radio and television networks and each of their owned-and-operated stations, going back several years. There's no explanation of relevance of such information to commission's inquiry into causes and prevention of violence (see pages 9 and 66).

Busy writer

Representative John Dingell (D-Mich.), member of House Commerce Committee, is drafting bill to take all spectrum allocations from FCC and put them in another agency, perhaps Department of Commerce or Transportation. Move is seen in some quarters as facilitating frequency reallocations to land-mobile use, which Mr. Dingell defends. Mr. Dingell started legislative draft without regard to work of President's Task Force on Communications Policy, which has recommended creation of new agency for spectrum management (see page 30.)

Mr. Dingell is also working on CATV legislation, which isn't as far along as spectrum-management measure. He plans to give both major push, which he also intends to put behind bill to regulate networks.

Critical vote

FCC watchers expect to get clue soon, possibly this week, to how commission's newest member, H. Rex Lee, feels about multiple-ownership matters. Two station sales to multiple owners are now pending before commission—Avco Broadcasting Corp.'s proposed asquisition of WRTH Wood River, Ill. (St. Louis), and Bonneville International Corp.'s (Mormon Church) proposed purchase of KBIG-AM Avalon and KBIG-FM Los Angeles, both California. Both sales were on commission agenda last week, but were passed—WRTH matter for second time. Word is that, with Commissioner R. Rex Lee not expressing his view, commission split down middle on case two weeks ago.

Decision to postpone action last week was seen as reflecting closeness of vote on both cases. Commissioner Robert E. Lee was absent, and Chairman Rosel H. Hyde was said to be reluctant to put cases to vote without him. Both are believed to favor grants.

Huggins is hot

Roy Huggins, with production track record that includes *The Virginian, Maverick, The Outsider, Run for Your Life*, and in fifth year of seven-year joint-venture deal with Universal Television, has tied up with the same studio in new six-year production agreement. Mr. Huggins, through his Public Arts Inc., no longer will make conventional hour or half-hour TV pilots. Instead he'll produce, as joint venture with Universal, at least four motion pictures for first-time showing on network TV each year. Some will be basis for projected weekly series. Mr. Huggins also will produce some theatrical feature films with Universal. Investment involved is believed to total more than $20 million.

Talent hunt

Search is on for top-flight executive to head U. S. Information Agency. Nixon headhunters are talking of such possibilities as Jack Howard, president of Scripps-Howard Newspapers and United Press International. John Charles Daly, who resigned as dircetor of USIA's Voice of America in huff last July, is reportedly making pass at top job.

Herbert O. Klein, President-elect Nixon's director of communications, will presumably have strong voice in selection of USIA chief. He met last Monday at dinner in New York with U. S. Advisory Commission on Information, which counsels USIA on policy. Chairman of commission is Frank Stanton, CBS president. Other members are Sigurd Larmon, retired head of Young & Rubicam; Palmer Hoyt, publisher, *Denver Post;* Morris S. Novik, broadcast consultant, and Thomas Vail, publisher, Cleveland *Plain Dealer*.

Point of conflict

Another dispute between House Commerce Committee and FCC may break into open. It started when Chairman Harley O. Staggers (D-W. Va.) complained to FCC that speech by Frank Stanton, CBS president, to Sigma Delta Chi convention last month violated ex parte rules. Dr. Stanton criticized government investigations of broadcast news programing, including CBS-owned WBBM-TV pot-party coverage (BROADCASTING, Nov. 25), subject of inquiry by Commerce's Investigations Subcommittee and FCC.

Word is that FCC majority rejects ex parte charge, defends Dr. Stanton's right to make speech—though regular dissenter, Nicholas Johnson, sides with Staggers view. Way Chairman Staggers was talking in private last week, it looked as if there would be more to come in latest controversy.

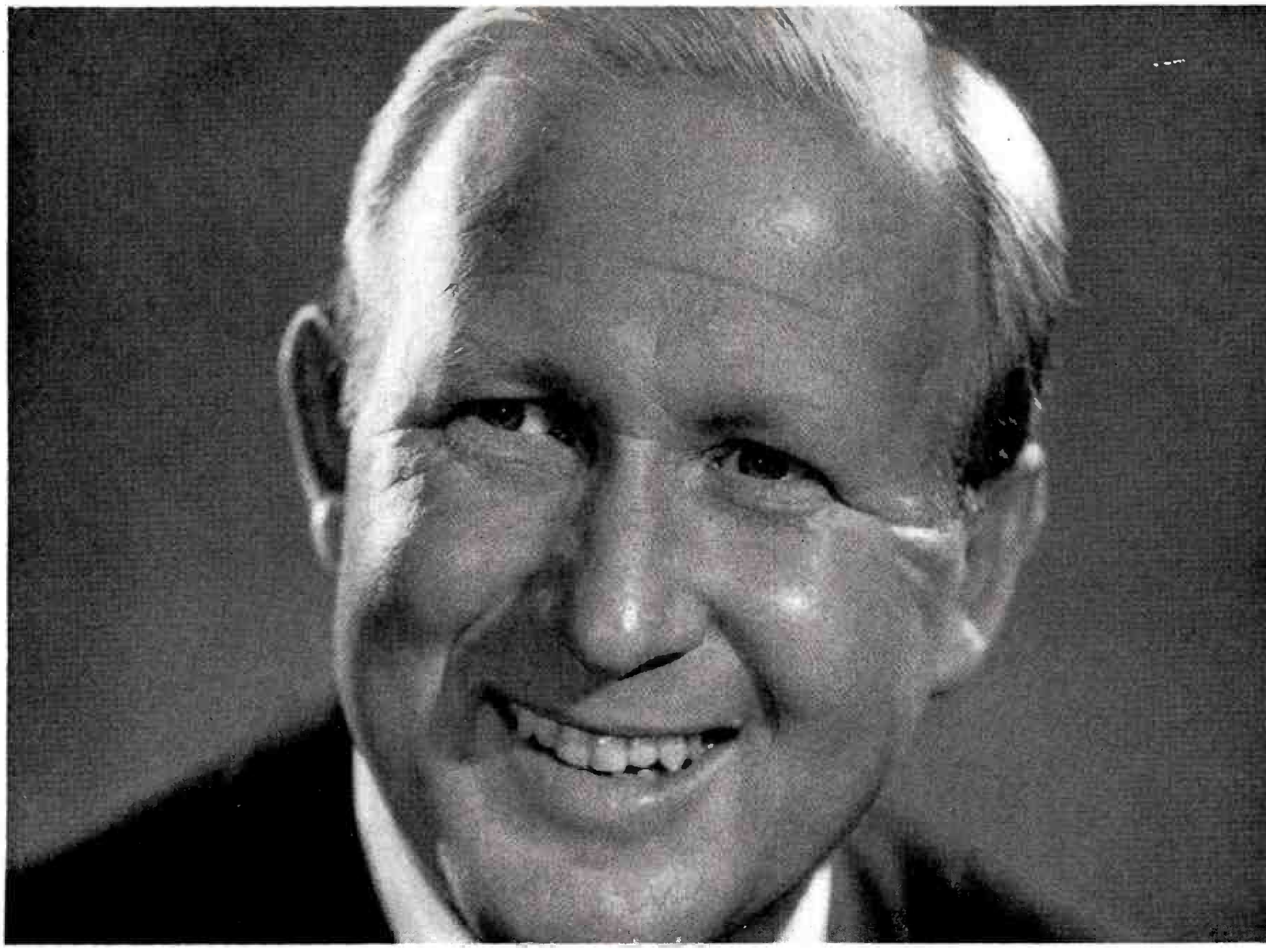
Return of native

Frank Shakespeare, president of CBS Television Services, who is credited with master-minding Richard Nixon's television presentation of new cabinet last Wednesday night (see page 66), reportedly could have had important job on White House staff. (He was voluntary worker during Nixon campaign.) He also was offered number-two place in big broadcast group (reportedly Westinghouse). He rejected both to return to CBS.

Jumping journalism

Local TV news in Los Angeles involves heady, expensive personality cult. George Putnam, flamboyant news personality, is returning to KTTV(TV) after having jumped for KTLA(TV) in 1965. He now commands some $200,000 annually and freedom to editorialize. To replace Mr. Putnam, KTLA has been wooing KNXT's anchorman Jerry Dunphy. And Baxter Ward, KABC-TV's news director and anchorman has resigned from station, evidently to run for mayor of Los Angeles.

BROADCASTING, Dec. 16, 1968; Vol. 75, No. 25
Postmaster: Send Form 3579 to BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036.



"My time is up. I thank you for yours."

So ends Mal Campbell's nightly sportscasts on WMAL-TV. A seasoned fan stopped him on the street recently and said, "When I hear that, I can turn off the TV and go to sleep, relaxed by one constant in a changing world." A high school football coach who also teaches history reports that students often conclude oral reports with Mal's sign-off tag.

The Washington area is full of Mal-contents.

Mal is noted for his homework and phrasemaking (basketball is "tall ballet," pro football, "chess with blood"). He's also noted for his meaningful sports coverage—a result of his 15 years of play-by-play broadcast experience. Each year his pro's prose provides color commentary for the Redskins football games on the WMAL Redskins radio network.

His bag, Mal says, is to give sports fans more news about more sports—a point of view shared by the entire staff of the WMAL-TV Sports Department. That's why you see Mal at national tennis tournaments like the Davis Cup, National Open and U.S. Indoor Championships. Whether local, regional or national, if the event is important, Mal and associates give you on-the-spot, not run-of-the-teletype, reporting.

Around Washington, Mal enjoys his many speaking engagements before clubs. They keep inviting him back. So does his TV audience.

The award-winning News 7 is presented weekdays at 12 noon, 5:30 p.m. and 11:00 p.m. Weekends at 6:30 p.m. and 11:00 p.m.

wmal-tv 7 abc

The Evening Star Broadcasting Company
Washington, D.C.
Represented by Harrington, Righter & Parsons, Inc.

WeekInBrief

FCC effects restructuring of CATV industry in proposed rules that will, in commission's view, equalize competition between broadcasters and CATV systems and utilize cable systems as additional sources of programing. See . . .

FCC proposes rigid CATV rules . . . 27

Broadcasters oppose FCC proposal to limit scope of territorial exclusivity agreements between television stations and nonnetwork program suppliers, say rule would disrupt established practices, curtail programing. See . . .

FCC intrudes on exclusivity . . . 64

President's Task Force on Communications Policy forwards to White House report that urges super agency in communications, bigger federal presence in broadcasting and cable with tighter regulations for both. See . . .

Blueprint for heavier controls . . . 30

FCC's Cox stumps for public support of commission as it prepares to make last-ditch stand in Supreme Court in defense of its fairness-doctrine and personal-attack rules, suggests filing of court briefs. See . . .

Cox recruiting pressure groups . . . 67

Broadcasting industry is taken by surprise as FCC surmounts 17 years of controversy over nationwide system of over-the-air pay television in adopting rules that would limit pay TV to big markets, one to community. See . . .

Rules for pay TV approved . . . 38

Lengthy and highly publicized fight over presidency of MGM ends with victory for liquor magnate and principal stockholder Edgar M. Bronfman as Bronfman-endorsed candidate, Louis F. Polk Jr., is slated for post. See . . .

MGM taps Polk as president . . . 68

Feature films, which had earned well-deserved reputation as the how-to-succeed vehicles of prime-time programing, faltered in ratings this year but slippage is blamed on campaign pre-emptions, too many movie nights. See . . .

Movies riding off into sunset? . . . 52

November network billings totaled \$164.1 million, up 4.6% over November 1967, with 11 month period showing 3.1% rise to \$1.39 billion. Night-time billings account for all of increase, says TVB report. See . . .

Network billings rise 4.6% . . . 75

Apollo 8's six-day mission to put men around the moon is scheduled to receive around-the-clock marathon coverage on radio-TV causing juggling of maze of weekend sports coverage and holiday specials. See . . .

Moon comes over the networks . . . 60

CBS publicly lifts wraps off of its electronic video recording system, reveals initial licensing arrangements with Motorola, *'New York Times'* to produce first programs for \$800 player available by mid-1970. See . . .

CBS unveils revolutionary EVR . . . 76B

Departments

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Broadcasting

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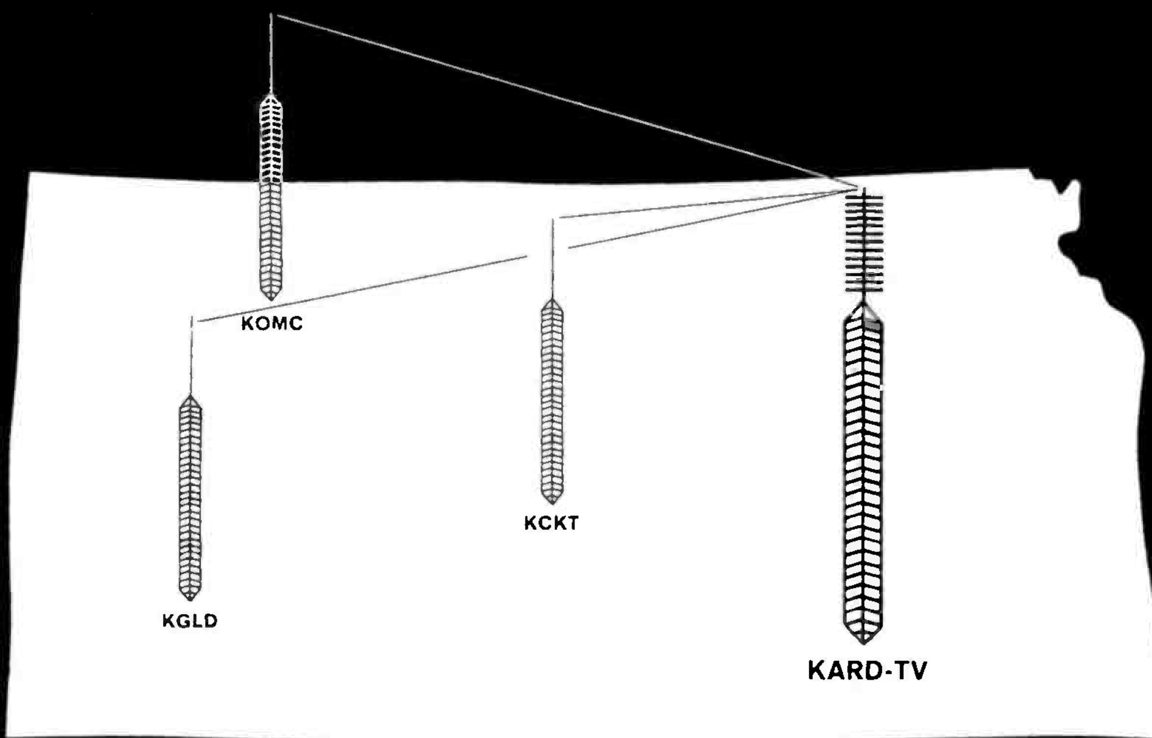
KARD-TV and
THE KANSAS STATE NETWORK



HAS JOINED

KCOP-LOS ANGELES
KPTV-PORTLAND, OREGON
KTNT-TV-SEATTLE-TACOMA
WTCN-MINNEAPOLIS

EFFECTIVE JANUARY 1, 1969

ALL REPRESENTED BY

TELEREP

More program service: Hyde

FCC Chairman Rosel H. Hyde says commission's actions in proposing new CATV rules and establishing new service of over-air pay television are aimed at providing public with additional program service (see page 27).

Chairman made comment Friday (Dec. 13) in announcing major commission actions at news conference, at which lawyers, and broadcast and CATV industry representatives outnumbered reporters.

At almost same time, first rumblings of congressional discontent with commission actions were heard from two members of House Commerce Committee. Representative James Harvey (R-Mich.) criticized commission action on pay television; Representative Lionel Van Deerlin (D-Calif.) hit commission on proposed CATV rules. Chairman Hyde, in his news conference, said he was "distressed to find that rumors about the commission action, which have been printed, have been construed as freezes or restrictions on service."

On contrary, he said, CATV proposals are aimed at facilitating entry of CATV relay of distant signals into top 100 markets. He said present rules, requiring hearings on importation of such signals into major markets, amounts to freeze. Few systems are operating with distant signals in those areas.

Chairman Hyde stressed major reason for commission proposal to require cable systems to obtain retransmission consent is to put cable operator "on same basis as broadcaster." He said it is unfair for distributor who obtains programs outside of program market to compete with broadcaster who must go into that market for his programing.

Chairman also said pay television service made possible by rules will provide for additional program service. Through fee system, he said, public will get service not otherwise available.

Joseph S. Wright, chairman of Zenith Radio Corp., which has spearheaded long fight for establishment of pay television service, issued statement asserting that pay television will not fill genuine public demand overnight. But it will happen, he said, if it offers broad spectrum of quality features and if it offers quality programs "vastly superior to average network TV fare."

Chairman Hyde indicated he expected commission would be required to testify before Congress on both CATV and pay television matters, and indicated commission would "welcome" such invitations.

Representatives Harvey, who sponsored resolution on pay television that commission ignored (see page 38), and Van Deerlin, indicated they would seek hearings. Mr. Harvey called pay television action direct challenge and "personal affront" to Congress as well as Commerce Committee. He expressed hope House leadership as well as committee will pick up gauntlet.

Mr. Van Deerlin said Congress should involve itself in CATV issue. "We cannot forever relinquish our responsibilities to rulemaking by an appointive agency," he said.

Groups will support Iowa battle

One element that cropped up during strategy meeting on Iowa 3% advertising tax (BROADCASTING, Dec. 9) is current view with which tax is held. Levy is considered tax on gross receipts of Iowa-based media, which means for Iowa broadcasters and publishers with broadcasting interests, like Meredith Corp., that tax will apply not only to local business, but also to all national network spot and national advertising revenues. That element is principal reason meeting attracted representatives of major broadcasting, print and advertising agency trade associations as well as CBS, Procter & Gamble and Quaker Oats.

General consensus was that those groups would seek to file friend-of-the-court briefs should Iowa multimedia group, which has pursued case in state courts, appeal to U.S. Supreme Court. Those major trade associations are expected to discuss matter further in New York meeting this week.

ABC may boycott Emmy

ABC-TV voiced threat Friday (Dec. 13) to awards of National Academy of Television Arts & Sciences, claiming academy has not given network opportunity to discuss changes in rules and procedures for awards.

In letter, Leonard Goldberg, vice president, television network programs, ABC, said network views had been solicited on proposed changes and ABC-TV had made objections to proposed qualifications for nomination and to nominating procedures. According to Mr. Goldberg, two NATAS officials, Peter Cott and Seymour Burns, said ABC-TV's views would be considered.

Renewal recommended

In case he described as being of "considerable importance to entire broadcasting industry," FCC Hearing Examiner H. Gifford Irion has recommended license renewals for WXUR-AM-FM Media, Pa. To do otherwise, he indicated, would deal blow to ideal of vigorous debate on radio and television.

Stations are owned by Faith Theological Seminary, which is headed by fundamentalist preacher Dr. Carl McIntire. They have stirred controversy in media area since their sale to seminary, in 1965.

Key issue in renewal case was whether stations violated fairness doctrine and failed to abide by its personal-attack provisions.

Examiner Irion, in initial decision issued Friday (Dec. 13), said station had poor record in handling personal-attack matters. But he gave it resounding vote of confidence for effort to air all sides of controversial issues of public importance, as required by fairness doctrine. "In the broad perspective of this record," he said, "it is almost inconceivable that any station could have broadcast more variegated opinions on so many issues than WXUR."

Witness list is set

Number of broadcasting critics are listed as witnesses before this week's hearings by President's Commission on Violence, scheduled to start Wednesday (Dec. 18). Among them: Robert MacNeil, BBC, formerly with NBC, author of "The People Machine"; Ben Bagdikian, Rand Corp., journalism critic, and FCC Commissioner Nicholas Johnson.

Broadcasting will, on other hand, be represented by network presidents and news chiefs, as well as by John Dille Jr., Communicana Stations and former chairman of National Association of Broadcasters.

Witness list follows:

Wednesday, Dec. 17—Mr. MacNeil: Mr. Bagdikian: Ben Gilbert, *Washington Post*: Mr. Dille.

Thursday, Dec. 19—Mr. Johnson, FCC Chairman Rosel H. Hyde, Jack Valenti, Motion Picture Association of America: Dr. Lawrence Kubi, Baltimore psychiatrist: James Nicholson, American International Pictures Corp.: Joseph L. Mankiewicz, Hollywod writer, director, producer.

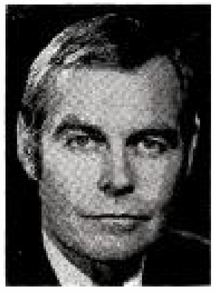
Friday, Dec. 20—Leonard H. Goldenson and Elmer Lower, ABC: Dr. Frank Stanton and Richard Salant, CBS: Julian Goodman and Reuven Frank, NBC.

Meanwhile, closed-session seminar, with two-score news, advertising and academic participants, took place in

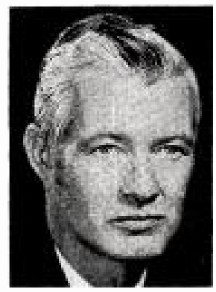
More "At Deadline" on page 10

Week'sHeadliners


Mr. Schofield


M. Foley


Mr. Cowles


Mr. Curry


Mr. Golden


Mr. Polk


Mr. Melniker


Mr. Levenson


Mr. Taubin


Mr. Krone

Lemuel B. Schofield, most recently general counsel to United Network (formerly Overmyer Network) and D. H. Overmyer Communications Co., elected secretary and general counsel of Corinthian Broadcasting Corp. Corinthian is group TV station owner and also has interests in publishing. Mr. Schofield was in private practice before becoming an assistant district attorney for New York County, 1960-63, and was attorney, 1963-66, with NBC-TV.

Donald Foley, VP in charge of advertising and promotion, ABC-TV, assigned additional responsibility over art and design functions of network. **Symon B. Cowles,** previously director of advertising and promotion for ABC Owned Television Stations, appointed to new post of director of promotion, ABC-TV, reporting to Mr. Foley. **John T. Curry Jr.** continues as director of advertising, ABC-TV, with expanded responsibilities (see page 72).

Hal Golden, president of ABC Films, has resigned, effective Jan. 15, to form own company in New York that will specialize in TV film distribution, production and marketing. Mr. Golden previously had been with MCA TV for more than 12 years and was VP in charge of domestic syndication before he joined ABC Films. His successor at ABC Films has not been named.

Louis F. Polk Jr., former VP for finance of General Mills, elected member of board of directors, MGM, and selected to succeed **Robert H. O'Brien** as president and chief executive officer of production company next month. **Benjamin Melniker,** VP and general counsel of MGM, elected executive VP. Mr. Polk will occupy directorship vacated by **General Omar N. Bradley,** who resigned (see page 68).

Robert Levenson, creative management supervisor, appointed copy chief and senior VP, Doyle Dane Bernbach. **William Taubin,** head art director, and **Helmut Krone,** director of special projects, named senior VP's. Copy chief title had been unassigned for more than a year, following promotion of former chief David Reider to associate creative director.

Paul J. Caravatt Jr., board chairman and chief executive officer of The Marschalk Co., and **Clifford A. Botway,** partner, Jack Tinker & Partners, elected directors of Interpublic Group of Co.'s, parent organization of both agencies. Mr. Caravatt joined Marschalk in 1967 from Carl Ally Inc., where he was president. Mr. Botway joined Tinker in 1966 after eight years at Ogilvy & Mather, where he was VP.

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

Washington over last weekend ("Closed Circuit," Dec. 2).

As of Friday (Dec. 13), following were listed as attending:

Saul Alinsky, Industrial Areas Foundation, Chicago; Gary Amo, media task force; Frank Angelo, *Detroit Free Press;* Ben Bagdikian, Rand Corp.; John Balindo, National Congress of American Indians; Eddie Barker, KRLD-TV Dallas, president, Radio Television News Directors Association; Edward W. Barrett, Columbia School of Journalism; John Barrett, KRLA Pasadena, Calif.; Jerome Barron, George Washington University Law School; David Bender, D'Arcy Advertising, Chicago; James Bormann, WCCO Minneapolis; Joseph L. Brechner, WFTV(TV) Orlando, Fla.; John Britton, *Jet;* Hal Bruno, *Newsweek;* Eldon Campbell, WFBM-TV Indianapolis; Robert Chandler, *Bend* (Ore.) *Bulletin;* James W. Cobb, Washington Bar Association; Emil Dansker, *Dayton* (Ohio) *Daily News;* Grant Dillman, UPI, Washington; George Donahue, Metropolitan Police, Washington; William Ellison, WNHC-TV New Haven, Conn.; Gregory Favre, *Dayton Daily News;* Walter Gold, Metropolitan Police, Washington; Juanita Green, *Miami Herald;* Ralph Holsinger, Indiana School of Journalism; Norman Isaacs, *Louisville* (Ky.) *Courier-Journal;* Bern Kanner, Benton & Bowles; Michael Laurence, *Playboy;* Gordon Manning, CBS News; Howard Maschmeir, WNHC-TV; Eugene Methvin, *Reader's Digest;* Harry Montgomery, AP; J. Edward Murray, *Arizona Republic,* Phoenix; Moses Newson, *Baltimore Afro-American;* Herbert Nipson, *Ebony;* Laughlin Phillips, *Washingtonian;* William E. Porter, University of Michigan; Sol Rabkin, Anti-Defamation League, B'nai B'rith; Thomas M. Reay, *Rockford* (Ill.) *Register-Republic;* Jack Rosenthal, *Life;* William Sheehan, ABC News; Arville Schaleben, *Milwaukee Journal;* David N. Schutz, *Redwood City* (Calif.) *Tribune;* James Schroeder, Tatham, Laird, Chicago; Richard Wald, NBC News; Eric Weinberger, National Mobilization Committee to End the War in Vietnam; Marvin Zim, *Time.*

NBC keeps MNA lead

Specials helped NBC-TV widen its lead over CBS-TV in Nielsen MNA rating for week of Dec. 2-8. NBC had 20.5, CBS 18.3 and ABC 15.5. NBC's Elvis Presley special led top 20, with NBC's *G.E. Fantasy Hour, Kraft Music Hall* and Brigitte Bardot special, and CBS's *Charlie Brown Christmas* and National Geographic special also in list.

Datebook

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

■Indicates first or revised listing.

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 programing, 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. 16—Special stockholders meeting, *Official Films Inc.* Delmonico's hotel, New York.

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

■Dec. 19—Annual stockholders meeting, *Filmways Inc.*, to elect directors, authorize increase in common stock from 2 million shares to 5 million shares, and transact other business. Biltmore hotel, New York.

■Dec. 24—Final day for all broadcast stations to file *FCC's* Political Broadcasting Report for 1968. Previous deadline was Dec. 10.

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

Jan. 10 — Deadline for entries for 29th annual *George Foster Peabody awards.* Submissions should be made to Dean John E. Drewry, 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—Network newsmen newsmaker luncheon, *International Radio and Television Society.* Waldorf-Astoria hotel, New York.

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—Meeting of *Florida CATV Association.* Marco Island.

There Is Only One Solution To A Broadcasting Problem: *Find The Right Man!*

A couple of years ago nobody thought that an FM station could successfully compete with AM's in a major market. But the right man came along to prove that it could be done and on a consistent basis. Bill Drake did it. TIME Magazine in its recent full page feature article on Bill and his phenomenal success in broadcasting noted that "Los Angeles' KHJ for example rose from twelfth to No. 1 half a year after he moved in. Tulsa's KAKC doubled its ratings within two months and in the last year has doubled again. San Diego's KGB rocketed from lowest ranked in town to the top on Drake's 63rd day as consultant."

And then Bill tackled the FM problem – he doubled the ratings of New York's WOR-FM and turned it into a top contender and a valuable asset.

And now Bill Drake has done it again. He and Gene Chenault have developed a complete programming service for FM Stereo broadcasting on a fully automated basis. The service, *HITPARADE '69* will make any station anywhere a top contender in its market.

HITPARADE '69 has a unique sound – it is based on a constant flow of music selected for mass appeal in the 18-50 age group – the top hits of the past decade, plus current favorites. All songs are carefully selected and continually updated – new tapes are air-mailed weekly to each station. These together with distinctive music logos, having each song announced by a top professional, plus an engineering breakthrough that ensures that the songs are never played in the same sequence, gives *HITPARADE '69* its live sound – sound heretofore thought impossible with an automated service.

HITPARADE '69 not only gives your station the benefit of the country's outstanding programmer with a fully automated service for 24 hours a day broadcasting (staff requirements can be cut to a bare minimum); it also gives you dynamic rating strength, and will enable you to take advantage of its tremendous pre-sold selling power.

HITPARADE '69 is a crowd pleaser – it will please your listeners, advertisers and stockholders.

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Alvin Milder, President, American Independent Radio, Inc.
1901 Building, Century City, Los Angeles, Calif. 90067. Telephone (213) 277-3386

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—Meeting of *Community TV Association of New England*. New Hampshire Highway motel, Concord, N. H.

■Jan. 17-18—Winter television conference, *Society of Motion Picture and Television Engineers*, on color television broadcasting. Speaker: Roy Cahoon, chief engineer, Canadian Broadcasting Corp. Panels on lighting, video tape recording, transmitters and transmission, receivers and film broadcasting are scheduled. Ryerson Polytechnic Institute, Toronto.

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. 24—Annual dinner dance, *Pacific Pioneer Broadcasters*. Beverly Hilton hotel, Beverly Hills, Calif.

■Jan. 24-25—Meeting of *Georgia CATV Association*. Macon, Ga.

Jan. 27—Annual winter meeting, *Idaho State Broadcasters Association*. Downtowner hotel, 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. 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 programing, *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. 5—Legislative session of *Texas CATV Association*. Sheraton Crest hotel, Austin, Tex.

■Feb. 5-7—Annual winter convention of *South Carolina Broadcasters Association*. Wade Hampton hotel, Columbia.

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. 10—New deadline for comments on *FCC's* proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Dec. 9.

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 10—New deadline for reply comments on *FCC's* proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Jan. 9.

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 16-19—Western meeting of *Association of National Advertisers*. Hotel Del Coronado, San Diego.

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

■March 20—Convention of *Catholic Broadcasters Association of America*. Annual Gabriel Awards will be made. Gateway hotel, St. Louis.

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

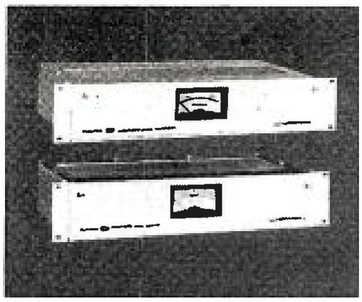
April 11—Radio day newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

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

■April 16-18—Meeting of *Texas CATV Association*. Marriott hotel, Dallas.

April 16-25—Nineteenth annual meeting of the *International Film, TV film and Docu-*

Comes the Evolution



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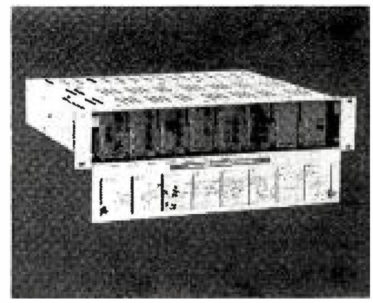

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April 22—Marketing conference, *Premium Advertising Association of America.* Hotel Americana, New York.

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

•Indicates first or revised listing.

OpenMike

Question of terminology

EDITOR: The spirit of your lead editorial (BROADCASTING, Dec. 2) is welcome, even admirable. Broadcast newsmen worthy of the name endorse extension of the First Amendment's freedom of the press to broadcast news.

But, sirs, please do not saddle me and my 20th-century electronic brothers with "the broadcast press." The terms "broadcast" and "press" are mutually exclusive and semantically at war. Much of the weakness in today's television news programing is caused by Gutenberg converts who finger the beads of their 25-word leads and think in disturbingly linear fashion. Television news is sight and sound and movement and personality, not print.

Sorry this is a letter. I ran out of video tape.—*David French,* WTOP *News, Washington.*

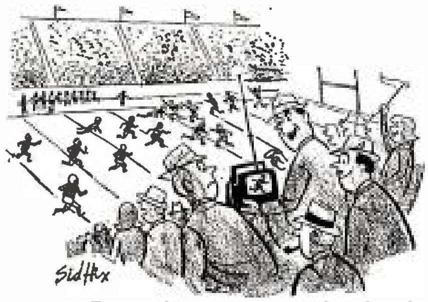
(The point of the BROADCASTING editorial was that in the connotation of the First Amendment "the press" means all forms of mass communication and that the broadcast press is entitled to the same freedoms that apply to the printed press, the only form of mass communication that was known to the First Amendment's writers. The editors of BROADCASTING fully recognize that the beads Mr. French and his colleagues finger are infinitely more dazzling than those cast by Gutenberg.)

Wants to see Hix again

EDITOR: Once more Sid Hix has come up with one close to our hearts. I refer to his Nov. 18 cartoon.

The MVR Corp. would enjoy the original to add to our collection of stop action-instant replay cartoons.—*Frank Gonzalez Jr., marketing manager, MVR Corp., Palo Alto, Calif.*

(Original has been forwarded.)



Drawn for BROADCASTING by Sid Hix

"I don't want to miss the instant replays!"

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Broadcasting
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Program decisions: Networks should look for help

Responsible television columnists and reviewers, as well as letters from the public I've seen, all seem to support a feeling of indifference toward the regularly scheduled entertainment programing.

Although total viewing has inched up to about 5.8 hours per day per household, according to Nielsen, it is apparent there is again no real enthusiasm among viewers anywhere for the regularly scheduled shows this season.

If this was a new development I don't think advertisers would be so concerned. Unfortunately there hasn't been a really exciting season for several years. The widespread acceptance of the "second season" concept seems to be a testimonial to this fact.

If you agree that this lack of excitement is a problem, why has it occurred? Who is primarily at fault?

In my opinion those who control what the public sees on TV, the three networks, must assume responsibility for not being more responsive to what viewers want. Note that I emphasize the viewing public, not just certain special-interest groups, no matter how vocal. My concern is the attitude of the mass of viewers who not only support the whole TV structure, but most of its advertisers as well.

The track record of successful new programing is abysmal. Since 1963 approximately 40% of all new programs aired have survived the first season to return for a second year. This is not a very stringent definition of success, especially when it takes considerably more than one season for a program to pay out on its original investment.

Despite this, 60% of all new programs fail during or at the end of their first season on the air.

I am not as concerned with the rate of success as I am with the fact that this rate is not improving. It seems to me that those who are responsible for program development and selection should have learned something about what the public wants over the past five years. Perhaps a 60% failure rate was reasonable in 1963, but isn't there some way we could have improved on this by 1968?

Copying of successful programs continues to be widely practiced by the networks. From what I've heard about some of the new shows to be introduced in January and February, this practice will be abused again. Yet it so rarely works.

Research, particularly predictive research to help determine what the public wants to see, is disappearing. There have been few if any major steps forward in this area over the past few years even though Nielsen, TVQ and others continue to dissect and manipulate the same mass of raw data in their computers. What is needed here is a breakthrough into attitudinal research, not more headcounting.

Network program procurement policies have become more restrictive, thereby eliminating sources for new program ideas. Fewer producers seem to be responsible for a higher portion of the total programing we see today. The advertiser or agency has almost no voice in the decision unless he is willing to fully sponsor a program—and sometimes not even then.

No successful way has been found to combat the problem of rising costs. We are all aware that these are likely to keep getting worse as union demands go up and the market for programs outside of network exposure tends to decrease.

Network attitudes toward viewers, advertisers and independent program producers must change. The approach that only network judgment must prevail is just not producing the desired results.

Specifically, what can be done to see that future television seasons generate more enthusiasm among viewers and advertisers alike? Let's look at some suggestions.

Networks must actively seek counsel in determining program schedules. Producers and advertisers should be invited to contribute their thinking rather than be discouraged.

The networks, as the nucleus of the programing decision, should take an active role in the development of new research techniques to determine what the public really wants to see.

While the cost of such research will be high, I believe that many advertisers and even the program producers would be willing to share the load with the networks. They would be particularly willing if this meant an end to some of the inefficiencies and waste that prevail in program development and scheduling today.

We all have a big stake in this area. Yet no one has ever asked us for help.

I fully recognize the networks' concern about delegating programing responsibility. It would be naive to think that the government, through the FCC, will not continue to hold the networks and their affiliates responsible for the programing they air.

On the other hand, the FCC has indicated a certain understanding of the problem. It has encouraged the networks to obtain outside support and counsel.

In a nutshell, there is a problem in regard to network television programing. It is not yielding to solutions that have been applied so far.

We had better find new and more effective ways of tackling it before this wonderful communications medium is in deep trouble with viewer and advertiser alike.

Robert R. Riemenschneider since August 1964 has been media director with Quaker Oats Co., Chicago, an advertiser which has relied heavily upon TV to introduce new products as well as to maintain its established brands. For two years prior Mr. Riemenschneider was assistant media director of Campbell-Mithun, Minneapolis, and from 1957-61 was vice president and media director of Gardner Advertising, St. Louis. He earlier had been with North Advertising and Schwimmer & Scott, both Chicago.

WTVJ 4 MIAMI
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The South Florida News Photographers Association
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FIRST

Jeff Guerra
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SECOND

Bob Reid
won second place for his coverage of the civil disorders in Miami's Liberty City area during the Republican National Convention.

THIRD

Dick Kassan
won his award for his exclusive high-seas coverage of Hugo Vihlen— the airline pilot who crossed the Atlantic in a six-foot sailboat.

WTVJ congratulates these newsmen for their achievements, which reflect the quality news reporting viewed every day on Miami's number one news station.

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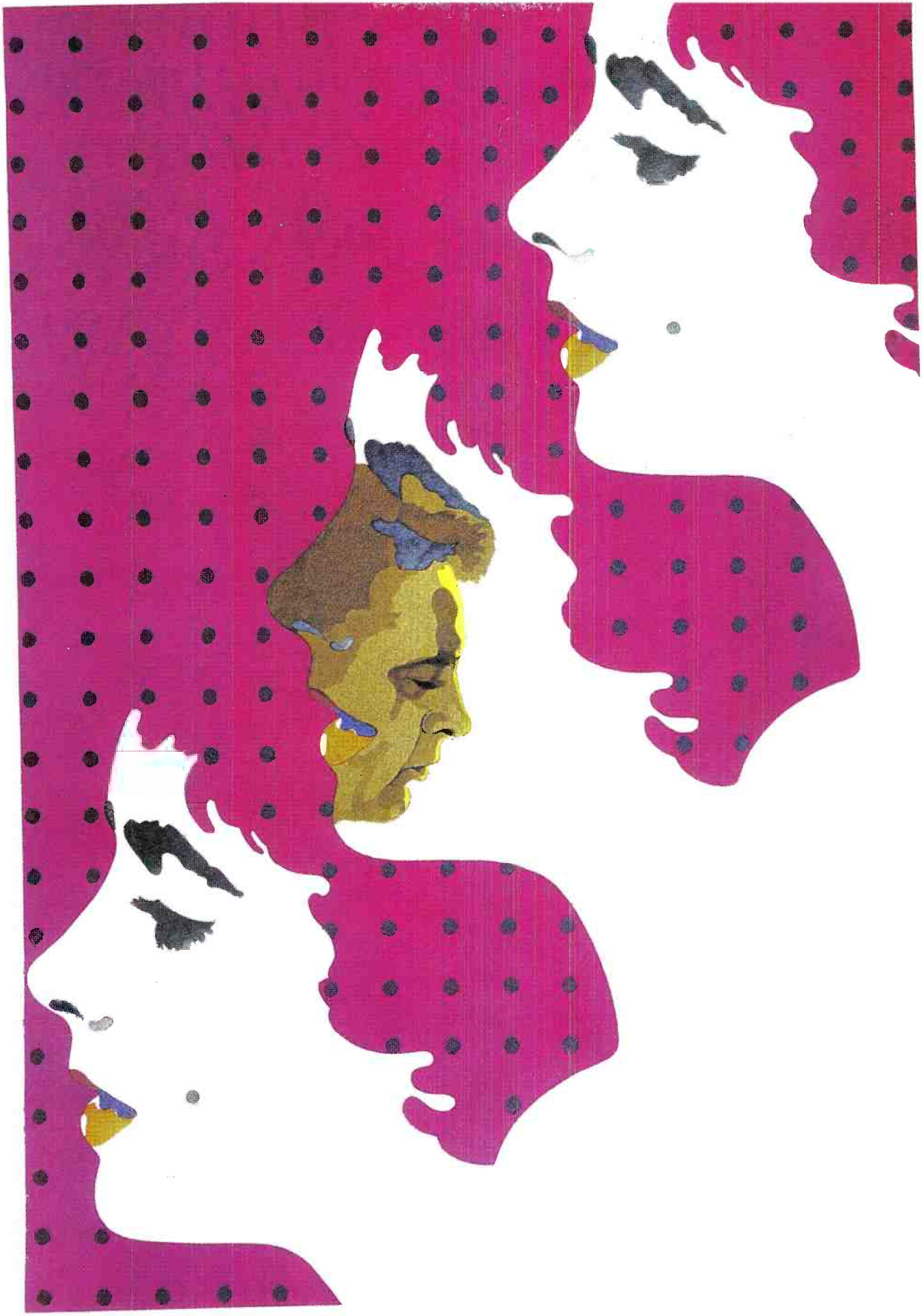

Happiness
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These began "Dear WBAL-TV":

". . . The excellent cooperation we have been receiving . . . confirms the fact that we made a wise decision in placing the greater part of our schedule with your station."

Hal Nitzburg,
Sales Promotion Manager
SEARS, Baltimore Group Office

"Taping 15 commercials in a five hour period is certainly no simple task . . . Throughout all stages of production, from initial planning to client screening. I have received the type of professional service and advice that can only be of the highest credit to the industry."

Allan F. Charles
Brahms-Gerber Advertising

". . . One of the biggest food chains in the country wrote authorizing us to service eight of their largest stores in the Maryland-Delaware area because of the public demand for Mash's Hams. We never solicited this chain. It all had to come from the picture tubes with sets tuned in to . . . WBAL-TV. If there is such response to our news shows out-of-city and out-of-state, what must it be doing for us in the Baltimore market? A great job! And we know it!

Nathan Mash,
President
Mash's Smoked Food Products

Santa knows how nice it is to be appreciated.

(And we get it all year 'round!)

WBAL-TV 11
BALTIMORE
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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC proposes rigid rules on CATV

Tightly controlled pay TV approved at same time; Bartley is the only dissenter in both actions

The FCC in a double-barreled action last week demonstrated its primacy in the formulation of communications policy. It proposed new rules to restructure the CATV industry in a manner that would, in the commission's view, equalize competition between broadcasters and CATV systems and utilize the systems as sources of programing.

And it concluded a 17-year project by authorizing a system of over-the-air pay television, tightly controlled to protect the existing system of free television (see page 38).

The CATV rules envisage a plan in which cable systems within 35 miles of the major city in any of the top-100 markets would be required to obtain permission of distant stations whose signals they want to import; in effect, they would be required to deal with copyright owners, and this, the commission said, would put the systems on the same basis as television stations that have to bargain in the market place for their programing—and thus eliminate the "unfair competition" that exists.

The proposed rules would also, for the first time, specifically provide protection for stations in markets below the top 100 by limiting the signals that CATV's may import. And the rules would not only permit program origination by CATV systems but require it as a means of furthering the commission's policy of "achieving a multiplicity of local outlets." The question of originating commercials, however, is left open.

The commission is abandoning the requirement that systems in the top-100 markets that propose to import distant signals undergo hearings to determine the economic impact of such service on local stations. The requirement, the commission said, is both burdensome and costly, and has served the purpose of providing "insight" into CATV impact. The present rules have been in effect since February 1966.

The commission act halts all top-100-market hearings now in process, even those at the review board or commission level. And the commission said it will not consider any new petitions for importing distant signals that do not fall within the scope of the proposed rules pending the conclusion of the proceeding. The commission indicated that others would likely be granted. (The present rule covers a greater area than the proposed 35-mile zone, since it applies to systems within the grade A contour of a major-market station.)

Once the rules are adopted, CATV systems operating outside the 35-mile zone would be permitted to import as many distant signals as they wished, so long as they did not "leapfrog"—that is, carry the signal of a more distant station before a closer one of the same type.

The commission proposes to grandfather, as of the date of the publication of the notice in the Federal Register, sometime this week, existing CATV systems which would otherwise be barred or restricted by the proposed rules, to avoid disruption of existing service.

But following publication of the notice, systems beginning operations that are inconsistent with the proposed rules "do so at their own risk," the commission said. The rules will be applicable on their effective date to all service begun after date of publication.

CATV interests, however, are describing the commission action as a freeze. But the present hearing requirement, in effect, imposes a freeze. And, the commission noted, most waivers of the top-100-market rule that have been granted involved CATV systems more than 35 miles from the major city.

Besides requesting comment on the proposed rules, the commission initiated a major inquiry into the possible future uses of CATV, both as a multi-purpose local CATV communications system and as a national interconnection of such systems. The commission said the questions involved, including who is to provide the communications services of the future and what shape they are to take, "far transcend the immediate issues before us relating to CATV."

The commission actions were taken in a meeting Thursday. Word that the commission was planning to consider an overhaul of its CATV rules leaked several days in advance of a special meeting on Monday ("Closed Circuit," Dec. 9); the basic decisions on the CATV document were taken that day. But action on pay television caught the broadcasting industry by surprise.

Both decisions are sure to arouse considerable controversy, for both were taken in the face of heavy pressure. CATV forces, alerted to the Monday meeting, mounted a nationwide campaign to block any action on new CATV rules until they had a chance to express their views. One commission official said "an avalanche" of telegrams and mail from CATV operators and members of Congress had descended on the commission last week.

The commission's decision to conclude work on the pay television mat-

CATV stocks quick to react

Although the FCC remained silent on its new CATV policy until Friday (Dec. 13), the stock market showed indications a day earlier that word of the new restrictions had begun to circulate.

Four CATV issues on the American exchange fell on Thursday: Teleprompter, which had hit a new year high of 83 earlier in the week, dropped 3½ Thursday to close at 79½; Vikoa closed at 34¼, off 3¼; H&B American dropped 2⅜, closing at 25, and Ameco closed at 17⅞, off 1⅝.

ter was taken despite a resolution of the House Commerce Committee urging the commission to delay action until the end of the first session of the new Congress. A similar resolution by the committee had persuaded the commission to postpone action from November 1967.

However, in adopting its pay-TV rules, the commission delays their effectiveness for six months. This would give Congress time to act on the question; it would also provide time for review in the event the rules are challenged.

The commission actions are also seen by some as flying in the face of the reported views of the President's Task Force on Communications Policy (see page 30). The task force saw present commission rules as unduly restricting the kind of additional service CATV could provide. And it held out little hope that pay television could add to the diversification of programing in any meaningful way.

The commission vote was 6-to-1 in the CATV proceeding and 5-to-1 in the other, with Commissioner Robert T. Bartley the sole dissenter in both. However, Commissioners Robert E. Lee and Kenneth Cox dissented in part to the CATV notice. They said the zone within which television stations would be protected against "unfair competition" is too narrow, that the commission should use the grade A contour of the market's stations. They also feel the protection to be given small-market stations is inadequate.

Commissioner Bartley, in a separate statement, said the interim procedures "will either compound the administrative quagmire the commission got itself into" with its present rules "or they will completely stifle the further development of CATV." He also said he objected to the proposed rule requiring systems, in effect, to obtain copyright clearance, noting that the Supreme Court, in a landmark decision in June, held that CATV operators are not subject to copyright liability.

Commissioner Bartley, in the commission meeting Monday, attempted to persuade his colleagues not to act without a public hearing on the various issues involved. His motion lost on a 6-to-1 vote.

However, the notice of proposed rulemaking provides for an oral argument as well as written comments on the proposed rules. The argument will be held "during the latter part of January 1969," with comments to be filed by March 3 and reply comments April 3. Comments on the inquiry are due June 16, and replies Aug. 15.

The commission proposal requiring CATV systems to obtain retransmission rights is seen as an effort to nudge Congress into adopting legislation to make CATV systems subject to copyright liability.

The commission, noting that there are "indications" that the new Congress will "enact" such legislation, said it will not take action on its retransmission rules "until an appropriate period is afforded to determine whether there will be congressional resolution of this crucial issue of unfair competition, with indeed congressional guidance in this whole field."

The commission said if rules are adopted in advance of congressional action, the new regulations would be reconsidered "in light of the new situation."

The commission has long felt that if CATV systems were subject to copyright liability—and thus lost the "unfair" advantage they have over broadcasters of plucking signals out of the air, free of charge—much of the burden of regulating the cable industry would be eased. For this reason, the Supreme Court decision on the copyright issue was a bitter blow to the commission—and Congress's failure last year to act on copyright legislation that would have embraced CATV was a disappointment.

In its notice last week the FCC said it would consider waivers of its existing rule against importation of distant signals into the top-100 markets—if the CATV applicants had obtained retransmission rights from the distant stations, in accord with conditions outlined in the proposed rules. The commission said that if "some operations" in this category were permitted, they would provide valuable insight into the effects of the new rule in action.

The commission said it is proposing to adopt a mileage standard in place of the a station's grade A contour—now used as the area which CATV systems must afford protection to stations—because it would have the advantage of ease and provide certainty. The commission felt that a 35-mile zone would protect the stations involved "against unfair competition," avoid the cumulative impact aspect, and "preserve the basic integrity of the major markets from an allocations standpoint."

The commission proposes to use the same 35-mile zone in ruling on cases where major markets overlap.

In markets below the top 100, systems within 35 miles of a station would carry as many distant signals as necessary to provide three full network services, and the programs of one independent and any educational stations. However, in each case the system would be required to obtain the signals from the nearest source available in the region or state. The system could carry additional signals only if it obtained the retransmission consent of the originating stations.

As in the large markets, systems outside the 35-mile zone would be permitted to carry any distant signals they chose, so long as they refrained from "leapfrogging." However, the commission would consider waivers of the no-leapfrogging ban for good cause.

Several times in its notice of proposed rulemaking the commission refers to the "new kind" of CATV system it is seeking to encourage—one which will serve as an additional outlet for the origination of programing. Thus, the commission proposes conditioning a CATV's use of broadcast signals on a requirement that it provide such service. However, it would prohibit CATV systems from originating programs on more than one channel.

The commission also asks for comments on whether policies now applicable to broadcasters are equally relevant to CATV systems originating programing. It mentions the equal-time law, the fairness doctrine and the rules relating to sponsorship identification.

The commission said it has reached no definite conclusion "as to the complex issue" of regulating the origination of commercials by CATV systems. The commission said it would consider the effect of such originations on the viability of stations in both the top-100 and smaller markets, as against the effect of any prohibition of such advertising. But any rules adopted on this issue would be applicable to all CATV systems now operating—no grandfathering is contemplated.

The commission also proposed rules to assure diversification of ownership of CATV systems—and again no grandfathering is contemplated. The only specific proposal on this issue would ban cross-ownership of television broadcast stations and CATV systems within the station's grade B contour.

The commission also proposed rulemaking in connection with multiple ownership of cable systems. The total number of systems under common ownership would be limited on a nationwide basis, based on the number of subscribers, the size of the communities and the regional concentration. But the commission cites no proposed figures.

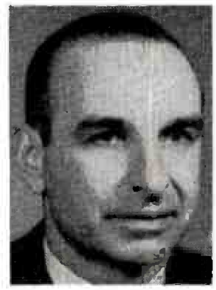
The commission, in addition, sees the public interest being served "by encouraging CATV to operate as a common carrier" on any channels not used for carriage of signals or program origination. The commission does not propose a rule to require such use of unused channels—"we simply point out that, subject to necessary state and local authorizations and regulation, the CATV operator may do so, if it chooses."

But the commission said that such use of unused channels would "provide an outlet for others to present programs of their own choosing, free from


Mr. Rostow

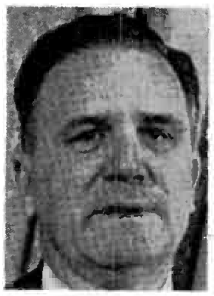

Mr. O'Connell

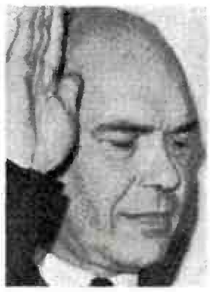

Mr. Reynolds


Mr. Zwick


Mr. Peck


Mr. Marks


Mr. Webb


Mr. Hornig


Mr. Soloman

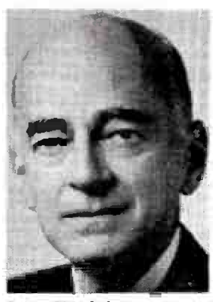

Mr. Horwitz


Mr. Zimmerman

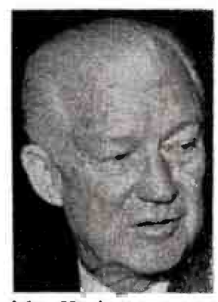

Mr. Agger


Mr. Bartlett


Mr. Coston


Mr. Welsh


Mr. Wood


Mr. Hyde


Mr. Novak

The men responsible for task-force report

Here are the 17 men who make up the President's Task Force on Communications Policy. Appointed in August last year, they submitted their report to President Johnson on Dec. 7 (see story and recommendations on international below).

Chairman of the group is Eugene V. Rostow, undersecretary of state for political affairs. Vice chairman is James D. O'Connell, director of telecommunications management and telecommunications adviser to the President.

Other members: James J. Reynolds, under secretary of labor; Charles J. Zwick, director, Bureau of the Budget; Merton Peck, Council of Economic Advisers; Leonard Marks, former director, U. S. Information Agency, now chief, U. S. delegation to forthcoming Intelsat conference; James E. Webb, former administrator, National Aeronautics and Space Administration; Donald Hornig, director, Office of Science and Technology; Anthony M. Soloman, assistant secretary of state for economic affairs; Solis Horwitz, assistant secretary of defense (administration); Edwin M. Zimmerman, assistant attorney general in charge of antitrust division; Donald Agger, assistant secretary of transportation (international affairs); Joseph Bartlett, under secretary of commerce; Dean W. Coston, deputy under secretary of health, education and welfare; Edward C. Welsh, executive secretary of NASA; Robert C. Wood, under secretary of housing and urban development; and Rosel H. Hyde, FCC chairman (ex officio). Alan R. Novak, special assistant to Mr. Rostow, is staff executive director.

any control of the CATV operator as to content" except as required by commission rule or law. The commission pointed out it could also be used as a low-cost outlet for political candidates, advertisers, and modestly funded organizations.

The commission also proposed two other rules. One would require CATV systems to file annual reports on such matters as location of the system, number of subscribers, extent and nature of program origination, financial data, ownership and interests in other businesses, including CATV systems and broadcasting. The other would prescribe technical standards of CATV systems.

One international carrier urged by task force

Perhaps the most momentous recommendation in the task force's report was that a single carrier be authorized to handle all types of international telecommunications. This, it suggested, might be accomplished by the consolidation of all existing international facilities into a single entity.

Such a single "flag" carrier, it said, should be limited to transmission; it should not be permitted to own manufacturing facilities and it should have no affiliation with any domestic system.

As an alternative, the group favored the elimination of carrier participation in the Communications Satellite Corp. Also it suggested that all users as well as carriers be permitted to lease circuits from Comsat and that freer access to cables and satellites be promoted.

Blueprint for heavier controls

Task force urges super agency in communications, bigger federal presence in broadcasting and cable

The recommendations of the President's Task Force on Communications Policy were being studied by the White House last week, following submission of the confidential document—almost 16 months in the making—that touches virtually all facets of telecommunications in the United States.

The future of the report, however, is clouded. The administration that ordered the study is going out of office. It is doubtful that the Nixon administration that takes office Jan. 20 is in sympathy with policies of expanded federal power that the report advocates.

The task force would superimpose over the FCC a federal telecommunications authority with broad powers to allocate the electromagnetic spectrum to both government and private users. It would commit the government to widespread ventures in television broadcasting and cables and tighter regulation of both.

The report, which had not been made public by late last week but which BROADCASTING has seen, finds that cable television promises more diversity in television programing—particularly for specialized groups—than any other probable development. It proceeds from the premise that federal regulatory policy to date has failed to diversify television output.

It implies, but does not say in so many words, that the FCC should loosen some restrictions on CATV to permit cable TV greater growth. At the same time it asserts that copyright liability should be assigned to CATV, preferring the suggested formula by a House committee that would entail no liability for the use of purely local TV signals and full liability for the use of distant TV signals.

It calls on the FCC to look into the cross-ownership of CATV and broadcasting in the same market and into consolidated ownership of cable, broadcasting, movie interests, newspapers and magazines on a national scale. It intimates that because a single CATV owner may control a number of channels, there might be the need some day of imposing a sort of common-carrier regulation over the channels used to supply CATV-originated programs to subscribers.

Much of the task-force's review of broadcasting is similar to the draft its staff submitted late last summer (BROADCASTING, Sept. 9). Some of those earlier details, however, were dropped, or revised. For example the staff originally suggested full copyright liability for CATV. It also suggested then that the importation of distant signals be permitted only where there are four assigned stations.

In one of its strongest sections, the task force calls for the use of "unusable" TV channels by land mobile services. These are channels that cannot be used by television because of co-channel and adjacent channel interference factors. It says that there might come a time when unused UHF channels in some markets might be withdrawn from TV, especially when CATV has such a deep penetration that patently no one is going to apply for the UHF assignments.

It calls for the federal government to make use of TV channels on the air and in the cables in support of national goals, such as civil rights, full employment, job training, health, literacy. It calls on federal agencies to participate in license renewals and in rulemaking proceedings before the FCC as a means of getting their own programs on the air.

It discusses, but fails to come to grips with, the role of the FCC in programing control. It terms the subject too "nebulous" to make a determination.

In discussing the economics of the spectrum, the task force suggests that a sliding scale of license fees might be imposed, dependent on bandwidth and power as well as other factors.

But beyond the purely broadcast elements, the task force goes into a full-scale analysis of present spectrum management, concluding that what is needed is a single spectrum manager to handle allocations between government and nongovernment use, and in some instances to make allocations as between services; to encourage the "engineering" of allocations to permit geographic and time sharing of the same frequencies without regard to whether they are federal or non-federal allocations, and to coordinate various activities of the government in the use of the spectrum.

In a final proposal, the task force calls for the establishment of an executive branch "entity" that would not only do these things, but would additionally engage in and coordinate the federal government's activities in telecommunications research and development.

Throughout this consideration, however, the task force makes plain that the FCC should continue to license and regulate broadcasting and common carriers. Whether it should continue to regulate what is commonly known as safety and special services or whether this activity should be transferred to the spectrum manager was left undecided. Also noted was the feeling that the spectrum czar would have to have FCC concurrence if he proposed to reassign frequencies from broadcast use.

The 400-page report was submitted to the White House on Dec. 7, a Saturday. To it were appended two dissents, one by James D. O'Connell, director of the Office of Telecommunications Management, and the other by Joseph Bartlett, under secretary of commerce. Mr. O'Connell's views concerned the allocations-and-management proposals, it is believed; Mr. Bartlett, on more legalistic grounds, is understood to express his feeling that the group went beyond its mandate when it got into the subject of television and CATV.

Reaction among other government and broadcast circles ranged from skepticism to a mood of depression and alarm, all based on news reports of the contents of the study, most of them superficial if not sketchy.

One FCC source said he didn't expect anything to happen from the report. On Capitol Hill, communications staff experts of committees appeared unhappy that they had not been given copies. One, however, expressed the view that it didn't matter what the task force said: his interest was whether it provided any basis for legislative action.

An even more dubious view of the future of the report's recommendations came from Representative John D. Dingell (D-Mich.), a member of the House Commerce Committee. It would be up against, he said, "raging indifference" to serious broadcast reform in Congress.

Broadcasting is of special importance to the federal government; it is the largest single user of VHF, the most valuable portion of the spectrum, and of UHF. And for years broadcasting has been a "contentious issue of communications policy."

This is how the task force opens its section on broadcasting. This 59-page chapter, the seventh of the nine in the document, is entitled "Future Opportunities for Television."

Aiming for diversity, the task force

says: "The central challenge over the next decade will be to achieve a balanced and harmonious adaptation of traditional regulatory policies to new technologies and new initiatives in order to allow this potential [diversity] to be fulfilled.

"Cable TV and satellite communication services are important among the technological changes which press hard upon the structure of the industry and upon older concepts of regulatory policy; the evolution of educational and other special-interest television, and the impetus to that development implicit in the Public Broadcasting Act of 1967, are conspicuous among new initiatives."

The task force sets as goals for the structuring of television the following: (1) that it cater to as wide a variety of tastes as possible—small audiences and mass audiences, cultural minorities and cultural majorities; (2) that it serve as varied as possible "an array of social functions"—entertainment and advertising, information, education, business, culture and political expressions; (3) that it provide an effective means of local expression and local advertising; (4) that access to the medium for individuals and groups be as wide as possible; (5) that the cost of viewing be kept to a minimum to make it available to as many people as possible—rural and urban, poor and affluent; (6) that a "healthy measure" of decentralized control—within limits of the spectrum and of economic realities—be preserved.

Television today provides "relatively uniform programs from a limited number of sources," basically network programs, supplemented by the programs of local stations, particularly noncommercial stations.

"The television industry has not yet achieved a diversity and variety in programing comparable to that of book or magazine publishing, radio or movies," the report says. The situation is analogous to the movie industry prior to the 1950's when four or five large studios provided most of films, generally aimed at the largest possible national and international audiences.

Of "critical" importance is the need for additional channels of TV aimed at minority groups—and also for various programs for specialized interests.

"Very limited" application has been made of TV in support of government programs at both national and local levels—job training and employment, for example.

To satisfy these goals, "a low-cost, multi-channel capability may be required," to enable pin-pointing the desired audience for a particular signal or to reach the smaller group within the broader area at reasonable cost.

Among the reasons why the present TV system cannot meet these goals are the high cost of establishing a TV station, the absence of "cost-reducing" innovation in designing and marketing programs, the dependence of commercial stations on advertising revenues and of noncommercial stations on public funds and voluntary contributions.

Even some of the other measures suggested as possible contributions to the goal of diversity do not seem to hold great promise. These are low-power UHF stations, pay TV, federal assistance to noncommercial stations and to the Corp. for Public Broadcasting leading perhaps to a noncommercial network, and the development of a fourth commercial network.

The most promising avenue to diversity is the distribution of TV to the home via cable.

Cable TV has developed because it offers two services for which people are willing to pay—access, in some localities, to more stations than are available over-the-air through rooftop antennas, and a clearer signal than is available over the air.

Cable television can provide an "abundance" of channels, at relatively low cost per channel; it is potentially well adapted to selective distribution and it provides means to raise money from viewers themselves; it is capable of thriving without government subsidy or protection.

But, care must be taken not to permit unregulated expansion of cable TV that might kill over-the-air service. "Essential safeguards [should] be designed to insure an adequate level of free, over-the-air service without unduly retarding the promising expansion of cable television in accordance with consumer preferences."

Present "limitations" of TV reflect the basic economics of the current system of broadcasting.

Programing costs are high and are rising by about 8% a year—"a reflection of general inflation, development of superior but costly new equipment and a shortage of human talent."

Prospects for UHF are strongly linked to the question of a fourth network. But such a network, equivalent to existing networks in size and approach, is problematical within the next few years. In the noncommercial field, however, prospects for a network are more promising, but even if this comes about it will fail to meet the goals of the task force; in most cities only a single noncommercial UHF signal is available "and no single channel could meet a major city's full range of specialized television needs."

Direct government control of programing to encourage greater diversity and localism is neither "feasible" nor "appealing." The FCC has "some power over programing practices" through its licensing and renewal powers. Even so, the commission lacks resources for extensive monitoring of programing, or even for individualized treatment of renewal applications.

"It is difficult to devise practical standards in so nebulous an area and it is difficult to expect licensees to act contrary to what they regard as their economic interests."

The development of citizens' viewer associations that facilitate communication with networks, stations and government agencies (FCC) is salutary.

Over-the-air pay TV seems unlikely to reach substantial proportions; limited experiments indicate that viewers have not been attracted in large numbers.

Distribution of TV programing by satellite is promising, but limited. Direct-to-home broadcasting from a satellite is unpromising for the near term because of high costs ($100 per rooftop antenna at best) and its disruptive effects. Above all it would not accomplish in the next decade at least, a goal of more channels to the home and more localism.

Low-powered (10 kw) UHF stations offer a distinct, but also limited, promise. Although this meets many of the goals, a station's signal is unlikely to coincide with the geographical boundaries of a particular audience that it is designed to serve; and even a low-powered UHF station requires considerable investment—with a remote possibility that it can recover its costs.

The "video record" offers some potential, but it is limited to taped material, not live, and it does not meet the need for low cost.

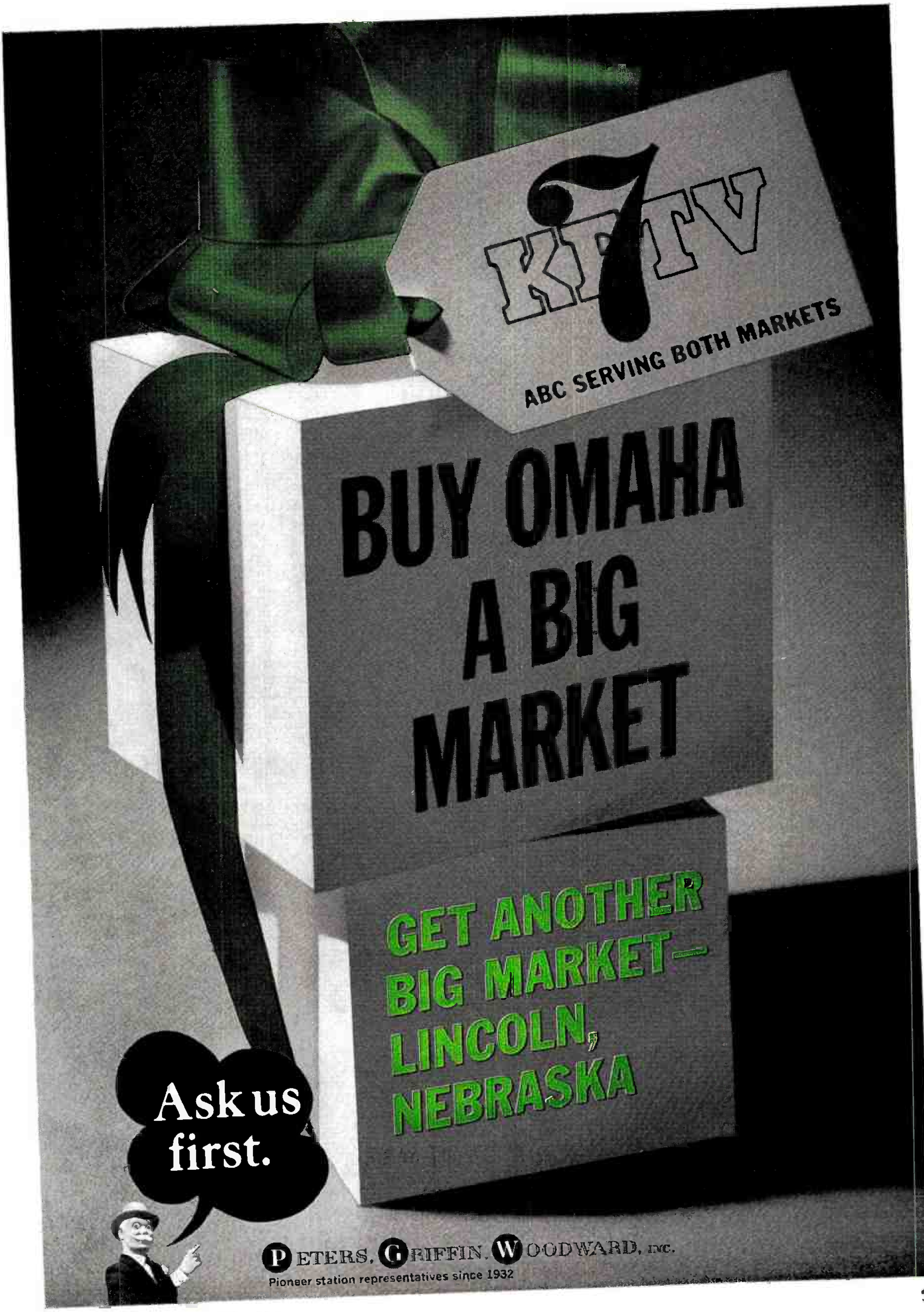
Even though the video record may be a feasible way of distributing visual information and entertainment to the home, cost may prove to be a major barrier—$400 for the player and perhaps $15 per record puts it "in the category of a luxury item for high-income families."

Therefore, cable television holds the promise of meeting the goal of a "greatly expanded" multichannel capability.

Not only is 20-channel CATV capacity available now, but with sufficient demand even more channels could be supplied. As it is, 20 channels in most parts of the country are sufficient to provide all local and some distant signals, and with channels empty, CATV operators can engage in program origination.

But a big question remains: Who will pay the cost, slight though it may be, of providing local programs?

Nevertheless, it's possible and it might be economically advantageous for the cable operator to provide more services. They could help in adding subscribers, and perhaps in attracting ad-


7 KETV
ABC SERVING BOTH MARKETS
BUY OMAHA
A BIG
MARKET
GET ANOTHER
BIG MARKET—
LINCOLN,
NEBRASKA
Ask us first.
PETERS, GRIFFIN, WOODWARD, INC.
Pioneer station representatives since 1932

vertisers.

"In the absence of restrictive government policy, cable television will probably continue to grow rapidly."

But, completely unrestricted CATV growth would be detrimental to over-the-air services and those who depend on them.

The cost of wiring the entire country, under existing technology, would be prohibitive. (This finding is attributed to Complan Associates, a private consulting firm, composed principally of former Bell Laboratories' executives, hired to make such a study for the task force.)

Considering the impact of CATV on existing broadcast service, no serious competitive injury to either VHF or UHF network-affiliated stations, or to independent VHF stations, can be seen. The strongest impact would fall, therefore, on unaffiliated UHF stations.

In smaller markets, marginal UHF stations might disappear as audience is fragmentized by CATV. In larger markets, this is more speculative, since there is a question of market viability of cable systems when viewers can receive a relatively large number of free broadcast signals off the air.

More research and analysis must be undertaken to permit policy to be made —particularly to define "a realistic, minimum level of over-the-air service" so that restrictions on CATV don't exceed the level required by the public interest. The aim should be to "maximize society's access to the benefits offered by both technologies."

In order to develop such a policy, certain problems merit attention:

Copyright liability must be resolved promptly. One compromise that could lead to the accommodation of private and public interests would be for Congress to accept proposals that impose varying degrees of copyright liability on CATV depending on the area of broadcast coverage. (As originally proposed by a House committee there would be no liability for relaying only local stations; full liability for bringing in out-of-market stations.)

There is danger in adopting temporary solutions that risk becoming permanent. An example is the proposal that the FCC "hold the line" against CATV importation of distant signals for five or 10 years to give UHF stations breathing space. The problem here is that at the end of that period there may be many more UHF stations requiring help; also there will always be some marginal UHF stations that require propping up through protection from CATV.

As cable grows in importance there may be reason to impose restraints on cross-ownership of cable systems and broadcast stations in the same markets. On the other hand, ownership of CATV by broadcasters might contribute to faster growth of cable.

National patterns of ownership should be looked into; not only with respect to broadcast-cable ownership, but also to ownership of cable by national magazines, film interests and, "especially," television networks. Much of this may involve conflict of interests, since they all are in the market for program material.

The multiple ownership of cable systems, apart from cross-ownerships with other media, may call for "corrective action in the immediate future."

And since it's conceivable that CATV owners may control many channels and it is important that access be available to users on as broad and equal a basis as possible, common-carrier regulation may become necessary—particularly if CATV dominates TV to the detriment of broadcasters. As yet "significant monopoly power is not discernible."

The National Association of Regulatory and Utility Commissioners should establish a clearing house to discuss and disseminate information to help local franchising authorities understand their powers with respect to rate regulation, channel reservations, local programing requirements and other conditions.

The task force recommends that executive-branch agencies participate more actively in FCC proceedings, since broadcasting offers "significant potential" to promote "government missions such as health, education, improvement of race relations and elimination of unemployment." The agencies responsible for such missions have a "legitimate interest, therefore, in the conduct and programing practices of broadcast licensees and in proceedings for the granting and renewal of licenses. Under such circumstances, the agencies should make their views known to the commission by appropriate submissions." In general federal agencies are unaware of this "opportunity" to advance their objectives. Therefore, "more active participation in relevant rulemaking and licensing proceedings before the commission" should be undertaken.

As examples of the kind of "support" programs the government should stimulate, two pilot projects, funded by the federal government, are proposed. One would be in South Central Los Angeles (Watts). There the Rand Corp. made a study of TV opportunities in the ghetto. The task force proposes establishment of a four-channel, low-power UHF system with studios for a total investment of about $750,000. With about 50% UHF penetration, such a system should reach more than 75,000 households. These stations would be devoted to job information and training, in-school and at-home instruction tailored to the special needs of ghetto children; the presentation of problems facing the local community; public health, adult education; literacy training.

The second pilot is urged for the Navajo reservation in Northern Arizona, utilizing the same UHF multi-channel system for English-language instruction, courses in Indian culture and history, political dissemination.

If these pilot programs were successful, "it would be important to consider whether such programs should become part of nationwide services, or maintained as local community services, or both, and then to consider what methods would best promote such programs —cable systems, UHF stations, some mix, or other alternatives."

The Corp. for Public Broadcasting is "the logical source" to which the federal government could turn to devel-

Task force recommends experimental system

That two-year-old proposal that there ought to be a domestic satellite system got a healthy boost from the President's Task Force on Communications Policy. The group in its report to the President urged the start of a pilot project originally recommended by the Communications Satellite Corp.

The Task Force suggested that Comsat be authorized to operate and manage the experimental system, but emphasized that no commitment should be made as to who should own or operate the system finally.

It also suggested that broadcasters as well as common carriers be authorized to use channels and own earth stations.

The two-to-three-year pilot program should clarify various proposals, the task force said, such as whether it should be a multipurpose system, handling telephone, telegraph and data communications, as well as TV and radio.

The report urged that educational television be provided with free channels.

Referring to the Comsat proposal for the use of two satellites, having five-year life, with a capacity of 12 color TV channels or 21,600 voice circuits, the task force said that its own studies indicate that a single satellite with multiple beam capacity might provide up to 24 color TV channels or 43,200 voice channels divided among four U. S. time zones "at little increase in satellite cost."

op "imaginative and innovative programing of a kind not likely to be available in the commercial sector" for the pilot projects in Watts and the Navajo country.

Further, the opportunity for service by CPB will be "greatly expanded" if cable "multiplies the number of channels." The report adds: "More important still are the governmental uses, on both the federal and local level, which will be made possible with an expanded multi-channel capacity."

The establishment of a single "spectrum manager" to be the arbiter between government and nongovernment allocations is recommended in the 68-page chapter on "The Use and Management of the Electromagnetic Spectrum," which also details a philosophy of management that would permit more of an engineered concept for assignments to be used, as well as permit the greater impact of economic forces.

That section makes the premise that the spectrum, "a valuable natural resource," is not being used to best efficiency; that present management of the spectrum is inadequate to achieve optimum use; that "block" allocations are outmoded and inefficient and that existing criteria for apportioning the spectrum among competing applicants are unsatisfactory.

As examples of mismanagement of allocations, the report cites shortages of spectrum space above 100 mc for such expanding services as mobile radio, communication satellites and terrestrial microwave relay. It is in these same ranges of the spectrum that television broadcasting is accommodated.

The present administration of the spectrum comes from an earlier era, hinged principally on the block-allocation principle. But this has severe drawbacks: Police and fire services are unable to get more frequencies in large cities, while other categories go unused (forestry service in New York, for example); land mobile is unable to use "unusable" frequencies assigned to TV; some land-mobile users must adopt costly modifications to meet growing demand while other such services (unspecified) have wider bandwidths than are required by existing technology.

Present divisions of responsibilities between government and nongovernment allocations and assignments are inefficient. There is no formal mechanism for resolving conflicts between government and nongovernment users. Although joint cooperative arrangements have been worked out over the years, there are still problems. For example, certain government frequencies go largely unused in urban areas where civilian needs are greatest. The solution might be a sharing arrangement between government and nongovernment at local levels, but there is no single agency to solve this question or make a decision.

The FCC's responsibilities alone in spectrum management are staggering. The commission has neither the staff nor money to "adequately undertake the comprehensive planning needed to achieve greater efficiency in spectrum use." The FCC must rely on private engineering and technical work—for monitoring, for example, to determine harmful interference. The same problems exist in the office of the Director of telecommunication management, which is part of the Office of Emergency Planning.

What is needed is a basic guideline, such as a "combination of spectrum uses which offers maximum social and economic contribution to the national welfare and security."

Thus, a corollary to this guideline would be: "Unused spectrum resources should be employed to meet any legitimate need provided that this does not cause excessive interference to existing uses, conforms with established standards and international agreements, and does not interfere with established plans for higher-valued uses."

The most effective means of managing the spectrum would be on a free-market basis; but this cannot be because some elements are not easy to appraise. The spectrum is not the type of resource that wears out (like coal, oil, etc.). Also part of the spectrum can be used for one service, while other parts can be used for other services. And due to interference problems, the use of one part must be correlated with other uses.

One way to make economic factors more relevant to the use of the spectrum is to relate license fees to the amount of spectrum used—or potentially denied to other users. Such a level might take into account bandwidth, power, and other factors.

This could serve as a "quasi-market mechanism" adaptable to change in order to serve the purpose of providing a source of revenues to cover the cost of spectrum management, to discourage the use of the spectrum by marginal users, to provide a clear indication of actual demand for spectrum space as a function of service, geographic location and fee schedule.

Another economic incentive might be to permit the transfers of license between users in different services. (Today such transfers are limited between users of the same service.)

Also a prospective user should receive a license in another service band provided he undertakes to reduce interference to the prime user.

A national table of frequency allocations should be transformed, over a period of time, from a fixed allocation by user category to a basic planning guide by service classification.

In the interests of providing an engineered allocation of spectrum use, a capability ought to be established that would help in planning and engineering allocations, improving technical design and operating standards for all transmitting and receiving equipment.

The current FCC proposal to permit the land-mobile service to use "unusable" TV channels without interference to TV should be broadened to cover all unusable allocations for possible use by all services now experiencing spectrum scarcity.

In conjunction with this, however, more stringent limitations on land-mobile usage services should be emphasized—on power, antenna height, modulation, greater use of common-user systems, interstation trunking where feasible, and more explicit and varied channel-loading, like time-sharing.

TV covers 50% of the spectrum space between 30 and 1,000 mc—492 mc. In the top-100 markets there are 84 unused and unapplied-for commercial UHF channels. A "continuing review" of these assignable channels must be undertaken.

The non-interfering use by other services of the spectrum "lying within the over-all television broadcast allocation" is possible on a city-by-city basis without reducing the number of assingable UHF television channels.

As other television distribution modes become available (like CATV), it may be appropriate to reconsider the need in some geographic areas for broadcasting in the UHF spectrum bands. (What this means is not further explained, but it is believed to refer to such situations where CATV has accomplished a penetration of over 50% and where there is little economic hope that unused UHF assignments will ever be applied for.)

Consideration also should be given, where technology permits, to providing TV service in other frequency bands—particularly the higher frequencies where multi-channel broadcast capabilities would be possible with greater prospects for geographic re-use, and of employing narrower bandwidths to conserve spectrum space.

With the view to optimum managing of the spectrum a single spectrum manager should be established within the executive branch of the federal government.

A single spectrum manager could overcome problems and difficulties and time spent in negotiating for the use of the spectrum, could be more flexible administratively; it could result in the more efficient use of technical and analytic processes, result in stronger coordination and research, and could provide a focal point for private in-

Jefferson Standard Broadcasting Company now offers you the Richmond, Virginia, Market*!

On November 28, 1968, Jefferson Standard Broadcasting Company of Virginia began operation of WWBT, channel 12, in Richmond, formerly WRVA-TV. A new and creative force has been established in central Virginia television.

Immediate Plans forecast investments in technical and programing improvements in excess of one million dollars. Building on a great tradition, Jefferson Standard Broadcasting Company of Virginia promises increased coverage and a growing audience in central Virginia for advertisers.

In keeping with the long-standing corporate policy of Jefferson Standard Broadcasting Company, WWBT will undertake a major role in news, editorials and public affairs, expanding public information programing in 1969.

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Population: 514,600
Retail Sales: $834,791,000
Effective Buying Income:
$1,430,936,000

RICHMOND TV MARKET
(ADI plus Effective)
Population: 1,206,600
Retail Sales: $1,718,762,000
Effective Buying Income:
$2,732,952,000

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As to its impingement on the FCC, such a spectrum manager and the FCC "should encounter no major obstacles in working together, under the watchful eye of Congress, any needed changes in the existing broadcast station allotment plan which would appropriately reflect the objectives of both agencies." Where irreconcilable conflicts arose, however, Congress would have to act.

The commission would continue to license broadcast stations according to the existing station allotment plan.

In its final, and ninth chapter, a 42-page analysis of the "Role of the Federal Government in Telecommunications," the task force criticizes present telecommunications policy-making, which, it says, has evolved over the years as "a patchwork" of limited, specialized responses to issues.

It is in this chapter that the group proposes the establishment of an executive branch "capability" that would not only encompass the role of spectrum manager but would go deeper into the entire realm of telecommunications.

The ninth chapter makes these points:

There is no single agency empowered to decide allocations between federal and nonfederal sectors, or to establish and enforce technical and operating standards equally to all classes of users.

Neither in the FCC nor the office of the director of telecommunications are there sufficiently strong research and technical activities. Much stronger activities are carried on by the Department of Commerce in its Boulder, Colo., laboratories, the Department of Defense and by National Aeronautics and Space Administration. Yet, "these capabilities are only rarely used in the formulation of telecommunications policy or in day-to-day operations of the FCC and the DTM."

There is, therefore, a large capability in the federal government to "promote" the application of telecommunications concepts and technology to a "variety of social ends."

What is needed is an "entity" that would aid other government agencies—like the Department of Health, Education and Welfare in educational TV, or the Department of Housing and Urban Development in urban affairs. Also, the government is a large user of telecommunications facilities and of communication equipment, yet there is no central office where an over-all look is focused. This lack applies also to the federal-state level.

Broadcasting policy as elaborated by the FCC "implies a degree of supervision over programing which is difficult to enforce effectively, given present levels of personnel—if, indeed, it can be enforced at all."

To strengthen the FCC's effectiveness, regulation of common carriers could be strengthened by a congressional amendment of the Communications Act of 1934. Congress also should give the commission more money in order to permit a higher level of broadcasting and common-carrier regulation. "The necessary beginning of any improvement in the broadcast licensing process continues to be the provision of sufficient resources to enable more than . . . superficial inspection and investigation efforts."

Also, an executive-branch agency could add to the efforts of the FCC in both broadcast and common carrier fields. "Thus, in broadcasting, the increasing importance of television in providing not only diversity but also support for the federal government's missions in a host of fields, highlights the need for an executive-branch capability which can help to integrate and coordinate the variety of executive and legislative policies and interests involved."

Such an executive-branch entity could engage in or promote the initiation of experimental operations to answer technical, social and economic questions brought to the fore by "dramatic" new technological developments.

This entity, therefore, could be part of the spectrum-manager responsibility referred to in the previous chapter.

Such an entity would be composed of not only engineers and scientists but also lawyers, economists and statisticians. It could also perhaps contribute substantially to resolving conflicts within the executive branch. And, "we are particularly concerned that many new and expanded uses of the spectrum which technology may make possible and the national interest demand, might be denied in the absence of more flexible management procedures rooted in a greater degree of localism and detailed planning than is possible with divided authority and responsibility."

The licensing of individual broadcasting stations should remain the responsibility of the FCC. Also the FCC should retain responsibility in the common-carrier field.

As for other radio services, such as land mobile, aeronautical, public safety amateur radio operators, these could be retained by the FCC or general responsibility for them could be given to the spectrum manager.

And finally, the new entity should also be responsible for establishing and enforcing standards and requirements to prevent spectrum waste and "pollution," to conduct long-range studies in spectrum management, and to coordinate government laboratories and research facilities.

To provide qualified personnel with an over-all view of telecommunications technically, socially and in the national interest, the government might sponsor fellowships for students in universities, or by establishing one or more federally funded "communications policy training programs or institutes."

Pay TV rules adopted

FCC would limit pay TV to big markets, allow only one pay-TV operation per community

The FCC last week surmounted 17 years of study, dispute, charges, countercharges, advances, delays, hopes, disappointments and simple human confusion with the adoption of rules authorizing a nationwide system of over-the-air pay television.

The rules had not been made public as of last Thursday (Dec. 12), but are understood to conform closely in letter and spirit to proposals submitted last year by a three-member pay-TV committee composed of Commissioners Robert E. Lee, Kenneth A. Cox and James J. Wadsworth, with Mr. Wadsworth as chairman (BROADCASTING, July 17, 1967). The basic conception of pay TV proposed in the commissioners' report and embodied in the new rules is that of a mass-appeal supplement and competitive spur to free television rather than the home of cultural and special-interest programing once envisioned by pay-television advocates.

Specifically, the rules reportedly restrict the communities in which pay systems could operate to those in major, well-served markets and permit only one pay-TV operation in a community; require pay stations to broadcast a minimum number of hours of free television, and limit the kinds of programing on pay systems—generally, to programing not available on free television.

The rules were adopted in a 5-1 vote, with Commissioner Robert T. Bartley the lone dissenter and Commissioner H. Rex Lee not participating. Mr. Bartley expressed opposition to the use of valuable spectrum space for subscription TV.

The protracted pay-TV fight is now virtually certain to enter a new phase on some old and familiar battlegrounds. Chief among these is the Congress, where pay television has long been bitterly opposed by many influential legislators. The first reaction from Capitol Hill came from a communications-ori-

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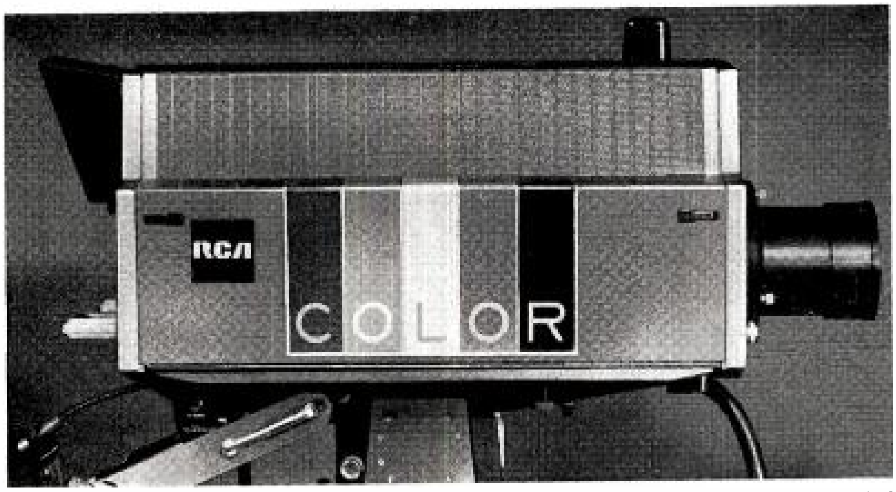

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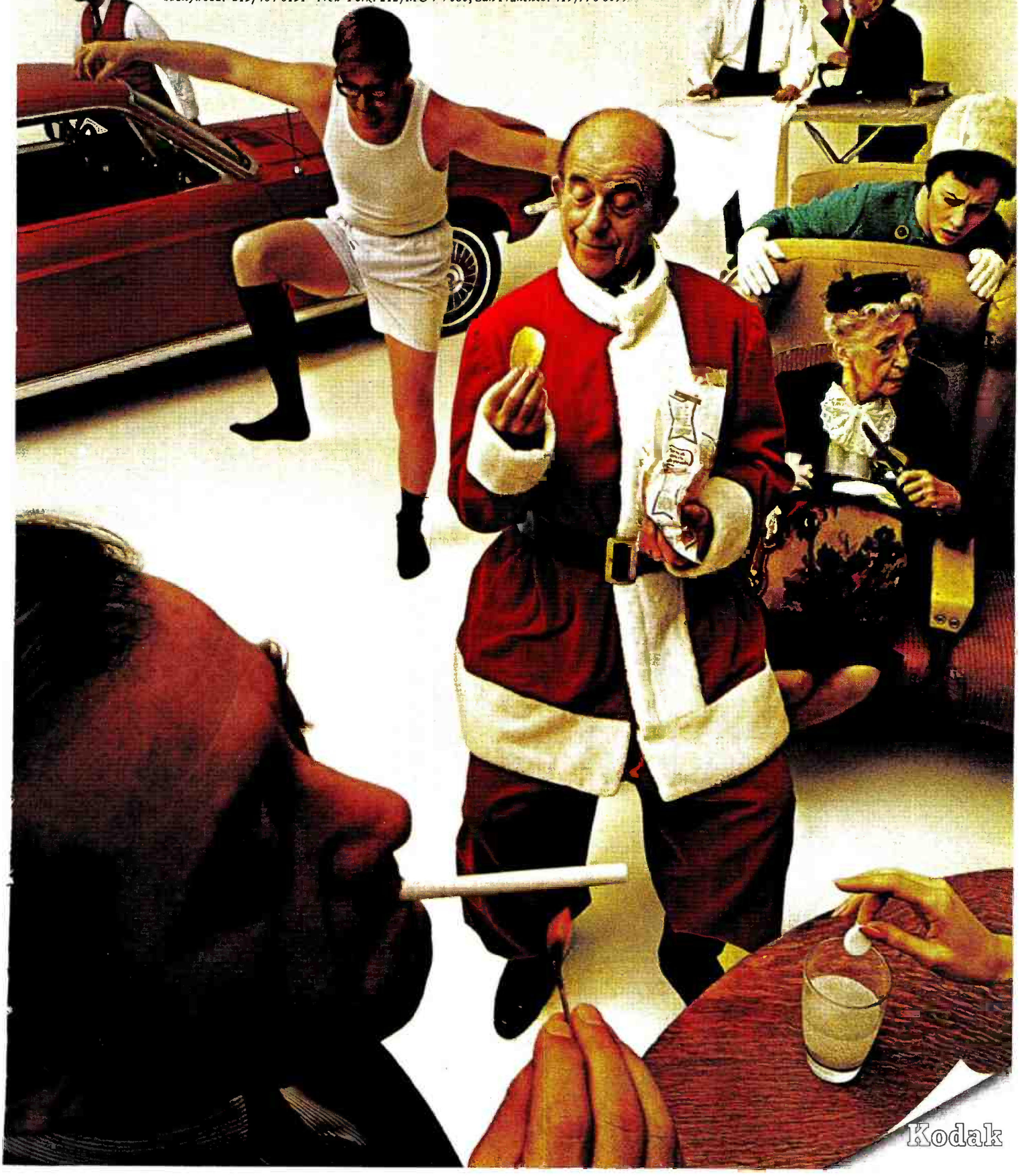


Four-network plan hit again by MBS

ABC defense is dismissed as both contradictory and 'frequently irrelevant'

Mutual Broadcasting System last week renewed and embellished its argument against further FCC authorization of ABC's four specialized "American Radio Networks." In a pleading filed with the commission, Mutual said that ABC's defense of its operation (BROADCASTING, Dec. 2) contained contradictory and "frequently irrelevant" statements which further demonstrate its disregard for the conditions under which the commission approved the four-network plan on a trial basis last January.

The basic themes of Mutual's latest petition were similar to those expounded in its first assault on the four networks last month—charges of antitrust violations, misrepresentations to the commission, violation by ABC of the terms of its temporary authorization, and an alleged attempt to use the four networks to "drive MBS out of the radio business" (BROADCASTING, Nov. 4). New in last week's pleading, however, were additional allegations of specific violations, buttressed with statements from Mutual employes and from present and former ABC officials.

Among these were two letters from an ABC executive to Mutual affiliate WWOK Charlotte, N. C., submitted as evidence that ABC had in fact urged a Mutual affiliate to join ABC and had made a specific financial offer. The first letter outlines unit rates for spot sold by one of ABC's networks for its features and in its 6-6:30 p.m. time block. A follow-up letter asks if the Mutual affiliate has resolved its "other network situation."

Another exhibit purports to demonstrate that ABC reneged on its pledge not to engage in group sales, combination rates or internetwork discounts. Mutual's Detroit manager, Joseph J. Hildebrand, said in a sworn affidavit that dealings between General Motors Corp. and ABC were always on a three-network basis, and that the network did not submit individual network prices for consideration. Mutual also said that another advertiser, Del Monte Foods, had bought time at 52-week rates on a combination basis. These practices, according to Mutual, directly contradicted both the conditions of ABC's authorization to operate the four networks and statements by an ABC official in the network's filing earlier this month.

Mutual also argued that ABC has made contradictory statements concerning its intention to seek certain types of stations to affiliate with each of its four networks. ABC told the commission, Mutual said, that it would affiliate in each case with a local station whose over-all format is similar to the particular network service—FM, middle-of-the-road, entertainment-feature oriented, and rock-and-roll. Then, it was argued, ABC contradicted itself with this statement in its pleading two weeks ago: "To deny affiliation to stations which desire the network service simply because their formats are not totally specialized would be an enormous disservice to the public interest."

If ABC's networking practices go unchecked, Mutual contended, it will soon exercise monopoly power in radio networking. Over 50% of all radio stations that are affiliated with any network are ABC affiliates, Mutual said; this fact, coupled with the influence of its four networks, means that other networks cannot have comparable service because there aren't enough stations to go around, according to Mutual. Many stations will not affiliate with any network on principle, Mutual said, and ABC is in a position to grab the lion's share of those that desire affiliation.

The four-network system went into operation last January after FCC granted ABC a one-year waiver of the chain-broadcasting rule, which prohibits networks from serving more than one affiliate in the same market at the same time.

Evans casts his net for another flock of U's

A New York financier and industrialist believes that if you don't succeed the first time try again. Last week Thomas Evans filed applications for FCC approval to buy KMEC-TV Dallas, and announced that he also is planning to buy WUHF-TV (ch. 61) Hartford, Conn.; WENS(TV) (ch. 22) Pittsburgh, and WJZB-TV (ch. 14) Worcester, Mass.

Last year, Mr. Evans entered into an agreement to buy WUHF-TV, WBAU-TV Buffalo, N. Y., and WNTU-TV Norfolk, Va., but these agreements were cancelled. Mr. Evans last summer bought the permit for KDNL-TV (ch. 30) St. Louis from Boyd W. Fellows and associates for $40,500.

KMEC-TV (ch. 33) is being bought by Mr. Evans from James T. and C. H. Maxwell and Carroll Maxwell Jr. Price is $40,000 plus assumption of liabilities totaling $171,530.

Springfield Broadcasting Corp., which owns TV stations in Springfield, Mass.; Dayton, Ohio; Keene, N. H., and Raleigh, N. C., had agreed to sell WENS(TV) and WJZB-TV to United Artists for $800,000 (BROADCASTING, Oct. 21). However, that sale was dropped in October (BROADCASTING, Oct. 28) for fear of jeopardizing the still-pending merger of Metromedia Inc. into Transamerica Corp., which owns UA. WUHF-TV is owned by Albert Hartigan and associates.

State Mutual grant brings Johnson balk

Despite ambiguous status Worcester TV station given construction permit

When the FCC granted State Mutual Broadcasting Corp. a construction permit for a new television station on channel 27 in Worcester, Mass., last week, it hedged the grant with a number of conditions. These were designed to deal with aspects of the application bearing on a commission interim policy prohibiting new ownership or control of more than one full-time station in a market.

But the conditions were not enough to satisfy Commissioner Nicholas Johnson, the only one of six commissioners voting to dissent. He called the grant another example of the commission's "insensitivity to the problems of broadcast media control in America."

The new permittee is owned by State Mutual Life Assurance Co. of America, which owns 3.1% of Sonderling Broadcasting Corp., owner of 12 radio and television stations. State Mutual Life also has options to acquire another 4.4% interest in Sonderling.

The so-called one-to-a-customer policy—adopted on March 28 when the commission issued a notice of proposed rulemaking designed to put those ownership limits into the rules (BROADCASTING, April 1)—is a factor in the case in part because of the uncertainty of the ownership of WAAB-AM-FM Worcester.

Bernard E. Waterman, who is to be the general manager of the proposed television station, had owned WAAB-AM-FM as well as KTSA-AM-FM San Antonio, Tex., through Waterman Broadcasting Corp. He sold the Worcester stations to WAAB Inc. in March, but commission approval of that sale was appealed to the courts by WORC Worcester, and the matter is now back before the commission at its own request. The commission's general counsel said there is a possibility of misrepresentation or failure by WAAB Inc. to disclose connections with Atlantic Recording Corp. (All stock in WAAB Inc. is owned by former principals of Atlantic.)

Accordingly, the commission conditioned the CP grant on Mr. Waterman is terminating his relationship with the proposed television station if, as a result of commission review of the WAAB-AM-FM case, he reacquires those stations. The condition would also bar State Mutual Life from exercising an option to acquire 10% of Waterman Broadcasting if the sale of WAAB-AM-FM is voided.

Another condition involves directors of State Mutual Life who are not officers or directors of the broadcasting company—Richard S. Steele and Robert W. Stoddard. Mr. Steele is president-publisher and Mr. Stoddard is chairman and 5% owner of Worcester Telegram & Gazette Inc., publisher of the only daily newspapers in Worcester, and licensee of WTAG there. Under the condtion, they are barred from participating in insurance company matters bearing on the television station so long as they retain their interest in WTAG.

Finally, the commission attched a kind of open-end condition: The grant is without prejudice to whatever action the commission regards as appropriate as a result of the one-to-a-customer rulemaking proceeding.

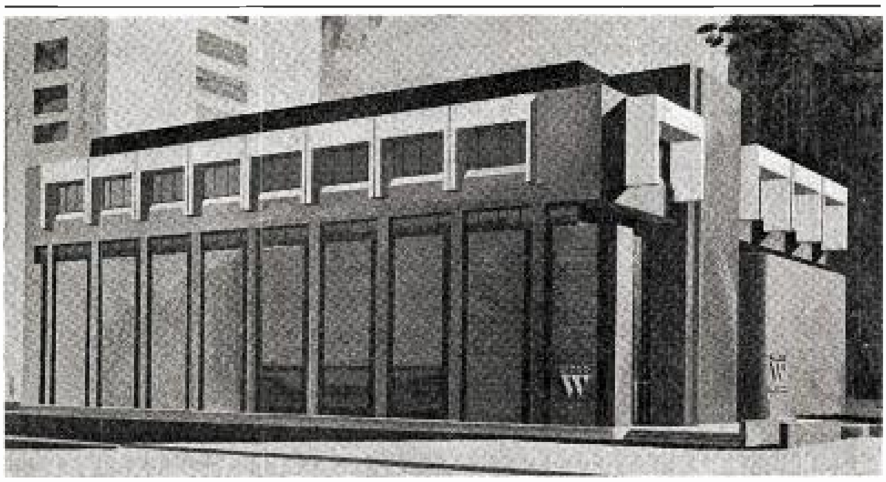
Commissioner Johnson attacked the grant on a number of grounds. He said there will be no licensee in the sense of an owner to whom the commission can look for responsibility for the station's operation. The permittee, owned by a company owned by its policyholders, he said, "is no more than a piece of paper on file in the state of Massachusetts."

He said the conditions imposed as a result of "the ambiguous status" of Mr. Waterman's ownership of the Worcester radio stations "render the whole transaction ludicrous." And, regardless of the conditions imposed as a result of the ties between Messrs. Steele and Stoddard to WTAG, he said the grant "is in direct violation" of the one-to-a-customer interim policy.

He also sees the grant as raising the risk of a mass-media subsidiary being used "to serve the public information, advertising or public relations interest of its parent rather than as an independent source of information and opinion."

And in view of the interests of two directors of the parent company in other media in Worcester, he added, the grant "will create a concentration of control of media in Worcester, Mass., that, at a minimum, is inconsistent with recent actions of the U. S. Department of Justice." He went on to call the decision to make the grant without a hearing "a discourteous and reckless act inconsistent with simple principles of comity and decency between agencies of the same government."

The commissioner also criticized the grant as providing State Mutual Life with an "undesirable addition" to its present media holdings; he referred to the company's interests in Sonderling and Waterman Broadcasting. And he said it was "insulting" and "irresponsible" of the commission to "ignore" a complaint of a Worcester woman who had opposed the transfer on, among other grounds, the allegation that WTAG and the Worcester newspapers "are under the monopolistic control of Robert W. Stoddard, whom she identifies as a director of the John Birch Society."



An artist's sketch of the proposed KYW-AM-TV studios' new location in Philadelphia is shown above. The new facility will be situated in Philadelphia's new Independence Mall area. The three-story structure should be ready for occupancy in mid-1970 and with installed equipment will cost $3 million-$4 million.

Cohn seeks clarification of record-keeping rule

The Washington law firm of Marcus Cohn last week asked the FCC to clarify its Nov. 27 rule amendment concerning the retention of certain records by broadcast stations. The amended rule requires stations to keep on file for two years the names of officers and directors of groups that sponsor or furnish material for programs that are not commercially sponsored, (BROADCASTING, Dec. 9).

In a "petition for declaratory ruling" over Mr. Cohn's signature, it was argued that the amendment—which was intended to remove uncertainty by establishing a time requirement where none had previously existed—actually rests on a basic ambiguity: "Exactly what records are to be kept . . . is not clear." The problem, according to Mr. Cohn, is that a reading of the amended rule in conjunction with an already existing one makes it unclear whether retention of records is required only when material is furnished for political or controversial programs that are not commercially sponsored, or whether the requirement applies more broadly to all cases where the material is furnished, without regard to program content.

The problem can be resolved, Mr. Cohn said, if the amendment specifies that retention is required only when the program is not commercially sponsored and when it deals with political or controversial material.

CPB committee studies interconnection service

The Corp. for Public Broadcasting last week announced the members of its newly formed "Interim Interconnection Management Group" (BROADCASTING, Dec. 2).

Donald R. Quayle, consultant to CPB on leave from the Eastern Educational Network, will head the committee of 11. Other members are Gerard Appy, National Educational Television; Gerald Slater, Public Broadcast Laboratory; Warren A. Kraetzer, WHYY-TV Wilmington, Del.; Robert F. Schenkkan, KLRN(TV) San Antonio, Tex.; Edward L. Morris, Central Educational Network; E. Wayne Bundy, Rocky Mountain Federation; John Crabbe, Western Educational Network; W. D. Donaldson, Midwest Educational Television; Howard D. Holst, Southern Educational Network and John W. Kiermaier, Eastern Educational Network.

Messrs. Quayle, Appy, Slater, Kraetzer, Schenkkan and Morris constitute an operations group within the management group.

The committee will oversee the interconnection service begun this month to

about 150 noncommercial stations five nights a week, two hours each night, provided by AT&T at reduced cost for a six-month trial period (BROADCASTING, Dec. 9).

All-media skills bank is set up in New York

The New York Urban Coalition is establishing an Intermedia Skills Bank as a central registry and job placement agency for minority-group members seeking entry and advancement in the broadcasting, newspaper and magazine fields.

This new project of the organization of business, labor and other community leaders was revealed on Dec. 8 by Saul Wallen, president of the New York Urban Coalition on WCBS New York's *Let's Find Out* program. The organization is seeking $50,000 from corporations and foundations to run the operation for one year. Mr. Wallen indicated it would begin to function within several months.

Mr. Wallen was asked if this undertaking differed from the Broadcast Skills Bank of the National Urban League in cooperation with ABC, CBS, NBC and the Westinghouse Broadcasting Co. Mr. Wallen pointed out that unlike the Broadcast Skills Bank, the coalition's project will not focus on broadcasting alone but also will include advertising, public relations, magazines and newspapers.

The Broadcast Skills Bank has been in existence for four years and the concept has spread from New York. In 1968 the number of local banks has increased from 14 to 24.

An old pitch with new spin

A seminar of losers will discuss law to ban all paid political time

Advisers to several defeated candidates in the recent presidential election are scheduled to be panelists this week in a discussion of political-campaign reforms—including a frequently revived proposal that radio and television be required to give blocks of free time to candidates.

The panelists are expected to include Joseph Napolitan, media director for Hubert Humphrey; Frank Mankiewicz, press aide, first, to the late Robert Kennedy and then to George McGovern; Blair Clark, campaign manager for Eugene McCarthy, and Stephen A. Mitchell, convention manager for Senator McCarthy. Herbert Kaplow, NBC News Washington correspondent who has covered President-elect Richard Nixon, is also expected to participate.

The theme of the evening's discussion, on Thursday (Dec. 19) at the Harvard Club in New York, is to be set by Harry Ashmore, who used to be a newspaperman before retiring to the Center for the Study of Democratic Institutions, Santa Barbara, Calif.

Mr. Ashmore, former editor of the *Arkansas Gazette*, has written an article to appear in next month's issue of the center's magazine. The article suggests, among other things, that broadcasters be prohibited by law or FCC rule from accepting any political advertising and required by the same law or rule to "devote to the political campaigns an adequate amount of that uncompensated time their lucrative federal licenses now require them to provide as a public service."

In the article Mr. Ashmore adds that "the ban should be extended to all forms of political advertising—newspapers, billboards, direct mail—but even if this runs into First Amendment complications (which should not exist in the case of broadcasting) the biggest of the money faucets would have been shut off."

Mr. Ashmore says his proposal "implies no restriction of news coverage and commentary." But he says the "proper use of television for direct political campaigning would require that the stations play no role beyond that of common carrier."

Mr. Ashmore also proposes creation of a "Federal Bureau of Elections" with permanent bureaus in each of the 435 congressional districts to oversee all campaigns and elections.

The Harvard Club meeting has been arranged by the Center Club, a subsidiary of the Center for the Study of Democratic Institutions.

ChangingHands

Announced:

The following station sales were reported last week, subject to FCC approval:

- KKTV(TV) Colorado Springs: Sold by William W. Garvey to T. B. Lanford, Mississippi Publishers Corp., Standard Life Insurance Co. and others for $2.1 million (see page 49).
- KXKW Lafayette, La.: Sold by Edward E. Wilson and others to Delwin W. Morton, John Pickens and James V. Hoffpauir for $315,000. Mr. Wilson has interest in WILX-TV Onandaga and WJCO Jackson, both Michigan. Mr. Morton owns KCAD Abilene, and has

50% of KEES Gladewater, and minority interests in KDOX Marshall, KAWA Waco and KYAL McKinney, all Texas; KRGO Salt Lake City, and in the applicant to purchase KEFC(FM) Waco. Messrs. Morton and Pickens have interest in the applicant to purchase KPNG Port Neches, Tex. Sale of KDOX is pending FCC approval. Mr. Hoffpauir, who already owns 5% of KXKW, will become a 10% stockholder under the new group. KXKW is full time on 1520 kc with 10 kw day and 500 w night. Broker: Hamilton-Landis & Associates.

- KMEC-TV Dallas: Sold by James T. and C. H. Maxwell and Carroll Maxwell Jr. and others to Thomas M. Evans for $40,000 plus assumption of liabilities totaling $171,530.37 (see page 45).
- WFIG Sumter, S. C.: Sold by Harvey Laughter and others to John E. Miles, Jeff D. Methven and Robert A. Marshall for $200,000. Sellers own WFIG-FM Sumter and WBMS Black Mountain, N. C. Buyers own KPLT-AM-FM Paris, Tex. WFIG is full time on 1290 kc with 1 kw.

Approved:

The following transfer of station ownership was approved by the FCC last week: (For other FCC activities see "For the Record," page 79).

- WQMS Hamilton, Ohio: Sold by John F. McNally to Nicholas Timko for $305,000. Mr. Timko owns 67% of WBFG(FM) Detroit. WQMS(FM) is on 96.5 mc with 50 kw.

Cable TV

- Bluefield, W. Va.: Sold by Bluefield Cable Corp. to Vikoa Inc. for stock, cash and notes worth about $2 million. The 125-mile, 12-channel Bluefield system serves an area of more than 10,000 homes and has over 2,300 subscribers. Francis W. Heinbach owns Bluefield Cable. Vikoa is a group CATV owner and manufacturer of coaxial cable and electronic components. Arthur Baum, president, owns 38.4%. Vikoa owns systems in New Castle and Rochester, both Pennsylvania; Lafayette, La.; Zanesville, Ohio; Oakridge, Tenn.; Willingboro, N. J.; and Haverstraw, N. Y. It has also begun construction on a system in Peekskill, N. Y. With the addition of Bluefield Cable, Vikoa's systems will serve over 22.500 subscribers in areas with a potential market of 100,000 homes.
- Sedalia, Mo.: Sold by Cablevision Inc. to Gencoe Inc. President of Cablevision is Noah E. Martin. Gencoe, a subsidiary of Livingston Oil Co., owns systems in Peru, Ill.; Abilene, Del Rio, Jacksonville, Perryton, Sweetwater, Tyler and Uvalde, all Texas; Moab, Utah, and Casper, Wyo. It also owns 80% of a system in Gallup, N. M., and 50% of systems in Grand Junction, Colo., and Berlin-Ocean City, Md. Chairman of Livingston Oil is Joseph L. Seger. The Sedalia, Mo., system serves about 3,000 subscribers. No price was disclosed.

KKTV Colorado Springs sold for $2.1 million

Garvey Communications Systems Inc. is selling KKTV(TV) Colorado Springs, to Capitol Broadcasting Co. for $2.1 million, subject to FCC approval.

William H. Garvey, sole owner of the channel 11 CBS affiliate, will retain KKFM(FM) Colorado Springs.

Principals of Capitol Broadcasting include T. B. Lanford, Mississippi Publishers Corp. and Standard Life Insurance Co. Capitol Broadcasting owns WJTV(TV) and WSLI-AM-FM Jackson, Miss. It also owns 33% of Metropolitan Cablevision Co., operator of CATV systems in McComb and Brookhaven, both Mississippi.

Mississippi Publishers also has 33% interest in Metropolitan Cable and publishes the *Jackson Daily News* and the *Clarion Ledger*, both Jackson, Miss.

Mr. Lanford owns KALB-AM-FM Alexandria and KRMD-AM-FM Shreveport, both Louisiana. He also controls KALB-TV Alexandria, and has an interest in WYOU Tampa and WZST Leesburg, both Florida.

KKTV, which has been on the air since 1952, has 85.1 kw visual.

The application filed last week seeking FCC approval of the sale listed Garvey Communications' total assets as $850,371 as of Aug. 31.

Metromedia breaks down advertising assignments

Metromedia Inc. has restructured its advertising functions, under which its corporate advertising department will handle corporation matters entirely and its 14 divisions will be responsible for their own advertising.

In the change-over, the corporate advertising department, which previously had been responsible for both corporate and division activities, has been reduced by 16 persons. Metromedia's 14 divisions are expected to appoint their own advertising agencies, or make local arrangements for art services or other facilities they may require.

The reorganization was revealed last week by John Van Buren Sullivan, vice president—corporate relations, Metromedia, Inc., who appointed Orrin Hammond as vice president-advertising and Roger Ferriter, vice president-design.

Broadcast angles in Nixon cabinet

Rogers once proposed stiff broadcast controls; others have connections

President-elect Richard Nixon's cabinet will have a number of members who have more than a passing acquaintance with broadcasting and broadcasters—one, a veteran of the stormy broadcasting battles of the Eisenhower era, will serve in the top-ranking cabinet position of secretary of state.

William P. Rogers, named last week by Mr. Nixon to head the State Department, is a member of the board of directors of the Post-Newsweek Stations (WTOP-AM-FM-TV Washington and WJXT[TV] Jacksonville, Fla.) He is also counsel for the *Washington Post* and has represented the *New York Times* (licensee of WQXR-AM-FM New York) before the U.S. Supreme Court.

As attorney general in the Eisenhower administration, Mr. Rogers gave advice in the ex-parte investigation that saw the forced resignation of an FCC commissioner. Later he was at or near the storm center of the payola controversy and, in the wake of quiz-show scandals that prompted President Eisenhower to request an opinion from his attorney general on what to do about broadcasting, filed a memo on stronger regulation that became controversial in its own right (BROADCASTING, Jan. 11, 1960).

The Rogers report advocated a voluntary or regulatory allocation of fixed amounts of public-interest time in broadcast schedules; steps to guard against quiz-program deceptions; abolition of all payola; a requirement of disclosure of financial interests for all broadcasters in a position to influence

Mr. Rogers

content of programs, and a tighter renewal procedure backed up by "spot checks in depth" of programing performance by licensees. In the process, the report charged broadcasting with runaway commercialism.

George Romney, leaving the governorship of Michigan to become secretary of housing and urban development, is married to the former Lenore Lafount, daughter of the late Harold A. Lafount. Mr. Lafount was a member of the old Federal Radio Commission (predecessor to the FCC) and was later a broadcaster in Boston and New York.

Maurice Stans, named secretary of commerce, is another hand with Washington experience dating from the Eisenhower years. Before becoming budget director he worked with and became friends with Robert E. Lee, now FCC commissioner, when Mr. Lee was with the House Appropriations Committee.

Another court backs FCC on presunrise rule

A Washington federal court last week approved of the FCC's presunrise rules and of the rulemaking process as an instrument of regulation, in a case involving the commission's application of its rule to 37 AM's operating on the same frequency.

In an unsigned decision, the three-judge U. S. Court of Appeals for the District of Columbia unanimously rejected the contention of WSAI Cincinnati that the commission should not have granted presunrise authority to the 37 stations without hearings to determine whether "the interference caused by the PSA's was outweighed by the gains in service which would result from the PSA operations." WSAI, along with the 37 stations, operates on 1360 kc.

The court said that this procedural claim had previously been considered and rejected by the U. S. Court of Appeals for New York in a decision which the Washington court said it found "fully persuasive." That decision, in which WSAI was the appellant, upheld both the rules and the FCC's procedures (BROADCASTING, May 20). "To the extent, therefore, that the appeal . . . is simply an attack upon the rule paralleling that already made without success in our sister court, we find it to be unavailing," the Washington court said.

With respect to the specific application of the rule to the 37 stations, the court said that oral argument by both the commission and WSAI was conducted "as if appellant had applied to the commission for waiver of the rule," although the station had actually petitioned for reconsideration of the 37 individual grants. It further noted that in its argument before the court WSAI had departed from its previous "blanket attack" on the grants and had drawn distinctions between the 37 stations. The court said that it would be "inappropriate" for it to rule on the merits of the differentiations or on the implied request for waiver since "this was not the relief sought from the commission, nor the relief denied by it."

NAB committee reviews ratings, CATV problems

Going back over ground it has covered in previous meetings, the National Association of Broadcasters Secondary Market Television Committee last week discussed audience measurement and CATV impact.

The committee, which has been asking the ratings services to improve services to the secondary TV markets, heard Howard Mandel, NAB vice president for research, discuss the methodologies used in measuring such markets. The committee urged the ratings firms to improve procedures for measuring CATV market penetration.

Also of concern to the committee is the FCC's policy of allowing CATV signal importation in markets beneath the top 100 without a hearing. The committee voiced its support for NAB's long-standing position that hearings on such importation should be extended to all markets. The committee also discussed local program and commercial originations by CATV and ways to combat possible signal degradation by CATV's.

It was after the committee met that the FCC issued its new CATV rulemaking (see page 27).

NCTA's Ford re-enters ranks of CATV owners

Frederick W. Ford, president of the National Cable Television Association, has purchased a Vidalia, La., CATV system.

The sellers are Virgil and H. E. Jackson, owners of Concordia Video Co., which operates the 12-channel system serving 1,100 subscribers. Messrs. Jackson hold a franchise for Port Sulphur, La.

Mr. Ford, also a former FCC chairman, is sole owner of Concordia Television Corp., the purchasing firm. The price was not disclosed. Broker was Daniels & Associates.

When Mr. Ford became president of NCTA in January 1965, he acquired a CATV system in Blythe, Calif., which he sold about a year ago.

Why Corinthian Broadcasting's KHOU-TV, CBS-TV Affiliate in Houston, has bought 398 "Films of the 50's & 60's" (217 in Color) including

VOLUME 9

"As the dominant movie station in our market, we searched for a powerful and very commercial first run feature film library to perpetuate our leadership in the late afternoon as well as in all other slots of our movie schedule which includes:

20 WEEKLY LOCAL MOVIES

The Early Show (Mon.-Fri.)	**3:30 PM**
The Early Show (Sat.)	**1:30 PM**
Science Fiction Theatre (Sat.)	**3:30 PM**
Feature For A Sunday Afternoon	**3:30 PM**
Thursday Night Movie	**8:00 PM**
The Late Show (Mon.-Sun.)	**10:30 PM**
The Late, Late Show (Wed.-Sat.)	**12:30 AM**

In particular, the 215 features (109 in Color) in Volume 9 give us excellent vertical and horizontal scheduling flexibility for our "Early Show" strip as well as providing us with an excellent percentage of Prime Time Blockbusters for our key evening local movie showcases."

Dean Borba
Vice President and
General Manager, KHOU-TV

Represented by
H. R. Television, Inc.

WARNER BROS.-SEVEN ARTS

NEW YORK • CHICAGO • DALLAS • LOS ANGELES • TORONTO • LONDON • PARIS
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SpecialReport

Are movies riding off into the sunset?

That's question raised by slide in network ratings but syndicators see no effects on station use

The number of feature film segments carried on local stations is constantly growing, according to a study completed by Warner Brothers-Seven Arts in the top 30 markets of the U.S. The study reveals that in October 1968 there were 1,667 movies shown a week, as compared with 1,495 during October 1967.

Top 30 Local TV Movie Markets

	1967 # Weekly Local Movies	1968 # Weekly Local Movies	Change	
			Up	Down
1. Los Angeles	170	153		−17
2. New York	114	124	+ 10	
3. Dallas	56	94	+ 38	
4. San Francisco	54	83	+ 29	
5. Phoenix	42	68	+ 26	
6. Miami	38	66	+ 28	
7. Chicago	60	63	+ 3	
8. Detroit	61	63	+ 2	
9. Seattle-Tacoma	66	63		− 3
10. New Orleans	35	61	+ 26	
11. Philadelphia	71	60		−11
12. Washington	64	56		− 8
13. Boston	66	51		−15
14. Milwaukee	45	48	+ 3	
15. Cleveland	22	47	+ 25	
16. St. Louis	47	47	Same	
17. Nashville	29	47	+ 18	
18. Tucson, Ariz.	41	41	Same	
19. Houston	27	40	+ 13	
20. Dayton, Ohio	51	40		−11
21. Atlanta	34	39	+ 5	
22. Indianapolis	40	38		− 2
23. Tampa-St. Pete, Fla.	43	38		− 5
24. San Diego, Calif.	19	37	+ 18	
25. Flint/Saginaw/Bay City, Mich.	31	35	+ 4	
26. Minneapolis-St. Paul	37	34		− 3
27. Pittsburgh	43	33		−10
28. Salt Lake City	32	33	+ 1	
29. Sacramento, Calif.	34	33		− 1
30. Charlotte, N. C.	23	32	+ 9	
	1495	1667	+258	−86 = 12% increase

A funny thing happened on the way through the new fall season this year. The feature film, which had earned a well-deserved reputation as the how-to-succeed vehicle of prime-time network programing, began to show distressing signs of faltering.

The movies no longer seemed to rate as the consistent audience magnet for the networks. Rating reports from the A. C. Nielsen Co. for the first two months of the 1968 season appeared to point to this unavoidable conclusion: The feature film, down an average of 15% in ratings over the comparable period of 1967, was no longer the Golden Boy it had been last year.

This was a rude awakening. Networks and advertisers, which had made munificent outlays for pictures, viewed the early ratings with chagrin. The drop-off was regarded with even more concern, and some skepticism, by feature film distributors whose continued affluence is dependent, to some extent, on the glamour of the feature film.

So what happened?

There is no easy and hard answer. Both buyers and sellers of pictures have their theories, explanations and rationalizations.

The predominant view of virtually all sellers and of some buyers of feature films boils down to this: The current substantial slippage in network ratings is temporary, but there is an acknowledgement that the consistently top viewing achieved during 1967-68 may be approached but never attained. But they offered persuasive arguments that ratings will rise and level off by the end of the season to the extent that movies still will be by far the most popular of all program forms.

Insofar as the decline is concerned, they cited as the probable single most telling factor the slotting of features in prime time seven days a week. They reasoned that there is a point at which the audience becomes satiated and perhaps the seventh day is too much.

Another theory is that the audience is becoming more selective. Adherents of this position contended that simply slotting a feature for the sake of showing a feature is no guarantee of success. Viewers are examining the story line and cast before twisting their dials. They are choosier.

Many distributors claimed the first four or five weeks of this network season were not typical. They said the political telecasts cut into the normal movie viewing time. They evaluated the quality of movies shown on the networks at the outset and insisted they were of lower caliber than last year. They also asserted there were a large number of special programs slotted against movies. And they argued that a contributing factor has been the growing number of prime-time pre-emptions of regularly scheduled network shows, including movies, by affiliates.

Vendors of films perform a dual function: They sell to networks and to stations. In the past three or four years, the formula has been to channel first-run films of top or even good quality to networks initially and, after two or three exposures, offer them to the syndication mart. Distributors realize the slippage of popularity on networks could adversely affect their value in the station marketplace.

Syndication of features in 1968 has not been a whirlwind business, most distributors concede. They point out most marketable films have found slots on the networks; many stations still have inventories from the past to amortize and the emergence of the talk-variety strip shows has choked off some vital time slots in the morning, late afternoon and evening.

But even in the syndication sphere

(Continued on page 54)

The performance of feature films on the networks dropped by approximately 15% during the first eight weeks of 1968 versus 1967, based on figures of Nielsen Television Index. The tables, showing average audience and share, were compiled for BROADCASTING by Papert, Koenig, Lois Inc., New York.

Movie Performance — 1968 vs. 1967

First Eight Weeks Each Season)

Summary

1968 Date	AA%	Share	1967 Date	AA%	Share
Monday	21.4	36	Monday	—	—
Tuesday	20.6	36	Tuesday	24.1	42
Wednesday	18.6	33	Wednesday	20.6	36
Thursday	22.1	38	Thursday	25.9	43
Friday	19.4	35	Friday	26.3	47
Saturday	19.8	37	Saturday	24.5	44
Sunday	18.7	33	Sunday	21.5	37
Average	20.1	35	**Average**	23.8	42
Top 5	27.2	47	Top 5	30.9	51
Bottom 5	14.9	28	Bottom 5	16.1	30

Source: NTI

1968

Top Five

	Rtg.	Share
1. W —10/2 Cat Ballou	28.8	48
2. Sa—11/9 To Kill a Mockingbird	28.5	49
3. M — 9/16 Madame X	27.9	47
4. Tu— 9/17 I'll Take Sweden	26.8	47
5. Th—10/31 Nanny	24.2	42
Avg.	27.2	47

Bottom Five

	Rtg.	Share
1. F —11/1 Quick Before It Melts	13.9	27
2. W —11/6 John Goldfarb, Please Come Home	14.5	25
3. W — 9/25 Who's Got the Action	14.9	25
4. Su—10/27 Is Paris Burning?	15.2	31
5. Sa—10/5 Khartoum	15.8	30
Avg.	14.9	28

1967

Top Five

	Rtg.	Share
1. Th— 9/28 Cat On A Hot Tin Roof	32.2	50
2. F — 9/15 Great Escape (Part II)	31.3	55
3. F —11/3 Rampage	31.2	54
4. Th— 9/14 Great Escape (Part I)	31.1	51
5. Th—10/12 Splendor In The Grass	28.6	47
Avg.	30.9	51

Bottom Five

	Rtg.	Share
1. Su—11/5 The Leopard	11.1	23
2. Su— 9/17 Greatest Show On Earth	15.5	30
3. W —10/4 The Trouble With Harry	17.0	30
4. W —11/1 The Bedford Incident	17.7	33
5. Tu— 9/26 Errand Boy	19.1	34
Avg.	16.1	30

Source: NTI

1968 Date	AA%	Share	1967 Date	AA%	Share
M— 9/16	27.9	47	M— 9/11	—	—
M— 9/23	17.3	27	M— 9/18	—	—
M— 9/30	21.4	36	M— 9/25	—	—
M—10/7	22.2	36	M—10/2	—	—
M—10/14	Special		M—10/9	—	—
M—10/21	20.0	34	M—10/16	—	—
M—10/28	19.7	34	M—10/23	—	—
M—11/4	Special		M—10/30	—	—
Avg/Mon.	21.4	36	**Avg/Mon.**	—	—
Tu— 9/17	26.8	47	Tu— 9/12	25.5	43
Tu— 9/24	20.0	34	Tu— 9/19	27.4	47
Tu—10/1	18.1	32	Tu— 9/26	19.1	34
Tu—10/8	19.9	37	Tu—10/3	27.7	48
Tu—10/15	19.4	32	Tu—10/10	25.1	42
Tu—10/22	19.5	34	Tu—10/17	22.6	39
Tu—10/29	20.3	35	Tu—10/24	21.1	37
Tu—11/5	Special		Tu—10/31	23.9	44
Avg/Tues.	20.6	36	**Avg/Tues.**	24.1	42
W— 9/18	—	—	W— 9/13	21.1	36
W— 9/25	14.9	25	W— 9/20	21.8	36
W—10/2	28.8	48	W— 9/27	21.2	37
W—10/9	16.2	30	W—10/4	17.0	30
W—10/16	16.8	31	W—10/11	24.6	41
W—10/23	Special		W—10/18	20.9	37
W—10/30	20.4	39	W—10/25	Special	
W—11/6	14.5	25	W—11/1	17.7	33
Avg/Wed.	18.6	33	**Avg/Wed.**	20.6	36
Th— 9/19	—	—	Th— 9/14	31.1	51
Th— 9/26	23.0	41	Th— 9/21	25.9	45
Th—10/3	22.6	39	Th— 9/28	32.2	50
Th—10/10	23.3	41	Th—10/5	22.3	39
Th—10/17	19.1	33	Th—10/12	28.6	47
Th—10/24	19.9	33	Th—10/19	22.2	37
Th—10/31	24.2	42	Th—10/26	19.5	33
Th—11/7	22.4	37	Th—11/2	25.4	43
Avg/Thur.	22.1	38	**Avg/Thur.**	25.9	43
F— 9/20	17.2	33	F— 9/15	31.3	55
F— 9/27	23.1	41	F— 9/22	25.7	46
F—10/4	23.0	40	F— 9/29	27.8	50
F—10/11	18.3	33	F—10/6	24.2	43
F—10/18	22.3	38	F—10/13	27.2	49
F—10/25	17.4	31	F—10/20	21.6	40
F—11/1	13.9	27	F—10/27	21.3	40
F—11/8	19.9	34	F—11/3	31.2	54
Avg/Fri.	19.4	35	**Avg/Fri.**	26.3	47
Sa— 9/21	20.8	41	Sa— 9/16	27.6	50
Sa— 9/28	20.6	38	Sa— 9/23	24.2	45
Sa—10/5	15.8	30	Sa— 9/30	21.7	37
Sa—10/12	17.0	31	Sa—10/7	26.1	46
Sa—10/19	22.3	42	Sa—10/14	23.6	42
Sa—10/26	16.2	29	Sa—10/21	22.6	42
Sa—11/2	16.9	32	Sa—10/28	23.5	41
Sa—11/9	28.5	49	Sa—11/4	26.4	47
Avg/Sat.	19.8	37	**Avg/Sat.**	24.5	44
Su— 9/22	21.8	40	Su— 9/17	15.5	30
Su— 9/29	18.4	31	Su— 9/24	23.0	38
Su—10/6	17.0	28	Su—10/1	25.6	45
Su—10/13	20.5	35	Su—10/8	25.3	41
Su—10/20	21.1	34	Su—10/15	26.3	43
Su—10/27	15.2	31	Su—10/22	19.9	33
Su—11/3	18.5	36	Su—10/29	25.4	42
Su—11/10	17.3	29	Su—11/5	11.1	23
Avg/Sun.	18.7	33	**Avg/Sun.**	21.5	37

Source: NTI

PKL Media 11/27/68

The trend toward the use of local prime-time features to pre-empt network programs at affiliated stations is pointed up in the following study made by Warner Bros.—Seven Arts. It shows there were 186 local prime-time feature segments in October 1968, as compared with 182 in March 1968.

186 Local Prime-Time Features in Top 75 Markets Network Affiliates Only-October 1968

Market	Station	Day	Start Time
Albany-Schenectady-Troy	WRGB	Tue	9:00 pm
	WTEN	Fri	9:00 pm
Altoona-Johnstown, Pa.	None		
Amarillo, Tex.	KVII-TV	Fri	6:30 pm*
Atlanta	WAGA-TV	Wed	7:30 pm
	WQXI-TV	Fri	7:30 pm*
	WQXI-TV	Sat	7:30 pm
	WSB-TV	Mon	9:00 pm
Baltimore	None		
Birmingham, Ala.	WAPI-TV	Tue	9:00 pm
	WAPI-TV	Fri	9:00 pm
	WBRC-TV	Sat	8:30 pm
	WBRC-TV	Thur	9:00 pm*
Boston	WHDH-TV	Fri	8:30 pm
	WNAC-TV	Wed	9:00 pm
	WNAC-TV	Tue	10:00 pm
Buffalo	WBEN-TV	Fri	9:00 pm
	WGR-TV	Tue	9:00 pm
	WGR-TV	Wed	7:30 pm
	WKBW-TV	Sat	10:30 pm
	WKBW-TV	Mon	9:00 pm*
Cedar Rapids, Iowa	KCRG-TV	Sat	9:30 pm
	KCRG-TV	Wed	8:00 pm
	WMT-TV	Fri	8:00 pm
	KWWL-TV	Sun	9:00 pm
Charleston-Huntington, W. Va.	WCHS-TV	Thur	7:00 pm
	WHTN-TV	Mon	7:00 pm
	WHTN-TV	Fri	7:00 pm
	WSAZ-TV	Tue	7:00 pm
Charlotte, N.C.	WBTV	Mon	7:00 pm
	WBTV	Wed	7:00 pm
	WSOC-TV	Tue	7:00 pm
	WSOC-TV	Wed	7:00 pm
Chicago	None		
Cincinnati	WCPO-TV	Fri	9:00 pm
	WKRC-TV	Wed	7:30 pm
	WLWT	Tue	9:00 pm
Cleveland	WEWS	Fri	7:30 pm
Columbus, Ohio	WBNS-TV	Thur	9:00 pm
	WLWC	Tue	9:00 pm
	WTVN-TV	Wed	9:00 pm
	WTVN-TV	Fri	9:00 pm
Dallas-Ft. Worth	None		
Dayton, Ohio	WKEF	Sat	8:30 pm
	WLWD	Wed	9:00 pm
	WHIO-TV	Fri	9:00 pm
Denver	KBTV	Fri	6:00 pm*
	KBTV	Sat	8:30 pm
	KBTV	Sun	9:00 pm
	KLZ-TV	Sun	8:00 pm
	KLZ-TV	Wed	7:00 pm
Des Moines	KRNT-TV	Fri	8:00 pm
	WHO-TV	Sat	8:00 pm
	WOI-TV	Thur	8:30 pm
	WOI-TV	Fri	6:30 pm*
Detroit	None		
Flint-Saginaw-Bay City, Mich.	WNEM-TV	Tue	7:00 pm
	WJRT-TV	Fri	9:00 pm*
Fort Wayne, Ind.	WANE-TV	Fri	8:00 pm
	WPTA	Wed	8:00 pm
	WPTA	Sat	9:30 pm*
	WKJG-TV	Tue	8:00 pm*
Fresno, Calif.	KJEO	Fri	7:00 pm*
	KMJ-TV	Mon	7:00 pm
	KFRE-TV	Wed	9:00 pm*
Grand Rapids-Kalamazoo, Mich.	WKZO-TV	Wed	7:00 pm
	WOOD-TV	Tue	9:00 pm
Green Bay	WBAY-TV	Thur	8:00 pm
	WFRV-TV	Mon	8:00 pm*
Greensboro-Winston-Salem-High Point	WFMY-TV	Wed	7:00 pm
	WGHP-TV	Fri	7:00 pm
Greenville-Ashville, N.C.-Spartanburg, S.C.	WFBC-TV	Tue	7:00 pm
	WLOS-TV	Tue	7:30 pm
	WLOS-TV	Fri	7:00 pm
	WSPA-TV	Thur	7:00 pm
Harrisburg-Lebanon-York, Pa.	WTPA	Sat	10:30 pm*
Hartford-New Haven	WNHC-TV	Sat	7:30 pm
	WNHC-TV	Mon	9:00 pm
	WTIC-TV	Mon	7:00 pm
	WTIC-TV	Wed	7:00 pm
Houston	KHOU-TV	Thur	8:00 pm
	KTRK-TV	Fri	6:30 pm
Indianapolis	WISH-TV	Fri	8:00 pm
Jacksonville, Fla.	WFGA-TV	Tue	7:00 pm
	WFGA-TV	Sat	6:30 pm
	WJXT	Wed	7:00 pm
Kansas City	KMBC-TV	Fri	6:30 pm*
	KMBC-TV	Wed	8:00 pm
	KCMO-TV	Thur	8:00 pm*
	WDAF-TV	Tue	8:00 pm
	WDAF-TV	Sat	8:00 pm*

** Indicates New Local Prime Time Feature Compared to March 1968.*

(*Continued from page* 52)
there is long-range optimism. Many distributors cited the still large number of feature film segments at stations throughout the country and the vogue of slotting such movies in prime time, even on network outlets.

Exposure of product eventually will catch up with the inventory and the supply must be replenished, syndicators maintain. They regard the current spate of talk-variety shows as only a temporary threat, believing such programing will run its cycle in a year or two. They are convinced movies will rebound as they have rebounded in the past when challenged by various program forms.

Both distributors and buyers of features were united in squelching a recurring cry that amounts to a tired cliche: "The bottom of the barrel is being reached in feature films." They were almost vehement in proclaiming that no end is in sight, and, in fact, the prospects for a continuing flow of marketable features are brighter today than they have been in years.

Feature-film inventory watchers place the number of movies that have not been released to TV by major studios at about 600. They explain that over the past four years this figure has swung between about 550 and 750. Contributing to the bullish outlook is the accelerated tempo of feature-film production in Hollywood. which had been holding at about 200 a year and is expected to reach 275 to 300 this year.

One view that was threaded through the opinion of a large number of both buyers and sellers of films was that the audience is becoming more selective. Viewers no longer will tune or stay tuned to a movie they consider lacklustre. Oliver Blackwell, vice president for audience development for the Katz Agency, who has a primary responsibil-

Market	Station	Day	Start Time
Lansing, Mich.	None		
Little Rock, Ark.	KARK-TV	Tue	8:00 pm
	KTHV	Fri	8:00 pm
	KATV	Mon	6:30 pm*
Los Angeles	None		
Louisville	WAVE-TV	Mon	7:00 pm
	WHAS-TV	Thur	7:00 pm
	WLKY-TV	Wed	9:00 pm
Memphis	WHBQ-TV	Tue	7:30 pm
	WREC-TV	Fri	8:00 pm
Miami	WCKT	Thur	7:30 pm
	WLBW-TV	Fri	7:30 pm
	WTVJ	Tue	8:00 pm
Milwaukee	WITI-TV	Sun	8:00 pm
Minneapolis	KMSP-TV	Sat	8:30 pm
Nashville	WLAC-TV	Fri	8:00 pm
	WSIX-TV	Tue	8:30 pm
	WSIX-TV	Wed	8:00 pm
New Orleans	WVUE	Wed	6:30 pm
	WVUE	Fri	6:30 pm
	WWL-TV	Mon	9:00 pm
	WWL-TV	Wed	9:00 pm
	WWL-TV	Fri	9:00 pm
New York	None		
Norfolk, Va.	WTAR-TV	Wed	7:00 pm
	WVEC-TV	Wed	9:00 pm
Oklahoma City	KOCO-TV	Wed	8:00 pm
	KWTV	Thur	6:30 pm
	KWTV	Fri	8:00 pm
	WKY-TV	Sat	8:00 pm*
Omaha, Neb.	KETV	Wed	8:00 pm
	WOW-TV	Fri	8:00 pm
Peoria, Ill.	WIRL-TV	Wed	8:00 pm
	WMBD-TV	Thur	8:00 pm*
Philadelphia	WFIL-TV	Fri	7:30 pm
Phoenix	KTVK	Sat	7:30 pm
	KTVK	Sun	8:15 pm*
	KTVK	Sat	9:15 pm
Pittsburgh	WTAE-TV	Tue	10:00 pm
	WTAE-TV	Wed	9:00 pm
Portland, Me.	WGAN-TV	Wed	7:00 pm
	WGAN-TV	Fri	9:00 pm
	WMTW-TV	Thur	7:30 pm
Portland, Ore.	None		
Providence	WJAR-TV	Thur	7:30 pm
	WPRI-TV	Wed	9:00 pm
	WTEV	Fri	8:30 pm
Richmond, Va.	WXEX-TV	Fri	7:00 pm
	WRVA-TV	Mon	9:00 pm*
Roanoke-Lynchburg, Va.	WSLS-TV	Thur	7:00 pm
	WDBJ-TV	Wed	7:00 pm*
Rochester, N.Y.	WHEC-TV	Fri	9:00 pm
	WOKR	Wed	9:00 pm
Sacramento-Stockton, Calif.	KCRA-TV	Mon	9:00 pm
	KOVR	Sat	6:30 pm
	KOVR	Wed	9:00 pm*
	KXTV	Fri	9:00 pm
Salt Lake City	KCPX-TV	Sun	9:00 pm
	KCPX-TV	Wed	8:00 pm
	KSL-TV	Mon	8:00 pm
	KSL-TV	Wed	8:00 pm
	KUTV	Sun	8:00 pm
	KUTV	Fri	8:00 pm
San Antonio, Tex.	KENS-TV	Fri	8:00 pm
	KSAT-TV	Wed	8:00 pm
	WOAI-TV	Tue	8:00 pm
San Diego	KOGO-TV	Mon	9:00 pm*
	KOGO-TV	Wed	7:00 pm
	KOGO-TV	Thur	7:00 pm
San Francisco	None		
Seattle-Tacoma	KIRO-TV	Thur	7:00 pm
	KIRO-TV	Wed	7:00 pm*
Shreveport, La.-Texarkana, Tex.	KSLA-TV	Thur	8:00 pm
	KTAL-TV	Sat	8:00 pm
	KTBS-TV	Mon	6:30 pm
South Bend, Ind.	WSBT-TV	Wed	8:00 pm
	WSJV	Fri	6:30 pm
	WSJV	Wed	8:00 pm
	WNDU-TV	Sun	9:00 pm*
Spokane, Wash.	KHQ-TV	Tue	9:00 pm
	KREM-TV	Sat	10:30 pm
	KREM-TV	Wed	9:00 pm
	KXLY-TV	Wed	7:30 pm
St. Louis	KTVI	Sat	9:30 pm
Syracuse, N.Y.	WHEN-TV	Fri	9:00 pm
	WSYR-TV	Mon	9:00 pm
	WSYR-TV	Fri	9:00 pm*
	WNYS-TV	Mon	7:30 pm*
Tampa-St. Petersburg, Fla.	WFLA-TV	Tue	7:00 pm
	WFLA-TV	Mon	9:00 pm*
	WLCY-TV	Wed	7:00 pm
	WTVT	Mon	7:00 pm
	WTVT	Fri	9:00 pm
Toledo, Ohio	WSPD-TV	Tue	9:00 pm
	WTOL-TV	Fri	9:00 p.m*
Tulsa, Okla.	KOTV	Fri	8:00 pm
	KOTV	Mon	9:00 pm
	KTUL-TV	Wed	8:00 pm
	KVOO-TV	Sat	8:00 pm
Washington	None		
Wheeling, W. Va.-Steubenville, Ohio	WTRF-TV	Wed	7:00 pm
	WSTV-TV	Wed	9:00 pm*
Wichita, Kan.	KAKE-TV	Wed	8:00 pm*
	KAKE-TV	Fri	6:00 pm*
	KTVH	Fri	8:00 pm*
Youngstown, Ohio	WKBN-TV	Mon	10:00 pm

ity for counseling Katz-represented stations on their programing, articulated the point in this way:

"We still think that features, judiciously used and slotted in the right time periods, are still a very good buy for advertisers and our stations. But we do feel that now that movies are on the network seven nights a week, the viewer has become more selective. A movie in prime time is no longer a novelty.

"Depending on the quality of the film, a picture can and does get excellent ratings in prime time on some of our local stations. But you must be careful to use the right type of picture and slot it on a day and time when it's calculated to get maximum benefits. We feel that the feature film is the one form that will continue to be an important part of television."

Are seven nights of prime features too many? Dan Goodman, vice president in charge of syndicated sales for Screen Gems, leans toward this theory:

"Maybe seven days a week is just too much," Mr. Goodman stated. "Perhaps people are just taking movies for granted; maybe they are spoiled. I'm not sure that anybody knows the answer why ratings have slipped, but I think that seven features a week makes a difference."

Syndicated sales of features have declined this year, according to Mr. Goodman, inasmuch as many of the first-run movies have been channeled to the networks. But, he said, prices have stabilized and risen slightly in some markets. He noted that the advent of the *Merv Griffin Show* on CBS-TV in the 11:30 p.m. to 1 a.m. period (in August 1969) will choke off another traditional feature-film slot, but added:

"Of course, no one knows how well three talk-variety shows will do in that time period. The likelihood is that one of them will fail. And in a number of markets the UHF outlets are becoming good customers and making features a competitive product. All in all, I'm sure features will continue to be a staple product."

One theory that the rating decline may be only temporary was advanced by several program distributors and at least one buyer-consultant, Television Stations Inc. Herb Jacobs, president of TVSI, which serves as a program consultant for more than 140 stations, offered this analysis:

"The first four or five weeks of this season were atypical. We feel the ratings were adversely affected by the large number of pre-emptions because of political telecasts and by the many specials that networks programed counter to features of the opposition. Also, I think the features played at the outset were of lesser quality. I have a strong hunch that as the season progresses, features will take off. They are still fine entertainment."

Don Klauber, executive vice president, worldwide television activities of Warner Bros.-Seven Arts, echoed Mr. Jacobs' view and added that he expected network feature ratings to gain momentum. He is convinced, he said, that features will continue to justify their reputation as the programing form that will be proven the most durable over the long run.

He pointed out that W7 recently had completed surveys pointing up the values to stations of attractive syndicated features. One study shows that in the top 30 TV markets there were a total of 1,667 weekly local movies during the sample week of Oct. 5-11, 1968, as compared with 1,495 in the corresponding sample week of 1967. Another survey highlighted the trend toward a larger use of prime-time syndicated features by network affiliates, some of which are pre-empting network feature slots as well as other regular programing.

"There's been a continual expansion in the number of local prime-time feature slots by network affiliates," Mr. Klauber said. "Our study in the top 75 markets shows there are 186 regularly scheduled local feature film periods in prime time, as compared to 182 last spring" (see charts, page 54-55).

Though feature-film distributors generally but not unanimously indicated their sales to stations had slackened in 1968, one explanation for the trend toward local prime-time slots may be that stations are amortizing inventories of years past. Several syndicators expressed the view that in the long run they would benefit as stations eventually have to replenish their supplies.

Erwin H. Ezzes, executive vice president of United Artists Television, felt strongly that the initial dip in network feature ratings resulted from the larger number of pre-emptions, political telecasts and specials counter-programed to the movies. He voiced the view that the rating picture would improve as the season progresses.

In syndication, the pace has slackened this year, according to Mr. Ezzes. He also noted that CBS-TV's decision to slot the *Merv Griffin Show* in late-night next summer has served as a deterrent to new sales, but he was confident that over the long haul, syndicated feature business would bounce back because "it's staple programing."

Hal Hough, vice president, programing and engineering services for the CBS Television Stations Division, agreed that feature film would continue to be one of the programing mainstays of networks and stations for years to come. But as part of a division that recently relinquished its late-afternoon movie segment in New York at WCBS-TV and is to terminate its late-evening film period in favor of the *Griffin* show on CBS-TV next summer, Mr. Hough expressed some reservations about features.

"Insofar as syndicated features are concerned, the outlook is not bright," Mr. Hough ventured. "For three or four years now the good movies are going to networks and not to stations. We're now offered movies that have been shown two, three or even four times on the networks, along with films that can't make the networks at all. We have decided, therefore, to go a different route."

John T. Reynolds, president of Paramount Television and formerly president of CBS-TV, acknowledged there has been a softening in ratings in network features and believes that the two contributing factors were a seven-day week of movies and the scheduling of less attractive films in the first month of the new season. He added that Paramount research shows there has been a climb in ratings from the fifth week on and he feels reasonably certain that features will average out to highly respectable ratings, though probably not equalling last season's blockbuster levels.

"We think features will go up and down, but I'm convinced there always will be movies in prime time," Mr. Reynolds commented. "They seem to hang at about a rating of 20-22 and that's a hefty circulation."

Ed Montanus, director of syndicated sales for Metro-Goldwyn-Mayer Television, conceded that features may have lost some of their distinctive nature with the large number of pictures on the air, but he insisted that a motion picture backlog by stations or network is "an insurance policy."

"Features will go through cycles, of course," Mr. Montanus acknowledged, "but I know of no other programing form that will deliver audiences on a long-term basis. You will find that other programing is a lot more cyclical in nature than features."

He agreed with many of his colleagues that the market for syndicated movies was sluggish this year, but he believes it will improve in 1969, particularly for his company, which recently released a package of 145 films to stations.

"Stations are learning more and more how to use features on the right day and in the right time periods," he said. "Stations are experimenting with different time periods for movies. Sometimes a feature with a good theatrical record falls flat on TV and vice versa."

The view that local TV stations are exercising more selectivity in buying features was stressed by Elliot Abrams, vice president of the television division of the Walter Reade Organization, which is active primarily in syndication. He reported that syndicated features generally have rated well as stations have applied more care and sophistication in selecting titles for various time periods. He is convinced that network features will overcome the initial slump as the season unfolds.

"There's nothing like a good movie over the long pull," Mr. Abrams remarked. "Stations, of course, prefer good first-runs and we have found that our Cinema 400 package [25 titles] has scored quite well in ratings."

Some pungent comments were expressed by Lou Friedland, vice president in charge of syndication for MCA TV, in order to provide what he called "perspective on what really is happening in the ratings picture." He raced

CBS asks Universal for more features for TV

Universal City Studios, already heavily committed to NBC-TV's "World Premiere" movie project, has received an order from CBS-TV for a minimum of three new motion pictures to be produced for initial showing on that network. Each of the TV feature films also will serve as the basis for a projected series for the 1970-71 season.

The three new movies for CBS-TV are in addition to two already in production by Universal for the network. Principal photography has been completed in Denver on "The Protectors," starring Van Johnson, Ray Milland, Diana Lynn and John Saxon. "Lost Flight," the second Universal feature for CBS-TV, returned this month to Hollywood from location fiilming in Hawaii. It stars Lloyd Bridges, Ralph Meeker and Anne Francis.

Properties to fullfill the new order from CBS-TV are currently being selected.

through a long list of ratings for this season's prime-time features and added:

"Now, what does this all add up to? It shows that any decent film will get a share in the 30's, and this means movies are still the highest rated programs around. Features are still reaching the audience levels of 1966-67 when we all thought they were going great guns. True, they are somewhat off from last season, but I think they are going to improve. But even if you stay with the early ratings of this year, movies are still a great buy for both advertisers and the audience."

FocusOnFinance

G&W seeks purchase of Sinclair Oil shares

Gulf & Western Industries Inc., New York, has filed a registration statement with the Securities and Exchange Commission offering $1,470,779,800 of 5½% convertible subordinated debentures and warrants to buy 14,707,798 common shares in exchange for any or all of Sinclair Oil Corp.'s common stock.

The offering, through Kidder, Peabody & Co., New York, proposes to issue a $100 debenture and one warrant for each Sinclair share. The warrants are exercisable at $55 per share and the debentures are convertible into G&W stock at $60 per share.

If the exchange offer is approved at a G&W stockholders meeting Dec. 13, that company will accept all Sinclair shares offered.

G&W is the parent corporation of Paramount Pictures. It also owns International Telemeter Corp., a group CATV owner, and Desilu Productions Inc.

Music Makers to expand into educational field

The Music Makers Group, New York, was hitting the high notes in contractual arrangements last week, announcing proposed acquisition of one business and an alliance with another.

Its president, Milton Herson, said the firm has reached an agreement in principle with ESR Inc. for Music Makers to acquire for cash all outstanding capital stock of ESR's subsidiary, Ed-U-Cards Corp., which is in the business of design, manufacture and sale of in-home teaching aids and learning devices. Formal agreements must be executed and then approved by ESR stockholders, among others.

Mr. Herson also announced—jointly with Mike Stewart, president of United

The Broadcasting stock index

A weekly summary of market movement in the shares of 75 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock symbol	Exchange	Closing Dec. 12	Closing Dec. 5	Closing Nov. 29	1968 High	1968 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	71¾	74½	75	76⅞	43¾	4,709	$353,200
CBS	CBS	N	59⅛	58½	55¼	60¾	43¾	23,665	1,307,500
Capital Cities	CCB	N	86	87	87	89½	42¾	2,811	244,600
Corinthian	CRB	N	34½	34	33⅞	40¾	22⅝	3,384	114,600
Cox	COX	N	61⅛	60⅝	58	64⅞	43¾	2,879	167,000
Gross Telecasting	GTI	O	33	33	33	37	28	400	13,200
Metromedia	MET	N	53¾	55½	54	57⅛	34¼	4,862	262,500
Pacific & Southern		O	22½	23½	23	24	6	1,614	37,100
Reeves Broadcasting	RBT	A	36⅛	31¾	34⅞	43½	9⅝	1,825	63,600
Scripps-Howard	SH	O	31½	31½	32	34	24	2,389	76,400
Sonderling	SDB	A	40¼	39¾	39½	47½	23½	930	36,700
Taft	TFB	N	43½	42¾	41½	45½	30¼	3,363	139,600
							Total	52,831	$2,816,000
Broadcasting with other major interests									
Avco	AV	N	50⅞	50¾	50½	65	37	14,075	$710,800
Bartell Media	BMC	A	20¼	17¾	15⅛	21	9	2,106	31,900
Boston Herald-Traveler	BHT	O	68	71	71	71	48	569	40,400
Chris-Craft	CCN	N	41	39	41	45	26½	1,153	47,300
Cowles Communications	CWL	N	17⅜	16⅜	15⅛	18⅛	12¾	3,625	54,800
Fuqua	FQA	N	46	43¼	42⅞	46¾	32⅝	3,781	162,100
Gannett	GCI	O	41½	42¾	42¾	44	23	4,736	202,500
General Tire	GY	N	35	36½	35⅞	36¾	23½	17,061	612,100
Gray Communications		O	11⅝	11⅜	11½	15	9	475	5,500
LIN	LB	O	28¼	29	28¼	31	16	1,550	43,800
Meredith Publishing	MDP	N	48½	50½	49⅞	51	23¼	2,732	136,300
The Outlet Co.	OTU	N	32⅞	30½	31⅛	34	20¼	1,184	36,900
Rollins	ROL	N	78½	79⅛	83¼	85	43	3,959	329,600
Rust Craft	RUS	A	35⅞	36¼	34¾	36¾	29¾	1,184	42,300
Storer	SBK	N	53¼	53	53⅞	62¾	36	4,188	225,600
Time Inc.	TL	N	102	104½	103⅝	109⅞	86⅛	7,018	727,200
Wometco	WOM	N	37⅛	33⅞	33⅝	37⅛	17⅝	3,815	128,300
							Total	73,211	$3,537,400
CATV									
Ameco	ACO	A	17⅞	18½	16½	19½	7½	1,200	$19,800
Cox Cable		O	22¼	20⅜	21	25	16	2,500	52,500
Cypress Communications		O	20	18½	19	23	12	808	15,400
Entron	NRN	O	9¾	9¾	10¼	10¼	4	607	6,200
H & B American	HBA	A	25	26	26	27⅜	9⅞	2,956	76,900
Teleprompter	TP	A	79½	78¾	76	83	23¾	994	75,500
Television Communications		O	17	16⅜	17¾	—	—	2,090	37,100
Vikoa	VIK	A	34¼	38⅝	38⅜	39¼	12⅝	1,587	60,900
							Total	12,742	$344,300
Programing									
Columbia Pictures	CPS	N	43½	44½	44	45¼	23½	4,701	$206,800
Commonwealth United	CUC	A	22⅛	23	23⅜	24⅛	6¾	6,087	142,300
Disney	DIS	N	86½	83½	79½	86½	41⅞	4,230	336,300

Artists Music—that United Artists Music International Inc. (UA subsidiary) would represent Music Makers' music publishing subsidiaries, Andrew Scott Inc. and Renleigh Music Inc., in foreign subpublishing. Included is the Johnny Mathis catalogue, recently acquired by Music Makers, and the Flomar catalogues, also recently acquired from Scepter Records and Florence Greenberg. Music Makers Group is primarily in the business of writing music and jingles in TV and radio advertising. Mark Century, a subsidiary, sells broadcast programing services. Music Makers went public in November with an offering of 155,000 shares, (BROADCASTING, Nov. 11, 1968).

WDCA-TV shows deficit

Capital Broadcasting Co., which has sold WDCA-TV Washington to Superior Tube Co. for $1.5 million, subject to FCC approval (BROADCASTING, Nov. 4), recorded an operating deficit of $1.6 million as of Sept. 17.

The deficit was listed in the sale application filed with the FCC last week. The application showed Capital Broadcasting's total current assets were $144,245. Broadcasting assets, as a special item, were listed as $1,170,585 and total assets were $2,270,467. Total current liabilities were $2,664,527 and long-term debt was given as $326,991.

Liberty, Cosmos vote on reorganization

A special stockholders meeting of Cosmos Broadcasting Corp., group broadcaster and multiple CATV owner, has been called for Dec. 20 to vote on the proposed reorganization with the Liberty Corp. The meeting is to be held in Greenville, S.C.

The combination, which involves many of the same principal stockholders (the Hipp family), would put under Liberty Corp., Surety Investment Co. as well as Cosmos Broadcasting. Liberty also plans to acquire, after the first of the year, the South Carolina National Bank; this acquisition has been approved by the boards of both companies. Later Liberty plans to file for listing on the New York Stock Exchange.

According to the proxy statement, Cosmos stockholders will receive three Liberty common and one Liberty 40¢ preferred stock in exchange for each of their shares. Cosmos has 300,000 shares of common outstanding.

The transfer of Cosmos assets must be approved by the FCC.

Cosmos owns TV stations in Columbia, S. C.; Montgomery, Ala.; and Toledo, Ohio and an AM radio station in Columbia. It also owns five CATV systems (all except one in South Carolina), serving almost 7,500 subscribers.

The proxy statement shows that G. Richard Shafto, president and director of Cosmos, received $50,000 last year; Charles A. Batson, senior vice president

	Stock symbol	Ex-change	Closing Dec. 12	Closing Dec. 5	Closing Nov. 29	1968 High	1968 Low	Approx. Shares Out (000)	Total Market Capitali-zation (000)
Programing (cont.)									
Filmways	FWY	A	40⅛	41¼	40	42	16⅞	961	38,400
Four Star		O	6¾	7½	7¼	10	5	666	4,800
Gulf & Western	GW	N	53	53⅜	58¾	66⅛	38⅞	11,680	686,200
MCA	MCA	N	45	45⅛	45¼	53¼	43	7,764	351,300
MGM	MGM	N	48¾	47¼	45¾	55	35¾	5,759	263,500
Screen Gems	SGE	A	43	44	42⅝	44⅝	22½	3,048	172,500
Transamerica	TA	N	80½	82	86¼	87¼	43⅞	28,859	2,489,100
Trans-Lux	TLX	A	57½	62	65	83¾	21½	753	48,900
20th Century-Fox	TF	N	37	37	38½	40¾	24½	7,035	270,800
Walter Reade		O	16⅞	17	16⅝	17	7	1,662	27,600
Warner-Seven Arts	WBS	A	45¾	48⅛	49	49⅜	26⅛	3,810	186,700
Wrather Corp.		O	19¼	18½	19	19½	4	1,710	32,500
							Total	89,725	$5,257,700
Service									
John Blair	JB	O	49½	47¼	49½	49¾	20	1,080	$53,500
Comsat	CQ	N	53¾	57½	59⅜	64¾	41½	10,000	593,800
Doyle Dane Bernbach	DDB	O	28½	29½	30½	41	31	2,104	64,200
Foote, Cone & Belding	FCB	N	15½	15⅞	15	20¼	13	2,157	32,400
General Artists		O	15½	14	14¼	26	10	610	8,700
Grey Advertising	GRA	O	17	16¼	16½	20	12	1,201	19,800
MPO Videotronics	MPO	A	14¼	15½	15¼	17¾	10½	517	7,900
Movielab	MOV	A	11⅜	11¾	12⅛	17½	11½	1,404	17,000
Nielsen	N	O	36½	36½	36½	40	27	5,130	187,200
Ogilvy & Mather	OM	O	23¾	23½	23	23¾	14	1,090	25,100
Papert, Koenig, Lois	PKL	A	6¾	6¾	6⅞	9⅞	4⅝	791	5,400
Wells, Rich, Greene		O	14½	17¾	16¼	22	15	1,501	24,400
							Total	27,585	$1,039,400
Manufacturing									
Admiral	ADL	N	21⅞	22½	21⅛	25⅛	16½	5,110	$107,900
Ampex	APX	N	41¼	38⅝	38½	41¼	26½	9,629	370,700
General Electric	GE	N	95½	98½	99⅝	100⅜	80¼	91,068	9,072,600
Magnavox	MAG	N	57¾	58¾	57½	62⅛	36⅝	15,442	887,900
3M	MMM	N	108⅝	111¼	113¾	119¾	81	53,793	6,119,000
Motorola	MOT	N	132	137	140	153¾	97	6,122	857,100
National Video	NVD	A	15⅞	15⅛	16¼	24¾	11¾	2,782	45,200
RCA	RCA	N	47½	47⅝	48⅞	55	44¼	62,606	3,060,000
Reeves Industries	RSC	A	6⅞	7⅛	7	9⅛	4¾	3,240	22,700
Westinghouse	WX	N	72⅛	73½	75⅜	78⅞	59⅝	38,064	2,869,100
Zenith Radio	ZE	N	57⅝	59⅜	61⅝	65½	50⅝	18,860	1,162,200
							Total	306,716	$24,574,400
							Grand total	562,810	$37,569,200
Standard & Poor Industrial Average			116.99	117.42	118.03	118.03	95.05		

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

Shares outstanding and capitalization as of Nov. 29

$40,000, and Carter Hardwick, senior vice president, $30,000. All also received retirement benefits. Mr. Shafto owns 19,463 shares of Cosmos; Mr. Batson 1,710, and Mr. Hardwick, 531. After the merger Mr. Shafto will own 58,389 Liberty common and 19,463 Liberty preferred; Mr. Batson, 5,130 common and 1,710 preferred, and Mr. Hardwick, 1,593 common and 531 preferred.

For the nine months ended Sept. 30, Cosmos had operating revenues, net of agency commissions, of $6,170,577; with operating income of $1,379,898; and net income after extraordinary items of $323,596.

Cox sets dividend rate; sees lower '68 earnings

Cox Broadcasting Corp., Atlanta. has announced a regular quarterly dividend of 12½ cents per share of common stock payable Jan.15, to stockholders of record Dec. 23. Cox also set March 21 for its annual stockholders meeting at corporate headquarters in Atlanta.

J. Leonard Reinsch, Cox president, estimated 1968 earnings would be about $2.30-$2.40 per share, less than 1967 earnings of $2.62 per share, reflecting effects of the federal surtax and poorer results in the program production and distribution division.

Interpublic Group shows $1,185,262 in earnings

The Interpublic Group of Co.'s had a net loss of $201,000 in the third quarter, but profits from the first half boosted earnings for the first nine months to $1,185,262, or $2.28 per share.

The information was contained in final prospectus issued by the Marketing Communications Group for its offering to company employes of $4 million in 7% convertible, subordinated debentures. The prospectus, dated last Monday (Dec. 9) is the same in all major data as the original registration with the Securities and Exchange Commission (BROADCASTING, Sept. 23), except for the addition of third-quarter financial figures.

The net income for the nine months compared with a loss of $4,492,583, or $7.80 a share in the same period of 1967. Total billings for the nine months were reported as $501,883,000, of which 59.7% came from U.S. operations. Billings for the same period last year were $482,686,000.

WGN tops revenue list

Estimates of annual revenues of Chicago area radio stations were published last week by George Lazarus, *Chicago Daily News* advertising columnist, with WGN heading the list for 1968 at nearly $8.5 million. His other estimates in order: WIND, $5 million; WLS, $4.25 million; WBBM, $3.2 million; WCFL, $2.75 million; WVON, $2.6 million; WAIT, $2 million, and WGRT, $850,000.

Financial notes:

▪ RCA has declared a quarterly dividend of 25 cents per share on the company's common stock, payable Feb. 1, 1969, to stockholders of record on Dec. 16, 1968. RCA also declared dividends of 87½ cents per share of the $3.50 culmulative first preferred stock and $1 per share on the $4 cumulative convertible series first preferred stock for the period from Jan. 1, 1969 to March 31, 1969, both payable April 1, 1969 to holders of record on March 14, 1969.

▪ Reeves Broadcasting Corp. has announced the completion of acquisition of the remaining 50% interest in Realtron Corp., Detroit-based computerized real estate listing service. Reeves bought the other half of Realtron earlier in the year.

▪ Directors of Magnavox Co. have agreed in principle to merge with H. & A. Selmer Inc., Elkhart, Ind., musical instrument manufacturer, for an exchange of stock valued at $53 million. The merger is subject to approval by Selmer stockholders.

▪ Bell Television Inc., New York, which operates subsidiaries in CATV, closed circuit and private communications, has announced an agreement in principle to acquire the outstanding stock of U. S. Rubber Reclaiming Co., Vicksburg, Miss., in exchange for shares of Bell valued at about $8.8 million.

▪ Gannett Co., Rochester, N. Y., will apply for a listing of its common stock on the New York Stock Exchange. The company also declared a regular quarterly dividend of 16¼ cents per share, payable Jan. 2, to stockholders of record Dec. 13.

▪ Wometco Enterprises Inc., North Miami, Fla., and entertainer Jackie Gleason announced last week that negotiations are in progress for the formation of a corporation to engage in the restaurant and restaurant franchising business. The majority of the stock would be initially owned by Wometco. Mr. Gleason and others would have interest in the corporation, which would acquire from Mr. Gleason certain trade marks and trade names to use in its business.

Company reports:

Capital Film Laboratories, Washington and Miami, reported record sales and net earnings for the first six months of 1968:

	1968	1967
Earned per share	$0.23	$0.09
Net sales	1,954,211	1,876,424
Net earnings	192,496	81,032

Griffiths Electronics Inc., New York, manufacturer of TV tube components, reported an increase in net sales but a decline in net income for the year ended Sept. 30:

	1968	1967
Earned per share	$0.43	$0.64
Net sales	5,488,000	4,854,000
Income before taxes	248,000	343,000
Net income	151,000	204,000
Average shares outstanding	350,000	320,000

Programing

When the moon comes over the networks

Apollo 8's six-day mission scheduled to get around-the-clock coverage on radio and television

If all goes off as planned, man's scheduled first trip around the moon next week will turn into a virtual broadcasting space-a-thon, and Santa Claus could well take a back seat to astronauts under the heaviest barrage of coverage ever for a space flight.

In addition to extended live coverage of the flight's main events, CBS and NBC each have slated an elaborate schedule of more than 40 television reports through the course of the lunar mission. The Apollo 8 flight is scheduled for six days.

All three TV networks will stay on the air 24-hours a day throughout the scheduled Saturday (Dec. 21) to Friday (Dec. 27) mission. The space try is anything but a gift for network programers, who have had to juggle slots for coverage into a maze of weekend sports and holiday specials.

Expected high moment of the trip —and potential point of conflict between Santa-minded children and science-minded adults—are two scheduled Christmas Eve live telecasts from the space ship only 60 miles above the moon's surface.

Telecast plans, (all times eastern): The two moon-casts—in the second lunar orbit about 8 a.m. Tuesday (Dec. 24) and the ninth lunar orbit, about 10 p.m.—are among six live transmissions planned from Apollo. Two others are to come en route to the moon, about 3 p.m. Sunday (Dec. 22) about 31 hours into the mission, and 3 p.m. Monday (Dec. 23) about 55 hours into the flight. Precise times for two transmissions on the return to earth have not been set.

As previously reported (BROADCASTING, Dec. 9), the black-and-white space views are scheduled to last from 10 to 20 minutes. The three astronauts aboard the ship will use a special four-and-a-half pound RCA camera like the one used on Apollo 7.

Among the special reporting tools being readied by the networks are a huge detail model of the moon to be used by ABC. It also will have George Smith, a North American Rockwell Corp. test pilot, outfitted in a space suit at the controls of a spacecraft replica.

NBC will join with the planetarium of the Denver Museum of Natural History to look up a "television-celestial telescope system" with which it hopes to actually show the space capsule circling the moon. A hookup of ultra-sensitive electronic equipment will amplify time exposures taken through the telescope by TV camera and record them on a video disk recorder. In playback on a black-and-white monitor, the spaceship is expected to be pinpointed as a bright white dot on the moon's surface for about six minutes as it passes from the light area of the moon into darkness.

Television network coverage of the flight will be kicked off by CBS with a special prelaunch report from 10.45 to 11 p.m. Friday (Dec. 20). Walter Cronkite will anchor from the Cape Kennedy space center launch site.

Saturday morning, all three networks will go on at 7 a.m. with count-down coverage. Lift-off is scheduled for 7:51 a.m. For ABC, science editor Jules Bergman at Cape Kennedy and *ABC Evening News* anchorman Frank Reynolds in New York will anchor. Mr. Cronkite will anchor for CBS, and anchoring for NBC will be David

Brinkley at the cape with Chet Huntley and Frank McGee in New York.

NBC will continue live launch coverage through the morning. ABC and CBS plan to cut away at 8:30 a.m. if the craft is safely aloft. While the ship goes through two scheduled earth orbits, CBS will return to coverage at 10 a.m. and ABC at 10:30 a.m. in perparation for the scheduled 10:46 a.m. translunar insertion, in which the third stage of the Saturn launch vehicle fires the astronauts onto their path toward the moon. Once the booster and space craft have parted, the networks plan to end coverage about 11:30 a.m.

The networks will carry brief progress reports during the day and evening with NBC scheduling a half-hour wrap-up following the Saturday 11 p.m. news.

Sunday, NBC and CBS will begin a series of progress and special reports. CBS's will average about five minutes in length and be less frequent than NBC's, which will be one-minute bulletins.

NBC and ABC also will carry half-hour specials at about 3 p.m. when the first live space transmission is due to be made. CBS will video-tape the transmission and broadcast 10 minutes of it during football half-time.

Monday, all three networks will continue their progress-report patterns, plus special coverage of about one half-hour at 3 p.m. when the second space telecast is scheduled.

At 1 a.m. Tuesday. following the Monday-night *Tonight* show, NBC will go into all-night coverage preparatory to Apollo's entry into moon orbit about 7 a.m. CBS will come on with coverage at 5 a.m. and ABC at 6 a.m. All three networks will carry the first live moon transmission, about 8 a.m.

Networks will continue their progress-report patterns through the day. ABC as of last Thursday had not scheduled coverage of the second live moon transmission at 10 p.m. Tuesday. CBS planned to pick it up during its *60 Minutes* news program.

NBC has scheduled two 15-minute interruptions in its *Tuesday Night at the Movies* to provide for space coverage, one of them the 10 p.m. live transmission. That night's film, one of the "World Premiere" series titled "The Smugglers," will run until 11:30. NBC coverage of midnight mass from St. Patrick's Cathedral, from midnight until about 12:55 a.m. Wednesday, will be followed by another 35-minute special report on the space flight.

If schedule changes in the Apollo mission knock out Christmas Eve coverage, NBC will end the movie at 11 p.m., go to a half-hour of local station time and then carry either a half-hour space flight wrap-up or a half-hour Christmas Eve musical special.

CBS will broadcast a special report from 12:50 to 1 a.m. Wednesday, early Christmas morning, as the Apollo prepares to leave lunar orbit.

On Christmas Day, the networks will continue their individual progress-report patterns, plus special coverage of about one half hour sometime during the afternoon when one of the return-flight live feeds is expected.

Thursday networks will again follow their individual progress-report patterns, plus about a half-hour afternoon broadcast of the expected second return-trip transmission. ABC also plans an on-air evaluation of the flight up to that point by a panel of space experts. It also will insert a one-minute special report on the flight during *Journey to the Unknown* (9:30-10:30 p.m.).

Friday, NBC will devote the 9-10 a.m. portion of *Today* to the Apollo flight, then go directly into coverage of preparations for the splashdown, which is scheduled for 10:51 a.m. in the Pacific about 850 miles south of Hawaii.

ABC will handle pool coverage of the splashdown—the first in the Pacific from aboard the aircraft carrier USS Yorktown. Although the capsule is scheduled to land in darkness, it will be only about one-half hour before dawn and the capsule and crew are not to be hoisted aboard the carrier until daylight and full TV coverage is expected.

CBS plans to begin splashdown coverage at 10 a.m., ABC at 10:30. ABC will continue coverage until about noon; CBS until 12:30 p.m., and NBC until about 2 p.m. "depending on what develops."

NBC also tentatively plans a wrap-up broadcast of about one hour on the entire flight "probably before the 11 p.m. news" Friday.

Radio coverage of the moon flight will be equally extensive. The four ABC Radio networks are scheduled to carry reports of the lift-off, insertion into lunar orbit, earth re-entry and splash-down, plus bulletins and progress reports on regular news programs. Timing will be about the same as that of TV coverage. Merrill Mueller and Mort Crim will anchor the ABC Radio coverage.

CBS Radio coverage will be anchored by Reid Collins and David Schoumacher. Mr. Collins will cover the launch from the cape, then join Mr. Schoumacher in New York. Coverage times of major flight events will be about like those for TV.

On Tuesday, the radio network goes on the air at 4:30 a.m. in preparation for the moon orbit. During the day there will be progress reports plus additional coverage of major developments.

At 12:35 a.m. Wednesday, the network will begin live coverage of the start of the return to earth. CBS News correspondents Neil Strawser, Mort Dean and Mike Wallace will join in coverage of the moon-orbit phase. Friday, the network will take to the air at 6:05 a.m. with progress reports at 35 minutes past the hour until 10:35 a.m. when it will go to full re-entry and splashdown coverage.

NBC Radio coverage will be anchored by Russ Ward and Jay Barbree at the cape and Dean Mell in New York. Following the launch Mr. Ward will join Mr. Mell in New York and Mr. Barbree will go to the manned space flight center at Houston.

Tuesday, the network will go on the air at 12:45 a.m. with a progress report every hour until 6:15 a.m., when they will be every half hour until continuous coverage begins at 9:15 a.m.

Wednesday, the network will carry live coverage of the restart to earth from 1:30 to 2 a.m. Resuming at 7:15 a.m., there will then be reports every hour until midnight. Thursday, hourly reports will begin at 8:45 a.m. Friday there will be half-hour reports from 7:15 a.m. until 10:15 a.m., when live re-entry coverage begins.

The Mutual radio coverage will begin at 7:45 a.m. Saturday and stay live until the craft is in earth orbit. For the duration of the flight, Mutual will provide five-minute reports during all critical phases of the mission and will monitor the Houston NASA line for all important announcements, which will

Inaugural-charge idea is nothing more than that

A proposal that broadcasters pay for space they occupy at the forthcoming inauguration and along the parade route—gently floated as a trial balloon during negotiations between the inaugural committee and broadcast newsmen—has been withdrawn and forgotten, a committee spokesman said last week.

In fact, the trial balloon had so much negative bouyancy that at least one representative of a network present at the meetings said he didn't even know a launching attempt had taken place.

Reports varied, and the proposal was considered so dead at the inaugural committee that the details had either been mislaid or forgotten, but it was understood that the networks were to be asked to contribute funds to compensate for space pre-empted by camera positions and staff accommodations that could have otherwise been sold to the public.

The amount at issue was said to have been roughly $140,000, to have been apportioned among the three major television-radio networks and the Mutual radio network.

be included in the evening *The World Today* broadcasts at 6:35 p.m. Friday, Mutual will resume live continuous coverage about 10 minutes before retro-fire and remain on through recovery.

The UPI Audio network will cover the lift-off and splashdown live, with Scott Peters, Art Thompson and Jim Russell anchoring from the cape. Throughout the flight it will provide daily one-minute progress reports at 10 minutes before the hour from 5 a.m. until midnight.

Stations told to be responsive to times

Leiberson tells radio men to spend time on records, not on popularity charts

The more than 750 representatives of radio stations and record companies from all over the country attending the Bill Gavin radio program conference in Las Vegas earlier this month received some strong words of advice from one of the top executives in their business. "Stop thinking about product and start thinking about music," urged Goddard Leiberson, president of the CBS Columbia Group. "A record is not a box of soap or corn flakes or even bubble gum. It is music . . . music is so many different things. and can be described in so many different ways, and can be subjected to so many contradictory definitions—that is why it is such an important part of our lives."

The ranking record official of CBS cautioned against slavish devotion to "charts and catalogues and picks and breakouts, release lists and order forms." He asked the radio and record people in his audience: "Today, who is really paying attention to the music itself?"

Mr. Leiberson expressed conviction that "something wonderful is happening to music," pointing out that the variations of music no longer are "compartmentalized and hermetically sealed off from one another." Instead, old beliefs have broken down and different kinds of music are being allowed to interact on one another.

The key to understanding and achieving the best results with today's music on radio and on records, according to Mr. Leiberson, is to stay away from the statistics and popularity charts as much as possible. "I ask you to spend every minute you possibly can listening to the records that are not on the charts," he stressed. "Don't play it safe all the time with the records the are listed and numbered and charted," was his concluding advice to the purveyors of today's music.

In making the keynote address to the three-day meeting (Dec. 6-8), held at the Riveria hotel in Las Vegas, radio consultant Bill Gavin of San Francisco pointed out that radio and records reflect the changing times not only in programing and in music, but also in human relations. "Our music, our songs, our communications media, all of them interpret some phase of our changing world," he said.

If radio and record people are not willing to accept the patterns that emerge, he contended, at least they should be aware of what's happening. "If we are to be responsive to the needs and hopes of the millions of people with whom we communicate, we had better be aware of the changes that are taking place," Mr. Gavin explained.

This was the third year such a radio program conference was held under the sponsorship of Mr. Gavin. Generally, the meeting discussed the current problems and the new directions in the radio industry. A number of national, regional and local awards were given out at the meeting's concluding banquet. Among them: WLS Chicago chosen "radio station of the year" and Dan McKinnon, KSON San Diego (country music station); Lucky Cordell, WVON Cicero, Ill. (rhythm and blues station); Kent Burkhart, WQXI Atlanta (top 40 station); and William Shaw, KSFO San Francisco (nonrock station), picked as "radio station managers of the year."

Yearly reviews planned by NBC, CBS; but not ABC

CBS and NBC News correspondents will present their year-end reviews the last week in December, but ABC News has dropped the annual program this year.

CBS-TV will broadcast *Part I—America and the World* Tuesday, Dec. 31 (10-11 p.m. EST), and *Part II—The Nation* Wednesday, Jan. 1 (after the Cotton Bowl game, approximately 4:30 p.m. EST).

Participating in the first program, moderated by Eric Sevareid, will be chief European correspondent Charles Collingwood, UN correspondent Richard C. Hottelet, Peter Kalischer (Paris), diplomatic correspondent Marvin Kalb, Morley Safer (London) and David Culhane (Vietnam).

Walter Cronkite will moderate the second show with Mr. Sevareid, congressional correspondent Roger Mudd, political correspondent Mike Wallace, White House correspondent Dan Rather, Daniel Schorr (great society) and John Laurence (unrest in cities). The correspondents will assemble in New York for the telecast.

NBC-TV's *Projection '69* will be broadcast live from three continents via satellite Dec. 29, 5:30-7 p.m. Frank McGee will be anchorman in New York, aided by Elie Abel, Lem Tucker, Edwin Newman, Robert Goralski and Herbert Kaplow. Irving R. Levine will report on the Vatican from Rome, Welles Hangen on China from Tokyo, and Garrick Utley from Paris.

NBC conducted its review also by satellite in 1966, but last year broadcast from New York.

Daley opponents get their hour on television

A "reply" program to Chicago Mayor Richard J. Daley's one-hour special was scheduled to have its premiere performance Sunday (Dec. 15) on Metromedia's five television stations.

The one-hour program, produced by a nonprofit association of film makers, Documentary Interlock Inc., under the direction of William Jersey, is in two segments—45 minutes presented by the American Civil Liberties Union and the National Mobilization Committee to End the War in Viet Nam, and 15 minutes prepared by the Youth International Party.

These groups, along with supporters of Senator Eugene McCarthy (D-Minn.), had requested the opportunity to present their views of the disturbances accompanying the Democratic convention in Chicago in August. Mayor Daley's version was broadcast Sept. 15 and 16 on about 150 stations (BROADCASTING, Sept. 23). Metromedia at that time agreed to grant an hour to the groups.

Senator McCarthy's supporters are represented in the film, but not as a separate group.

The ACLU will have 30 prints of the program available for showing by interested stations. Requests for the program are being processed by Barton Clausen in the ACLU's national office, 156 Fifth Avenue, New York 10010, phone (212) 989-7702. Mr. Clausen said the ACLU is urging all the stations that carried Mayor Daley's special to broadcast the "reply" program as well.

A tape of the program is also available through Reeves Videotape Center, 101 West 67th Street, New York.

Stations in areas served by Metromedia outlets will be permitted to rebroadcast the program 24 hours after its original telecast. The Metromedia stations are WNEW-TV New York, KNEW-TV San Francisco, WTTG(TV) Washington, KTTV(TV) Los Angeles and KMBC-TV Kansas City, Mo.

FCC intrudes on territorial exclusivity

Broadcasters say proposed rule would disrupt established practices, curtail programing

The FCC's proposal to limit the scope of territorial exclusivity agreements between television stations and nonnetwork program suppliers continued to draw fire from broadcasters in comments filed with the commission last week.

The National Association of Broadcasters and six licensees were unanimous in their opposition to any rule on the subject. Some said that, if a rule is adopted, it should be less restrictive than the commission's proposal.

The proposed rule would limit territorial exclusivity agreements involving nonnetwork programs to the community of license of the station involved. Its aim is to make additional syndicated and feature-film programing available to small-market television stations.

The commission acknowledged when it issued the proposal that it had little information on which to base a rule, but added that the wide variety of agreements now in existence, coupled with the interest of the public in extending the availability of "desirable programing," led it to the conclusion that some restrictions might be necessary. The proposed rule would parallel one now governing exclusivity arrangements for network programing (BROADCASTING, May 13).

Opposition to the proposal centered around what the broadcasters regarded as an attempt to tamper with matters properly left to the discretion of the market. NAB called it "an unnecessary intrusion into an area where established market practices have proved workable and where there has been no demonstrable public-interest need for regulation."

The "facts of life for television broadcasters," NAB said, dictate that stations must have program exclusivity for a "reasonable period of time" in their service area in order to maintain their audiences and, correspondingly, the advertising revenues which are their lifeblood. NAB added that the commission has itself described the exclusivity principle as "an entirely appropriate and proper way for program suppliers to protect the value of their product and for stations to protect their investments in programs."

Not only would the proposed rule disrupt this established practice, NAB said, but it would also "emasculate" many of the very stations it is designed to protect. "Without a reasonable measure of protection for the programs in which they have invested, the ability of these stations to offer competitive programing would be seriously handicapped," it was argued.

Other comments also praised the free-enterprise status quo as the best option. WJIM-TV Lansing, Mich.; WDSM-TV Superior, Wis.; WCYB-TV Bristol, Va., and WSJS-TV Winston-Salem, N. C., in separate but similar filings, said that the commission had relied upon an arbitrary and unrealistic equation of political boundaries and station markets. For example, according to WSJS-TV, the rule would allow it to contract for exclusivity only within Winston-Salem, when in fact it serves a much larger market that also includes the cities of High Point and Greensboro, both North Carolina. The commission's proposal could therefore undercut a station such as WSJS-TV in the heart of its own market, the comment said.

The WDSM-TV and WCYB-TV filings added that the question of exclusivity cannot realistically be separated from CATV questions. They recommended that the commission postpone further consideration of its proposal pending an extensive inquiry into cable's relationship to the program distribution process.

Meredith Broadcasting Co. included among its arguments the contention that program suppliers are protected from regulations such as the FCC proposal by the Copyright Act. According to Meredith, "the program supplier has the exclusive right to license the broadcast of its programing on terms that will protect the value of the copyright on the program as well as protecting the value of the program itself. The value of one is inextricably intertwined with the value of the other." Since adherence to the copyright law requires exclusivity provisions, Meredith said, the commission would be "powerless" to enforce its proposal.

Lassie puts paw to new three-year CBS contract

The half-hour *Lassie* TV series, now in its 15th season on CBS-TV, will be coming home to the same network at least through the 1970-71 season. The Wrather Corp., diversified Beverly Hills-based entertainment service company that owns the series, has concluded a new three-year agreement with CBS. The agreement, retroactive to October 1968, calls for continuance of the series through its 17th season. The contract covers 26 programs being filmed this season and additional films to be produced for the 1969-70 and 1970-71 seasons. This would probably make *Lassie* the longest running first-run filmed program in television history.

Campbell Soup Co., which has sponsored the series since it began on television in September 1954, will continue as a major sponsor for the term of the new agreement. The program is currently seen every Sunday night on CBS-TV and is also being shown in 22 other countries.

WTOP switches format to all news in February

WTOP Washington will expand its news and information service to 24 hours in early February, according to Larry H. Israel, chairman of the board of Post-Newsweek Stations.

Currently only WAVA Arlington, Va., is operating with an all-news format in the Washington area. The details of the new WTOP format are still to be worked out, but the station undoubtedly will rely on the facilities of CBS Radio, with which it is affiliated, plus the resources of the *Washington Post* and *Newsweek* magazine.

Peter V. O'Reilly, vice president and general manager of WTOP, is expected to announce new staff appointments within the next few weeks.

The station has long featured an extended block of news in the 6-10 a.m. and 6-7:30 p.m. time periods with talk and call-in programing in most other periods. But a change to news and information 24 hours a day will force the station to drop American Airlines' *Music 'til Dawn*, from 11:30 p.m. to 6 a.m. WTOP had already allowed its option to drop on Washington Senators baseball games (BROADCASTING, Dec. 9) and it dropped University of Maryland football and baseball games.

WLIS charged on copyright

The American Society of Composers, Authors and Publishers has announced that seven of its members have filed suit in the U. S. District Court of Connecticut against WLIS Old Saybrook, Conn., alleging infringement by the station of their copyrighted songs. They asked the court to restrain WLIS from performing the songs in the future and to award damages of not less than $250 for each unauthorized performance, plus court costs and attorneys' fees.

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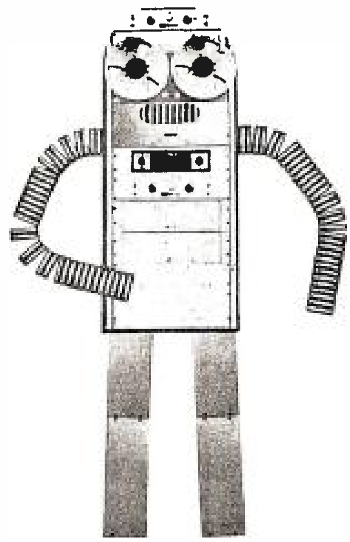

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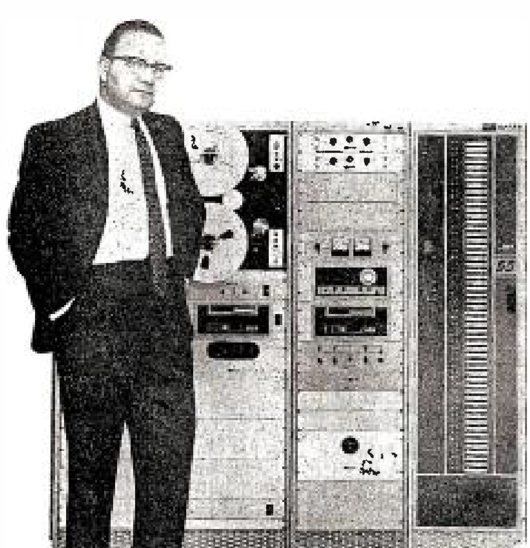

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Nixon plays to big audience

CBS's Shakespeare gets credit for idea; cabinet show rerun by CBS on West Coast

President-elect Richard M. Nixon's "cabinet show" provided another first in the electronic media's public affairs coverage—a mass cabinet-appointment announcement for a mass audience. The Wednesday-night program (Dec. 11) was seen by an estimated 50-million to 60-million Americans on TV.

Credit for the innovation in cabinet announcements was generally given to Frank Shakespeare, president, CBS Television Services division, who was said to have suggested the approach to the Nixon forces.

The one-shot announcement of all the cabinet appointments (see page 50) was picked in lieu of the more conventional series of announcements on the grounds that a simultaneous announcement would have a more dramatic impact, be seen by more people and allow the whole cabinet to be judged as a team rather that by selective focus on the individual members.

Mr. Shakespeare was on loan to the Nixon camp during the campaign, serving as a media adviser. His suggestion for the cabinet program was said to have been accepted promptly by the Nixon group shortly after the final cabinet decisions had been made. Mr. Shakespeare helped set up the coverage, reported William Crawford, CBS News Washington bureau, who was pool producer for the program.

Mr. Crawford said he had three days' notice for the coverage, which was more than ample. During preparations, he said, Mr. Shakespeare provided liaison between the Nixon group and the newsmen and seemed to be the most knowledgeable about the Nixon plans.

The three commercial TV-networks' presentation of the Nixon cabinet by the President-elect drew a total audience of more than 50 million people, according to CBS projections. CBS had ordered a special Arbitron national overnight measurement. The results of the study, CBS officials said, were a 20.1 rating and 37 share for CBS, compared to 16.9 and 31 for NBC and 8.3 and 15 for ABC. Mr. Nixon's presentation started at 10 p.m. (EST) with the networks filling in with news analysis until 11. The Arbitron measurement was for the 10-10:30 p.m. period.

Based on the same Arbitron, NBC research meanwhile estimated 60 million people watched the Nixon presentation. NBC claimed the CBS audience figure was boosted by a double showing on the West Coast—first live at 7 p.m. (PST) and a repeat at 10 p.m. (PST). NBC and ABC broadcast the program just once. NBC's full-hour Arbitron rating gave CBS 19.3, NBC 17.2 and ABC 8.5.

Nixon to increase news sessions—Klein

Herbert G. Klein, director of communications for President-elect Richard M. Nixon, leans toward numerous news conferences for Mr. Nixon but indicates they will not be telecast on a regular basis.

Appearing on NBC-TV's *Meet The Press* on Dec. 8, Mr. Klein said plans for the exact news conference format had "not been formalized," then he added:

"But basically there will be numerous press conferences. Some will be televised but they won't be at a set date. I think it would be a mistake for him to say, 'I will have one every Thursday.' for example. So there's a lot more advantage to talking with reporters or talking with the American people when there is a point to be made. I think you make better use of the President's time that way."

In reply to another question. Mr. Klein said that various polls indicate that a "credibility gap" exists in the U.S. with respect to governmental information. In this connection, he revealed, he has called a meeting for Wednesday (Dec. 18) with the presidents of various news organizations, in order to "discuss further from the side of the media as well as the side of the government as to how to get more of this information out."

CPB finances coverage of Nixon broadcasts

Allocations from the Corp. for Public Broadcasting are beginning to appear in the world of public television.

President-elect Richard Nixon's announcement of cabinet appointments last Wednesday (Dec. 11) was carried by noncommercial WETA-TV Washington on a special grant from CPB, and National Educational Television's one-hour discussion and commentary following Mr. Nixon's broadcast was also financed by the government corporation.

The only grant officially announced so far is $150,000 to NET's *Black Journal* (BROADCASTING. Dec. 9), but it was learned CPB is planning to award up to $10,000 to each noncommercial station that applies. The six regional educational networks will receive grants on a similar basis. All noncommercial television stations were notified by letter last week that grants would be forthcoming.

Commission serves subpoenas to networks

Subpoenas were issued last week to the three television networks by the President's Commission on Violence, but what they called for could not be determined exactly.

The orders called for the networks to provide the commission's staff with detailed information by the middle of this week when the network presidents and news chiefs are scheduled to appear to discuss violence on television.

A network source indicated that the subpoenas called for the delivery of news film clips of the Chicago riots last August during the Democratic national convention. A commission source, however, said the subpoenas were issued only because it was seeking business information that the networks might be hesitant to disclose for competitive reasons. He emphasized that the commission has received complete cooperation from the networks.

PBL to air controversy on news bias on NET

The controversy over alleged network news bias will be examined by the Public Broadcast Laboratory in its fourth broadcast Sunday. Dec. 22. on the National Educational Television network at 8 p.m. (EST).

PBL has titled its presentation, *The Whole World is Watching*, the slogan chanted by demonstrators in Chicago during the Democratic national convention. The networks' coverage of that event triggered outcries in the federal government and elsewhere of biased reporting.

Participating in the program will be network newsmen Walter Cronkite, David Brinkley, Frank Reynolds. Mike Wallace. Sander Vanocur, and John Chancellor: network news chiefs Richard S. Salant of CBS. Reuven Frank of NBC and Elmer Lower of ABC; columnist Drew Pearson. FCC Commissioner Nicholas A. Johnson; Senator John O. Pastore (D-R.I.); House Minority Leader Gerald Ford (R-Mich.): and John Fischer. counsel to Senate Minority Leader Everett Dirksen.

PBL will analyze the question of

whether television news should be censored in the U.S., and will briefly compare this country's system with those of England and France.

One of the interviewers on the program, Robert MacNeil, author of the recently published "The People Machine: The Influence of Television in American Politics," has been asked to testify before the President's Commission on the Causes and Prevention of Violence.

CBS 'Hunger' report prompts committee probe

Another congressional investigation of material in a television program came to light last week—this one involving members of the Federal Bureau of Investigation on loan to the House Appropriations Subcommittee—as committee staff members confirmed that probers had been looking into a controversial documentary produced by CBS entitled *Hunger in America*.

The program, aired May 21, prompted criticism by the Department of Agriculture, whose food programs were seen as maligned by errors and suppression of facts on the program, and by Representative Henry B. Gonzales (D-Tex.), whose district provided some of the scenes of poverty depicted. Mr. Gonzales led a series of attacks on the program in speeches on the House floor.

The investigation has been conducted on behalf of the Agriculture Subcommittee of the Appropriations Committee. A staff member said he expected that a report of the investigation will be made public, probably sometime during next spring's appropriations hearings. He said that reports concerning controversial matters of considerable public interest have been, as a rule, released by the committee in the past.

The aide said the practice of assigning FBI men to the committee for investigations began years ago when it was determined that permanently assigned investigators became so attuned to the chairman's predelictions that reports tended to become biased according to the investigators' ideas of what the chairman wanted to hear.

The FBI men, who are on leave from the bureau and under the direction of the committee, are assigned on a rotating basis.

The present investigation into the Department of Agriculture's food programs and those programs' critics is looking into the factual accuracy of several other published articles as well as the CBS program. The aide said he understood that the active phase of the investigation was substantially complete.

Cox recruiting pressure groups

He openly seeks their intervention in high-court First Amendment test

With the FCC preparing for a last-ditch stand in the Supreme Court in defense of its fairness-doctrine and personal-attack rules, FCC Commissioner Kenneth A. Cox has called on the public to rally to the commission's side in the court fight.

The commissioner issued the call while urging listeners and viewers to support the commission, as well as those members of Congress "who work for better broadcasting," as an antidote to the pressures the commission receives from broadcasters and their friends.

One way the public, through its various labor, religious, civil-rights and other organizations could provide such support now, he said, in a Dec. 5 speech in West Palm Beach, Fla., "is in the form of support for the FCC's position in the critical litigation involving the constitutionality of the fairness doctrine and our personal-attack rules."

The commissioner told BROADCASTING last week he was suggesting specifically the filing of a friend-of-the-court brief by various public groups, once the Supreme Court—as it is expected to do—agrees to review a lower court decision holding the personal-attack rules to be unconstitutional (BROADCASTING, Sept. 19). The decision also cast doubt on the legality of the fairness doctrine itself.

The United Church of Christ, which forced the FCC to designate the license-renewal application hearing of WLBT(TV) Jackson, Miss., for hearing on a fairness-doctrine question, among other issues, is preparing to file such a brief. A number of other church groups are expected to join in it, according to Dr. Everett Parker, director of the Church of Christ's office of communication.

Commissioner Cox, who was speaking to the National Conference of Christian Broadcasters, said it is "important" that the Supreme Court know that the fairness doctrine is not just the whim of seven FCC commissioners, but that it represents a policy for promoting the use of radio and television for social purposes which is widely supported by the public. "I certainly don't think the Seventh Circuit Court [of Appeals] which invalidated our personal-attack rules had any such understanding of the matter."

In calling for public support for the commission, the commissioner said the pressures to which broadcasters and their friends now subject the agency lead to the charge that it is a "captive of the industry." Commissioner Nicholas Johnson made the same charge in a speech last month (BROADCASTING, Nov. 18). Commissioner Cox rejected it insofar as it suggests "corruption or intimidation."

The bulk of the commissioner's speech, however, aimed at encouraging his audience to take a more active role in seeing to it that broadcasting does more than it does now "to realize its potential as a medium for improving us and our society"—and providing advice on how to become more active. He called for pressure on both broadcasters and the commission.

He urged his audience to get to know the broadcasters in their home towns, to learn the needs and resources of those communities, and to become familiar with the public's "rights" in matters affecting broadcasting. Support broadcasters when they do good work and defend them against unfair charges (by the local newspaper competitor, for instance, "or perhaps even the FCC"), the commissioner said, but criticize them when they don't—and don't be "too thankful for too little" in the way of public service.

The commissioner's advice extends to the point at which members of a community have decided, over a period of time, that their local broadcaster "can't or won't serve the public interest and comply with our rules and policies," and have undertaken "an effort to get his license revoked or to get adverse action on his next renewal." He said care should be taken in building a record (including correspondence with the station and, if program service is an issue, monitoring of its programs) and in filing "a detailed and specific pleading to bring the matter to the commission's attention."

Commissioner Cox said the public should apply pressure on the commission as well as the local broadcasters. "Bring matters to our attention you think we should act on—and then you should press for such action," he said. And when the commission acts "against the public interest—or doesn't act at all—" complaints should be lodged with Congress. "Take us to court," he added, "if we improperly dispose of proceedings in which you are involved."

The commissioner who frequently finds himself in the minority on the commission in controversial issues, did some "special pleading" by suggesting that the public "may find it appropriate

Program notes:

Household series ▪ CBS Radio will begin a new series Monday, Dec. 30, *Dimension at Home*, with Allen Ludden and Betty White. The household information series will be broadcast weekdays, 9:10-9:15 a.m. EST.

Acquires TV rights ▪ Winters/Rosen Distribution Corp., Los Angeles, a division of Winters/Rosen Productions, has acquired syndication rights to 156 episodes of *Roger Ramjet*. The cartoon series currently is seen in more than 100 U. S. and in 20 foreign markets.

New host ▪ Network television's longest-running daytime game show, *Concentration*, will lose Hugh Downs, who has been its host since its premiere on NBC-TV in August 1958. He will be replaced by Bob Clayton who has been *Concentration's* regular announcer as well as a substitute host. Mr. Downs will continue as host of NBC's *Today* show. In addition, next year he will be host of a series on NBC-TV of one-hour specials. Wayne Howell will take over for Mr. Clayton as new announcer on the Monday-Friday, 10:30-11 a.m. EST *Concentration*.

Rossellini documentary ▪ NBC News will present the first film Italian Producer-Director Roberto Rossellini has made for American television. *Roberto Rossellini's Sicily, Portrait of an Island* will be shown Sunday Dec. 29, 10-11 p.m. EST. The documentary will include re-creation of historical events.

Package of bowls ▪ Empire Sports Productions, Keeseville, N. Y., is offering four post-season football bowl games for local radio station sale. On Christmas Day from Miami, the North-South Shrine game; Dec. 30, the first Peach Bowl game from Atlanta; the first American Bowl game from Tampa, Fla., on Jan. 4. and the Senior Bowl game from Mobile, Ala., on Jan. 11.

Conservation series ▪ Richter McBride Productions Inc., New York, is developing a series of TV specials in co-operation with The Conservation Foundation and the Sierra Club, a conservation group.

to *support* a minority on the commission by pushing the majority to accept, or move toward, the minority's position."

MGM selects Polk as new president

Despite inexperience, Bronfam-endorsed candidate gets the job

The lengthy and highly publicized fight over the presidency of MGM finally ended last week with victory for liquor magnate and principal stockholder Edgar M. Bronfman, with minor compromise.

The MGM board Tuesday (Dec. 10) elected Louis F. Polk Jr., a member preparatory to becoming president and chief executive officer of the production company following the annual stockholders meeting Jan. 14. The acceptance of Mr. Polk came six days after a deadlock among board members, some of whom maintained they did not know enough about the 38-year-old financial executive who had been recommended by a special presidential selection committee (BROADCASTING, Dec. 2).

Mr. Bronfman was head of the selection committee, which pushed for speedy approval of Mr. Polk after reportedly finding him through an executive-search company. Mr. Polk had been vice president for finance of General Mills on leave to aid the Nixon presidential campaign. He has had no experience in the entertainment or communications industry.

The possible selection of an outside general businessman to head the major production company stirred wide debate in the industry which traditionally has relied upon insiders for leadership. Apparently in answer to this, at the same time Mr. Polk was elected. the board also voted to elevate Benjamin Melniker to executive vice president of the company.

Mr. Melniker, vice president and general counsel of MGM since 1956, started work in 1930 as an usher for Loew's theaters (then part of MGM), and has been with the company ever since except for six years when he was in private law practice.

Mr. Bronfman had long sought to replace current MGM President Robert H. O'Brien, arguing that under Mr. O'Brien's leadership the company had concentrated on movie production without exploring diversification into related fields.

Mr. O'Brien will become chairman of the board following the stockholders meeting, which was postponed from this Thursday (Dec. 19) because of the delay in deciding upon Mr. Polk as a member of the board.

To make room for Mr. Polk on the board, General Omar N. Bradley resigned, saying he had moved to California and could no longer devote the necessary time to board participation.

NBC-TV first in NTI's, but it's a photo call

NBC-TV had a slight lead in the Nielsen Television Index ratings for the week of Nov. 25-Dec. 1, averaging a 20.6 to CBS-TV's 20.5 and ABC-TV's 14.8. NBC-TV also has an edge in post-premiere-week season-to-date averages with 19.8. The CBS-TV and ABC-TV averages are 19.5 and 15.6, respectively.

Specials and movies highlighted the top-20 list. CBS-TV's *Ann Margret, Miss Teen-Age America* and *Frank Sinatra* and NBC-TV's *Bob Hope* specials all placed in the top 10, and NBC-TV's Monday and Tuesday movies ("Charade" and "Something for a Lonely Man," world premiere) and the CBS-TV Friday movie ("North by Northwest") ranked 16th, 18th and 19th, respectively.

NBC-TV's *Rowan and Martin's Laugh In*, (first place), *Julia, Dean Martin* and *Bonanza* helped push that network to the top during the week. *Gomer Pyle, Gunsmoke, My Three Sons, Ed Sullivan* and *Jackie Gleason* contributed to the CBS-TV rating. ABC-TV's lone top-20 entry was *FBI*.

ABC-TV to drop service in prenoon 90 minutes

ABC-TV will eliminate network programing service in the 10:30 a.m.-noon period starting Jan. 2.

The Dick Cavett Show, now in that time slot, is being dropped because of poor ratings (BROADCASTING, Dec. 2).

The network does not plan to provide any regular service before noon at least until October 1970.

ABC apparently feels it should concentrate instead on clearing up delay problems with its affiliates on programs fed during the 12-4:30 p.m. period. A group of the network's station relations executives are traveling to the affiliates with a presentation outlining the strength of ABC's game show—soap opera blocks and high hopes for *Let's Make a Deal*. moving over from NBC-TV Dec. 30.

Some sources said ABC will refuse proposals to carry the taped programs in time slots prior to noon, as of Jan. 27, and will consider delays after 4:30 p.m. only if the stations tape the programs themselves.

Tele-Color Productions opens in Washington area

Establishment of Tele-Color Productions, offering complete TV production facilities in the Washington area, has been announced by Charles F. Riley. Mr. Riley, formerly vice president of

Logos Inc., Arlington, Va., said his new center will offer a fully equipped color studio and mobile equipment services to advertisers, agencies, stations and networks.

He will offer preproduction and postproduction facilities for black-and-white, color, 16mm, super-8mm film transfers as well as high-band and low-band tape dubbing.

Tele-Color Productions is at 1108 Oronco Street, Alexandria, Va. 22314. Phone: 683-3203.

WGN Continental starts national news buildup

Bruce Dennis, vice president of news, WGN Continental stations, has been appointed by Ward L. Quaal, president of WGN Continental Broadcasting Co., to work on expansion of news operations in all WGN Continental markets and especially news from Washington and New York. Mr. Dennis also was named chairman of the expansion committee designed to explore potentials in radio, TV, cable TV and other areas, including those not related to the communications arts.

Other key appointments announced last week by Mr. Quaal included elevation of Alexander C. Field Jr., manager of public affairs, WGN-AM-TV Chicago, to same post for WGN Continental stations group; Eugene C. Filip, WGN-TV director of news, to WGN-AM-TV manager of public affairs, and Robert D. Manewith, WGN director of news, to manager of news for WGN-AM-TV.

Newsmen given $2,000 grant

Two television newsmen are among 11 print and broadcast journalists who have received a $2,000 fellowship for study at the Washington Journalism Center next year. The newsmen will attend over a four-month period seminars conducted by Washington reporters, government officials and congressmen as well as work on investigative projects or with news bureaus.

The individual $2,000 grants awarded by the Center went to TV newsmen Robert H. Jacobson, producer, KBHK-TV San Francisco, and Lucyna J. Migala, producer and reporter for NBC News, Chicago.

Kirschner suits terminated

Don Kirschner, ousted president of Columbia Pictures' and Screen Gems' subsidiaries in the music-publishing and recording fields, has settled his differences with the motion-picture company and its TV subsidiary and all claims and counterclaims in the pending litigation have been withdrawn, it was announced last week.

Mr. Kirschner filed suits in March 1967 against Columbia and Screen Gems totaling about $40 million, claiming breach of contract. Screen Gems and Columbia Pictures countersued, contending that Mr. Kirschner had interfered in the affairs of the Monkees, a rock-and-roll group in a half-hour film series on NBC-TV and recorded on various Columbia-Screen Gem record labels. Terms of the out-of-court settlement were not disclosed.

International

It's all over but the ratifying

U.S., Mexico sign treaty as prelude to final blessings of senates

The U. S. ambassador to Mexico and the Mexican minister of communications wound up more than two years of negotiations between their countries last week by signing a treaty governing U. S. and Mexican use of the standard radio band.

The treaty, which still faces ratification by the senates of both countries, is expected to be released early this week, following final checking of the signed document with working drafts in Washington.

However, it is known that the treaty would allow presunrise operation by some 260 U. S. daytime-only stations on Mexican clear channels, as well as post-sunset operations (until 6 p.m. local time) by a relative handful of Mexican stations on U. S. clear channels (BROADCASTING, Dec. 9, 2).

It also permits some 20 class-IV stations on either side of the border to increase their power from 250 w to 1 kw. And it contains agreements on some 60 so-called special cases—that is, stations in each country that will be permitted operations that would otherwise be banned by the treaty.

Americans familiar with the treaty also say it has provisions that will make it simpler to police and to administer. Among other things it contains a conductivity map and provisions facilitating the manner in which each country notifies the other of new operations.

The treaty, signed in Mexico City by U. S. Ambassador Fulton Freeman Jr. and Minister Jose Antonio Padilla Segura, for five year periods beyond the started tremination date unless either side denounces it or it is renegotiated. It replaces a treaty that was signed on Jan. 29, 1957, and expired on June 9, 1966. Its provisions were continued in force by special agreements.

Canadian commercials expensive cost item

TV-commercial costs are about twice as high in Canada as they are in the U.S. in terms of the percentage of a company's total advertising budget, according to Ralph Hart, a Lever Bros. advertising executive.

Mr. Hart told the Canadian Radio-Television Commission in Ottawa that the need to prepare commercials in both English and French is a significant part of the higher Canadian cost. He pointed out that studies of TV-commercial costs show that in the U.S. they run about 10% of the total expenditure made on a big company's advertising budget, while in Canada the figure is about 20%. In many cases where commercials were needed in both English and French, Mr. Hart said, there is no easy translation and an entirely different commercial is needed in French to obtain a similar impact.

He said costs for studios, technical facilities and for talent appear to run about the same levels as in the U.S.

Mr. Hart appeared before the CRTC in connection with a brief filed jointly by the Association of Canadian Advertisers and the Institute of Canadian Advertisers on a second Canadian TV service in areas where only one station is now available.

Mr. Hart said a check of the 20 biggest advertising agencies in Canada during October showed that "better than 60%" of the TV commercials they had on the air at that time were made in Canada.

At an earlier hearing the Association of Canadian Radio and Television Artists had called for a ban on all foreign-made commercials in Canada to allow Canadian performers more earning scope.

CRTC Chairman Pierre Juneau inquired about reports that some Canadian agencies import actors "at great cost" to produce TV commercials in Canada.

Mr. Hart admitted this had happened but said he felt most advertisers would "very much prefer" to use Canadian acting talent whenever it was possible.

TV-set imports up by 50% over '67

TV-receiver imports—almost entirely from Japan—surged ahead almost 50% in dollar volume over last year's comparable nine-month period, the Electronic Industries Association has reported. EIA gives Japan 92.3% of total import sales for the first three quarters of 1968.

Total television receiver imports climbed from $85 million a year ago to $127.3 million in the like period this year. Color-set imports—which caught fire in the third period, outselling the first six months by 10.9% in the ten-inch-and-larger category—posted an 87% increase for the full nine-month period, compared to 1967.

EIA notes that Taiwan is edging into import figures for small-screen black-and-white sets, shipping 40,007 units in the first nine months this year. Last year, the comparable figure was zero. In 10-inch and larger monochrome sets, Taiwan raised its volume from 10,000 to 167,000 units for the period. Dollar volume jumped 12-fold to $6.6 million.

Exports for electronic products continue to substantially lead imports, but constitute mainly components and non-consumer-market devices. About half of import volume, however, is in the consumer-product sector. Exports totaled $1.5 billion for the first nine months, up 13.2%; imports totaled $934 million, up 36.6%.

Recording firms seek royalties

But bill is presented in Canadian Senate to rebuff their aims

A bill has been introduced by the Canadian government in the Senate to head off a move by the major music recording companies to charge royalties on the public use of their records.

Royalties now are paid by broadcasters and other public entertainment concerns to the composers and authors of musical and dramatic works, but not to the recording companies.

The recording companies have long claimed they should receive royalties under an old section of the Copyright Act. But they have not been able yet to make their claim stick.

The law—written in the hey-day of the player piano roll—now declares that "records, perforated rolls, and other contrivances by means of which sounds may be mechanically reproduced," are protected by copyright as though they were in themselves musical, literary or dramatic works.

The amendment would declare that this copyright on records and other such contrivances would cover only the right to "reproduce any such contrivance or any substantial part thereof, in any material form."

If passed by the Senate, the bill will go to the House of Commons under the sponsorship of Ron Basford, minister of consumer and corporate affairs.

An official of his department said the bill followed the formation of Sound Recordings Ltd., a company he said was set up by the major recording companies to collect the copyright fees they claim under the existing law.

The charges would be levied against all broadcasters, theaters using recorded music, and companies selling background music services to factories and commercial establishments.

In the case of the Canadian Broadcasting Corp., one source said the charge would run to four cents per person, or more than $800,000 a year.

ented House Commerce Committee staff member who said he was "indignant" over the new rules.

Formal Congressional opposition to subscription TV dates back to 1958. when House Commerce Committee hearings held under Oren Harris, former committee chairman and an outspoken opponent of pay TV, resulted in a committee resolution adamantly opposed to pay television. Last year, in the wake of the FCC's pro-pay-TV report, the committee held hearings under its current chairman, Representative Harley O. Staggers (D-W. Va.), which ended with a request that the commission withhold action on the issue for a year. And after further deliberation this year, the committee adopted a resolution sponsored by Representative James Harvey (D-Mich.), asking that the commission again withhold action for a year and proposing that the committee again hold hearings before the end of May 1969 (BROADCASTING, Sept. 16).

But the commission, which had withstood previous congressional maneuvering with varying degrees of approval, acquiescence and active impatience, finally told the committee three months ago, in a letter from Chairman Rosel H. Hyde, that it intended to act on the matter before the end of the year. Since committee resolutions affect the FCC as political pressure rather than legally binding fiat, the commission was technically free to act whenever it saw the necessity. And, according to Chairman Hyde's letter, the commissioners finally decided "that we cannot, consistent with our responsibilities to the public. continue to delay resolution of this important question. Indeed, further substantial delay in this matter would constitute, in effect, a failure of the administrative process."

The new rules will provide an expanded opportunity to test a concept that was first formally proposed to the commission in 1952, and has since been consistently operative only in Hartford, Conn., where WHCT(TV) (ch. 18) has functioned as a subscription station since 1961 with RKO General Inc. as licensee. That operation was initiated and has been maintained in the face of vigorous protests from broadcasters and theater owners. They simultaneously paralleled and fueled congressional opposition with dire prophecies of the calamitous effects of nationwide pay TV on established free television, and at the same time were able to arouse some vocal public opposition to subscription TV. It was the people's opinion, as expressed in a voter referendum, that killed an embryonic pay system in California four years ago. (The referendum was later declared unconstitutional in the courts.)

Although other sentiment ultimately triumphed at the FCC, the inevitability of controversy was acknowledged when the commission decided not to make the rules effective for six months, in order to give Congress a chance to act and to provide for the likelihood of judicial review.

Under the new rules, pay TV stations may be established without a substantial showing by the applicant of need or demand in the community. Once in operation, however, the station would be subject to the normal requirements that presently govern commercial stations, including fairness and equal-time regulations. The station may be either VHF or UHF, although most, if not all, are likely to be UHF operations. The commission will require that all pay-TV stations provide their service to anyone in the community who wants it.

The rules are understood to limit pay-TV operations to communities which are within the grade A contours of five commercial stations, at least four of which (not counting the pay-TV applicant) must be in operation. Only one subscription authorization would be granted in a community.

The FCC committee noted last year that five or more channels have been allocated to 80 markets which include 80% of the nation's TV homes. It added that in 63% of those markets, including 78% of all TV homes, there was at that time activity on four or more channels—that is, licenses, permits or pending applications. The rules based on those figures reflect the commission's desire to guard against undue pre-emption of time from free television, it is understood.

Another rule reportedly in the new package similarly reflects this concern. It would require pay-TV stations to broadcast at least the minimum hours of nonpay-TV time required by commission rules. This varies according to the age of the station, from 12 hours weekly (and two hours daily five days a week) during the first 18 months of operation to 28 hours per week (and two hours daily seven days a week) after 36 months.

It is understood that the rules would sharply limit the pay-TV entrepreneur's choice of programing in order to prevent the siphoning of programing from free to pay television. Subscription stations reportedly could not carry feature films which were shown more than two years previously on a first-run basis. However, up to 12 feature films more than 10 years old would reportedly be permissable. Commercials, series-type programing with interconnected plot and sports events broadcast in the community within the two years preceding the subscription broadcast are among categories understood to be barred from the systems.

There would be exceptions to the basic policy on feature films in certain unusual cases. These include cases where a particular film has narrow appeal, or where it contains subject matter that free television might find unacceptable. Other exceptions might occur when a film owner simply declines to sell his product to free TV—as, for example, when he has what appears to be a perennial hit, such as "The Sound of Music."

Generally, the rules limit pay TV to programing not ordinarily available on free television. And, to encourage the provision of at least minimal time for cultural programing, the rules are said to bar pay-TV stations from devoting more than 90% of their subscription programing to feature films and sports.

The FCC committee pointed out when it proposed these rules that they were not intended to prevent program siphoning entirely.

Licensees, construction-permit holders and applicants for new stations would be authorized to apply for permission to broadcast pay-TV programs, it is understood. Applicants would reportedly be required to show that their proposed subscription programing would be different from conventional programing, and that it would otherwise serve community needs and interests.

The commission's order is also understood to include a further notice of proposed rulemaking that would require CATV systems within the subscription station's grade B contour to carry both the station's standard signal for free programing and its scrambled one for pay television.

An early reaction to the rules on the part of pay-TV interests came from Solomon Sagall, president of Teleglobe Pay TV System Inc., who foresaw sweeping changes as a result of the commission's action. Describing himself as "gratified" by the ruling—"even if it came after 17 years of delay"—Mr. Sagall predicted that pay television would make UHF television in the United States "at last viable and that it would eventually lead to an improvement in the over-all level of programing.

There are doubts, however, as to whether pay TV will win wide popular acceptance. The test in Hartford has produced a penetration by subscription of less than 1% of the TV homes in the market; another test by International Telemeter Corp. in Etobicoke, Ont., also failed to attract wide interest. In both cases, the firms involved said that they were concerned with testing rather than profits, and that pay TV would work on a nationwide basis. Nevertheless, if any of the fire has gone out of the free-vs.-pay debate, it is simply because subscription TV is not considered the threat to free television it once was.

Abroad in brief:

Ayer affiliate addition ▪ N. W. Ayer's London affiliate, Alexander-Butterfield & Ayer, has been appointed to handle C. & T. Harris (Calne) Ltd., subsidiary of Fatstock Marketing Corp. The account bills about $500,000.

Expanding in Japan ▪ Dai-Ichi Compton, Tokyo, established as a joint venture marketing service of Compton Advertising and Dai-Ichi Kikau, has been expanded to operate as a full service agency by setting up its own creative, media, marketing and account service departments. Dai-Ichi Compton clients include Sea-Land Service, the Chase Manhattan Bank, Eastern Air Lines, Schick Safety Razor and several Japanese domestic advertisers.

Association formed ▪ Medium-sized agencies from 15 countries have formed the Group of Independent Advertising Agencies to supply local marketing services to clients of the member agencies. U. S. representative is Hicks & Greist, New York.

New affiliate ▪ Pelican Films Inc., New York, has formed a Canadian affiliate, Pelican-Templeton Productions Ltd., Toronto, by combining Pelican's film services with Templeton Studios. William R. Templeton is president, and Joseph Dunford and Jack Zander are members of the board. Ed Henry is head of sales. The new company is located at 70 Overlea Boulevard, Toronto.

Paramount TV expansion ▪ Paramount Television is opening a regional sales office in Brussels, Belgium, on Jan. 1, 1969, to handle syndication sales on the continent. Named to head the new office is Prosper Verbruggen, former program planner for Belgische Radio en Televisie (BRT), the Belgian Flemish station.

Station move ▪ CBA, the Canadian Broadcasting Corp.'s 50-kw station in the Maritimes Provinces, will transfer its facilities from Sackville, N. B., to Moncton, N. B., this month. Guy Theriault, manager of the CBC's French-language stations in Moncton, CBAF and CBAFT(TV), said the transfer will permit the expansion of the CBC's international radio service facilities at Sackville. He said CBAF and English-language CBA will share the same facilities in Moncton.

Young sound ▪ The Southern European Network of Armed Forces Radio is broadcasting "The Young Sound," CBS FM's syndicated program service, for two hours Monday through Friday. CBS estimates that "The Young Sound" is heard on 99% of the 300 Armed Forces Radio stations throughout the world.

Films on Japanese broadcasting ▪ A 50-minute film on the activities of Japan Broadcasting Corp. (NHK), Tokyo, was scheduled to receive its first public showing in Hollywood last week. The film, "This is NHK", was produced by NHK by request of the National Academy of Television Arts and Sciences. This film, after its premiere in Hollywood, is to be shown with "This is Commercial TV in Japan," produced jointly by five commercial broadcasters, to NATAS members in New York; Chicago; Columbus, Ohio; Phoenix; St. Louis; San Francisco, and Washington.

New name ▪ The international public relations arm of BBDO, PDA Ltd., London, has been changed to BBDO Public Relations Ltd. It will continue to operate under its present management as an independent company within BBDO.

Ascher in Canada ▪ Emil Ascher Inc., New York, which distributes background music, has effected an agreement with Soundtrack Ltd., Toronto, to become its Canadian agent. Ascher is also represented in Latin America, South America, Europe and in Japan.

NHK-Soviet pact ▪ Japan Broadcasting Corp. (NHK), Tokyo, has signed a two-year agreement with a Soviet radio-TV organization (SRT). The agreement provides for an exchange of radio and TV programs, for the joint production of TV programs, and for special correspondents dispatched from both organizations to each others' country.

Waters seeks additions in Montreal, Barrie

Allan F. Waters is seeking Canadian Radio-Television Commission approval of an additional one-third interest in CKVR-TV Barrie, Ont., and for controlling interest in CFMB Montreal.

The purchase of the two stations would cost Mr. Waters's CHUM Ltd. $1,750,000. He already holds a one-third interest in CKVR-TV.

CHUM Ltd. operates CHUM-AM-FM Toronto. Mr. Waters and CHUM Ltd. already have interests in CFRA and CFMO(FM) Ottawa, a half-interest in CKPT Peterborough, Ont., and a half-interest in CJCH Halifax, N. S.

Comsat to construct new facility in Alaska

Communications Satellite Corp. has filed an application with the FCC seeking approval to build an earth station at Talkeetna, Alaska, 90 miles north of Anchorage.

The facility, to be used for commercial communications of all types via satellite between Alaska, the continental U. S., Hawaii, Japan and other Pacific points, would cost about $6.3 million.

Comsat noted that the present Alaskan communications system, which connects with the continental U. S. only through a 51-circuit undersea cable between Ketchikan and Seattle, and indirectly through land links over Canada, is being used to capacity.

Promotion

ABC revamps, enlarges TV ad-promotion unit

ABC-TV is regrouping its advertising, promotion and design functions in an expanded department headed by ABC-TV Vice President Donald Foley, it was announced last week by Elton H. Rule, president of the network.

In the realignment, Symon B. Cowles, formerly director of advertising and promotion for the ABC Owned Television Stations, has been named to the new network TV post of director of promotion, responsible for sales promotion, sales development and presentations. John T. Curry Jr., director of advertising, ABC-TV, will continue in that post, with expanded responsibility for all audience and trade, print and on-the-air advertising.

Both Mr. Cowles and Mr. Curry will report to Mr. Foley. For the first time the art department also will report to Mr. Foley.

Mr. Cowles has been director of advertising and promotion for the ABC Owned Television Stations since 1962. Earlier he had been director of advertising and promotion for Metromedia Television. Mr. Curry has been director of advertising for ABC-TV since 1963 and earlier had been an account executive for Grey Advertising in New York.

Drumbeats:

Schools linked ▪ KOLO-TV Reno and

KLAS-TV Las Vegas have coordinated facilities and linked the nursing schools at the University of Nevada, Reno, and Nevada Southern, Las Vegas. Both stations have donated 15 hours of transmission time weekly, enabling students at each university to attend classes held on the other campus via TV. The microwave fed closed-circuit system was installed by Ampex Corp., Redwood City, Calif.

Music course provided ▪ Lacking a noncommercial educational radio station in the Saint John Valley area of Maine, WSJR Madawaska, will provide a basic course in music for the Continuing Education Division, University of Maine. Each Sunday, beginning Feb. 9, WSJR will broadcast one-hour lectures and 90-minute listening periods from 3:30 to 6:00 p.m.

Gabriel awards ▪ Deadline for entries for the 1969 Gabriel Awards given by the Catholic Broadcasters Association of America is Feb. 1, 1969. Radio or TV programs aired in 1968 are eligible. Two classes of competition are: commercial stations or networks; religious producers, Catholic, Protestant or Jewish. Statuettes will be awarded at the Catholic Broadcasters Association convention in St. Louis, March 20, 1969. Entry forms from 11133 Bellflower Road, Cleveland 44106.

Now showing in the classroom ▪ Students at Ulysses S. Grant High School in Van Nuys, Calif., have been the beneficiaries of feature films on loan from the film library at KHJ-TV Los Angeles. The station has loaned out such features as "The Pawnbroker" and "High Noon" to the class on modern literature.

Filler service ▪ A new firm, Mini-Hints, 1650 Broadway, New York, is offering radio stations free subscriptions to an editorial service designed to provide program filler material for disk jockeys.

KEMO-TV is pulling for both ratings and gate

In effect, KEMO-TV San Francisco will be its own stiffest competition when the UHF station carries the Oakland Oaks-New Orleans Buccaneers American Basketball League game live from the Oakland Auditorium on Dec. 21. The U. S. Communications Corp. station is pledged to bring out the largest possible in-person crowd for the game. As part of this responsibility, KEMO-TV, which has a five-year, $500,000 contract to air the Oaks games, is producing an entertainment companion attraction, a major jazz concert following the game. In addition, the station will give away color TV sets to two people attending the game. The jazz portion of the program will not be televised. The bigger the game attendance the less viewers there figures to be for the game telecast.

Peabody deadline set for Jan. 10

Jan. 10, 1969, is the deadline for entries for George Foster Peabody awards, according to Dean John E. Drewry of Henry W. Grady School of Journalism, University of Georgia, Athens.

The awards, for both radio and TV, are given for: news reporting, interpretation, and/or commentary; entertainment; education; youth or children's programs; promotion of international understanding, and public service. An award for outstanding radio-TV writing is also given.

Entries based on programs of the current year may be submitted by stations, networks, radio-TV editors of newspapers or magazines, listener groups, or any individual wishing to direct the Peabody board's attention to a special program.

Canadian FM's eligible for Armstrong awards

The Major Armstrong Awards for excellence in FM broadcasting are expanding this year to include Canadian stations. Deadline for entries in the competition is Dec. 31.

Eight winners will receive the $500 cash prizes and plaques from the Armstrong Memorial Research Foundation. Winners will be announced at the National Association of FM Broadcasters convention in Washington, March 21-24, 1969.

The categories include musical, news, educational, and community service programing.

The award is named for the late Major Edwin H. Armstrong, a graduate of Columbia University and a professor of electrical engineering, who pioneered in the development of FM.

Additional information and entry forms may be obtained by writing: Robert Harper, School of Engineering and Applied Science, Columbia University, New York, 10027.

BroadcastAdvertising

TVAR survey reveals smoking decline

Shapiro says 10 years of studies show regional differences in product usages

A sharp decrease in cigarette smoking was revealed by Television Advertising Representatives Inc.'s 1968 nine-market "Brand Comparison Report" being published today (Dec. 16).

The smoking reduction appeared in the use of nonfilter cigarettes; use of filter cigarettes showed little change. Nonfilter smoking declined among men in seven markets and among women in five markets. These results continue a downward trend reported in TVAR's 1967 study (BROADCASTING, Nov. 20, 1967).

The 1968 report includes data from Portland Ore., for the first time. Other markets included in the survey conducted for TVAR by The Pulse Inc. are Boston; Philadelphia; Baltimore; Washington; Charlotte, N. C.; Jacksonville, Fla.; Pittsburgh, and San Francisco, all markets with TVAR-represented stations.

Pulse gathered data on over 400 brands in 12 product categories during March and May 1968. The categories, in addition to cigarettes, include coffee, cold remedies, deodorant, dog food, gasoline, hair spray, headache remedies, margarine, men's hair dressing, men's shaving cream and soft drinks.

Over-all coffee usage, both regular and instant, did not change appreciably, although in areas where freeze-dried coffee was introduced, that brand captured better than a 5% share of the instant-coffee market.

In the cold remedy category, tablets and pills increased their market shares in all cities except Baltimore; nose drops, sprays, inhalants, salves and ointments increased in five markets and declined in three; and cough and sore-throat remedies gained substantially in five markets.

Deodorant usage showed a slight drop in six markets; dog-food usage rose in five markets, including Jacksonville, which has the highest level of dog ownership and the lowest usage level of dog food; and the percentage of

Marvin L. Shapiro (l) president of Television Advertising Representatives Inc. and Monty Brommel, senior media buyer at BBDO discusses the Gillette Right Guard statistics in the 1968 TVAR brand comparison report. Right Guard was number one in the deodorant category in all nine TVAR markets.

families owning gasoline-run automobiles declined in five cities.

An increase in the use of headache remedies in four cities was offset by a decline in usage in four others. Soft margarine increased in six markets at the expense of regular margarine. Men's hair dressing declined in six markets, while women's hair spray gained in five. Men's shaving cream usage is down in seven markets. Soft drink usage went up in four markets, primarily in the regular category rather than low calorie, and stayed about even in three more.

Marvin Shapiro, president of TVAR, notes that "certain significant facts come to the fore" after ten years of publishing the study. "There are distinct regional differences in product usages which remain fairly constant. Outstanding, thoughtful advertising campaigns can accommodate to these differences and soon bear meaningful results in increased product share."

Copies of the "Brand Comparison Report" may be obtained from Arma E. Andon, vice president of marketing and research at TVAR, 90 Park Avenue, New York 10016.

TV called main medium used in Nixon campaign

"Television was the major medium in the Nixon campaign," according to Richard W. Garbett, who took a leave of absence from his regular job as account supervisor and vice president of Kenyon & Eckhardt to serve as national field advertising director for the Nixon-Agnew ticket.

Speaking before the Association of Industrial Advertisers in Washington, Wednesday (Dec. 11), Mr. Garbett said that 74 television commercials were used during the campaign to get the Nixon message across.

He stated that since Mr. Nixon worked best when he talked extemporaneously to small groups of people, a series of live, unrehearsed question-and-answer shows were developed and proved to be very effective during the campaign.

Radio time was used for "reach" purposes. Mr. Garbett called it a good, inexpensive substitute for position "white papers" and an excellent medium for use in states where the candidate had limited popularity. In all some 150 commercials were used during the campaign and Mr. Garbett said the most effective radio commercial was the "Democrats for Nixon" commercials.

Other types of media were also greatly used during the campaign. "People don't believe a campaign is really going on unless they see billboards," Mr. Garbett reported. Some 30,000 outdoor boards were used.

National print advertising was used sparingly during the campaign, and only one major newspaper ad was run across the country, Mr. Garbett stated. A four-color spread was, however, placed in *Life* magazine a week before the election.

As to the future, Mr. Garbett said: "You are going to see the development of a new field of political advertising and management agencies." Looking ahead to 1972 he felt "the Republicans will have completed their planning and setting-up procedures by then. Execution will be the focal point in '72."

Sterling beer picks agency

Henderson Advertising Agency Inc., Greenville, S. C., has been named to handle the $1,250,000-plus Sterling Brewers account for the Associated Brewing Co. The Sterling Brewery in Evansville, Ind., serves markets in Indiana, Illnois, Kentucky, Tennessee, Alabama, Mississippi, Florida, Georgia and Ohio. Associated Brewing ranked as the 10th largest brewer in the U. S. last year, with sales of 4,250,000 barrels. In addition to the Sterling brand, the company also markets Drewry's, Schmidt, Piels, Pfeiffer and Old Dutch.

Louis-Rowe expands operations

Louis-Rowe, New York, which describes itself as a black public relations firm, plans a major expansion of its operations with the addition of an advertising consulting service. The new service will assist advertisers in the ethnic market and will cover all media. Emile Jones, TV and radio producer and director of Louis-Rowe Enterprises, has been appointed supervisor of the new department.

Network billings rise 4.6%

Nighttime business accounts for all of increase as daytime is down 4.2%

November network billings totaled $164,181,200, up 4.6% over November of last year, the Television Bureau of Advertising reported last week. The figures were compiled by Leading National Advertisers.

Total network billings from January through November rose 3.1% over the same period of 1967 to $1,390,569,500.

Night-time billings accounted for the increase, rising 9.7% to $108,641,900 in 1968, compared to $99,075,100 in 1967. Daytime was off 4.2%, reflecting a 5.7% decline in Monday-through-Friday daytime network and a 1.6% decline for weekend daytime network.

Network television billings by day parts and by network (add 000)

	November 1967	November 1968	% Chg.	January-November 1967	January-November 1968	% Chg.
Daytime	$ 57,957.2	$ 55,539.3	−4.2	$ 455,796.6	$ 462,546.3	+1.5
Mon.-Fri.	36,393.6	34,324.5	−5.7	318,550.0	323,206.3	+1.5
Sat.-Sun.	21,563.5	21,214.8	−1.6	137,246.6	139,340.0	+1.5
Night time	99,075.1	108,641.9	+9.7	893,118.5	928,023.2	+3.9
Total	**$157,032.3**	**$164,181.2**	**+4.6**	**$1,348,915.1**	**$1,390,569.5**	**+3.1**

	ABC	CBS	NBC	Total
January	$34,708.7	$55,896.5	$48,151.9	$138,757.1
February	41,976.5	49,901.3	47,051.6	138,929.4
March	38,904.3	52,299.8	48,280.1	139,484.2
April	33,371.5	45,713.2	43,707.2	122,791.9
May	29,606.5	43,014.1	42,779.2	115,399.8
June	25,091.5	35,416.4	32,577.3	93,085.2
July	24,859.8	33,058.7	34,343.6	92,262.1
August	24,306.0	31,819.9	30,864.0	86,989.9
September	31,503.5	43,688.5	46,889.6	122,081.6
*October	51,061.2	60,522.6	65,023.3	176,607.1
November	45,672.0	62,863.6	55,645.6	164,181.2

** Revised*

Source: LNA/TVB

Tele-Rep adds six men; picks up KARD-TV

Tele-Rep Inc., which begins operations on Jan. 1, as a national TV station representative, last week announced the appointment of six executives to its staff, and the signing of a new client station.

Heading the list af appointments for the new organization is Leonard Tronick, named sales manager of the New York office. Mr. Tronick has been with Edward Petry & Co. for the past six years, where he has been an account executive, group sales manager and a vice president.

Other appointments announced by Alfred M. Masini, president of Tele-Rep, included those of Richard Brown, Roy Flanders, Richard Goldman and Stephen Klein, who were designated as account executives in the New York office, and Richard Frank, who has been named an account executive in Chicago.

The latest client of Tele-Rep is KARD-TV Wichita, Kan., and its Kansas State Network. Other stations to be represented by Tele-Rep are KCOP(TV) Los Angeles; KPTV(TV) Portland, Ore.; KTNT-TV Seattle-Tacoma, and WTCN-TV Minneapolis-St. Paul.

Super Bowl line-up set

NBC-TV last week announced complete sponsorship of its Super Bowl football game coverage Sunday, Jan. 12. Participating advertisers will be Chrysler Corp. (through Young & Rubicam), Trans-World Airlines (Wells, Rich, Greene), The Gillette Co. (BBDO), R. J. Reynolds Tobacco Co. (William Esty), RCA (J. Walter Thompson), Joseph Schlitz Brewing Co. (Leo Burnett), American Tobacco Co. (BBDO), Phillips Petroleum Co. (J. Walter Thompson), and Goodyear Tire and Rubber Co. (Young & Rubicam).

Public service campaigns establish new records

The Advertising Council reported last week that media donated time and space estimated to be worth $352,311,156 to a record number of public service campaigns during the 1967-68 fiscal year.

The cooperating media broke all peace-time records, the council said, by supporting more than 20 national campaigns and becoming involved in a total of 80 projects. Time or space was donated by radio and television networks and stations, newspapers, consumer, business and company publications and outdoor and transit advertising companies.

The council noted that through the American Association of Advertising Agencies, 22 agencies volunteered thousands of man hours of their top talent to create free of charge the advertising materials for the campaigns. In addition, 22 volunteer campaign coordinators were recruited by the Association of National Advertisers from the ranks of leading marketing, advertising or public relations executives of major companies.

During fiscal 1967-68, the council reported, the television segments backed 18 major campaigns for more than 22-billion network television home impressions and "local stations doubled this number." The radio stations and networks supported 18 major council projects and gave additional help to 80 other national causes. Home impressions of council campaigns totaled more than four billion during fiscal 1967-68 and local station home impressions were said to be more than double the network figure. (Audience estimates have been provided free to the council for many years by the A. C. Nielsen Co.)

The council last week also presented its annual Silver Bowl award for notable public service to Robert S. McNamara, former secretary of defense and currently president of the International Bank for Reconstruction and Development. Mr. McNamara received the award at an annual council dinner held in New York Dec. 12.

California candidates reveal ad expenditures

Reports filed last week with the California secretary of state showed that Democrat Alan Cranston spent some $265,000 more on radio and television advertising in his successful U. S. Senate campaign this year than did his Republican opponent, Max Rafferty, even though over-all Mr. Cranston had almost $300,000 less to spend than did Mr. Rafferty.

Senator-elect Cranston spent $1,092,-208 in winning election to office last November. Of that figure, $508,179 went for radio-TV advertising. Mr. Rafferty spent $1,390,797, over-all including $242,721 on broadcast.

The Republican candidate, however, outspent his Democratic opponent in newspapers. Mr. Rafferty spent $160,-170 for newspaper advertising, compared to Mr. Cranston's expenditures of $83,930 in the same medium.

The two candidates' aggregate expenditures in the broadcast media for the campaign amounted to more than $750,000. That's what California radio and television stations realized from the senatorial campaign.

Rep appointments:

- KVOA-TV Tucson, Ariz.: Blair Television, New York.
- KGMI-AM-FM Bellingham, Wash.: Bernard Howard & Co., New York.
- WHLO Akron-Canton, Ohio: Regional Reps, Cleveland.

Ayer president praises computer-creative link

At N. W. Ayer & Son creative people and disciples of computer technology are each doing their thing. Yet there is interplay between the two sides. And though there is also abrasion, it might add up to the hottest romance of the next decade—the marriage of the computer and creativity.

Such was the love story that N. W. Ayer President Neal W. O'Connor told members of the Advertising Club of Los Angeles a fortnight ago. "The real fascination is seeing the marriage and the interplay between the subjective, intuitive brilliance of good creative minds, and the disciplines of quantitative techniques which, of course, make heavy use of computer technology," he said. Ayer could have ended up with "a real dog fight between creativity and the numbers," the West Coast ad executives were told. Instead, artists, writers, creative thinkers of every description at the agency are now enjoying "mixing it up with the advancing technology," not just accepting it.

One of the examples of science mixing with creativity cited by Mr. O'Connor is called the Ayer new-product model. This is a predictive procedure that allows the agency to evaluate new consumer-product introductions, in advance, and with a reported more than 80% level of reliability. Using this procedure, which leans heavily on computer technology, Ayer creative people are experimenting with a technique of identification of what the agency calls seed trends. The seed-trend analysis, according to the agency, seems to stimulate and generate superior and longer-lasting ideas.

Bozell & Jacobs boosts billings by 10% in '68

Bozell & Jacobs President D.C. Peebler Jr. announced last week that the advertising-public relations firm increased its billings 10% to $31.6 million in 1968. The agency's 1967 billings totaled $28.5 million.

The agency undertook a major expansion and reorganization starting in January 1968 with the transfer of corporate headquarters from Omaha to New York. The Sioux City, Iowa, office was consolidated with Omaha and the Indianapolis office merged into the Chicago facility, and an office was reopened in Washington. Bozell & Jacobs also acquired Tilds & Cantz, Los Angeles, with billings of $2.5 million in 1967.

Account gains in 1968 include the First National Bank of Arizona, Fairmont Foods Co., DeSoto Inc., Winnebago Industries, Ocoma Foods Co., Gold Spot, Tirend and the White Cap division of Continental Can Co. Public relations accounts added were Fairmont Foods, National Assembly for Social Welfare and Jay Peak Inc., ski area.

Accounts leaving B&J in 1968 were Texas Gas Transmission Corp. and the Merchants National Bank (Indianapolis) in advertising and the American Legion in public relations.

Maxim adds network TV to back national status

General Foods Corp.'s Maxim freeze-dried coffee, which recently achieved national distribution, has started a network television campaign.

The drive started this month and is to run 52 weeks, utilizing the General Foods-sponsored shows—*Gomer Pyle* and *Mayberry RFD* on CBS-TV and *Julia* on NBC-TV—and a prime-time scatter plan on CBS-TV. Starting in January Maxim will also be advertised on daytime network TV.

Television Bureau of Advertising figures show Maxim spent almost $3 million in spot TV for the first half of 1968.

DDB opens Detroit office to handle Stroh Beer

Doyle Dane Bernbach will open a Detroit office Jan. 2 to service its recently acquired Stroh Beer account.

Paul Wentura will manage the Detroit office and Larry Navyac will move there as account executive to the beer client. Mr. Wentura has been assigned to the Volkswagen distributorship account in DDB's New York office for the past five years. Mr. Navyac has been account executive on the Carling Black Label account at Jack Tinker & Partners.

DDB's Detroit office will be in the Fisher building.

Agency appointments:

- Tuborg Importers Ltd. has named Gilbert Advertising Agency Inc. and Grey Public Relations Inc. to coordinate an advertising and promotion campaign in the U. S. for the Danish beer. Gold Seal Vineyards Inc., Tuborg's selling agent in all states except New York has made extensive use of broadcasting in its campaigns.
- Hicks & Greist Inc., New York, has been assigned by Waterman-Bic Pen Corp., Milford, Conn., to handle its new division, Ad Specialty. The division has been created by the company to enter a new market for its products. Hicks & Greist also handles corporate and trade advertising for the company.
- Mary Carter Industries Inc., Tampa,

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports, network-TV dollar revenue estimate—week ended Dec. 1, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC Week ended Dec. 1	ABC Cume Jan. 1-Dec. 1	CBS Week ended Dec. 1	CBS Cume Jan. 1-Dec. 1	NBC Week ended Dec. 1	NBC Cume Jan. 1-Dec. 1	Total minutes week ended Dec. 1	Total dollars week ended Dec. 1	1968 total minutes	1968 total dollars
Monday-Friday Sign-on-10 a.m.	$ 25.3	$ 271.4	$ 476.2	$ 4,813.2	$ 336.0	$ 16,003.9	132	$ 837.5	3,797	$ 21,088.5
Monday-Friday 10 a.m.-6 p.m.	2,416.2	58,738.0	4,265.1	132,884.4	2,910.3	108,862.0	983	9,591.6	42,922	300,484.4
Saturday-Sunday Sign-on-6 p.m.	1,921.7	51,550.3	2,414.6	52,877.2	865.2	31,034.0	317	5,201.5	12,306	135,461.5
Monday-Saturday 6 p.m.-7:30 p.m.	706.3	17,753.0	1,250.0	28,073.7	679.4	28,537.0	110	2,635.7	4,404	74,563.7
Sunday 6 p.m.-7:30 p.m.	70.9	5,340.1	516.9	10,568.4	219.6	8,997.0	24	807.4	988	24,905.5
Monday-Sunday 7:30-11 p.m.	6,339.6	230,161.6	8,462.9	281,579.0	7,911.2	284,012.5	447	22,713.7	21,091	795,753.1
Monday-Sunday 11 p.m.-Sign-off	358.4	17,178.2	436.9	6,458.2	454.7	21,773.4	81	1,251.0	3,836	45,409.8
Total	**$11,839.4**	**$381,192.6**	**$17,822.6**	**$517,254.1**	**$13,376.4**	**$499,219.8**	**2,094**	**$43,038.4**	**89,344**	**$1,397,666.5**

Fla., has appointed Hicks & Greist, New York, to handle its national advertising and sales promotion program. The company, which manufactures, sells and distributes paints and related items, is expected to bill more than a million dollars. Broadcast advertising is being considered, an agency spokesman said.

▪ American Tobacco Co. has appointed F. William Free & Co., both New York, a special assignment to be announced at a later date. F. William Free is the seventh American Tobacco agency handling tobacco products. While president of Marschalk, Mr. Free created the "Whatchamacallit" campaign for P. Lorillard's Century Great Lengths.

▪ Midland Shoe Co., Clayton, Mo., and the St. Louis Regional Industrial Development Corp., St. Louis, have appointed Ridgway Advertising Agency, St. Louis.

▪ T. Jefferson Wright Associates, Louisville, Ky., has been appointed agency for Dolly Madison Leasing and Financial Corp., Indianapolis, manufacturer of Timely and Stylemaker furniture. The firm operates over 60 retail furniture stores. Media plans call for TV, radio and newspaper.

▪ Food Products Division, Doughboy Industries, New Richmond, Wis., names Knox Reeves Advertising, Minneapolis, to handle account.

▪ Colonial Provisions Co., Boston, has appointed Warren, Muller, Dolobowsky, Inc., New York. The meat packer bills approximately $500,000 annually, with the bulk of the budget spent in regional TV. Chirurg & Cairns Inc., Boston, previously handled the account.

▪ Orkin Exterminating Co., a division of Rollins Inc., has appointed Henderson Advertising, Atlanta, for Virginia, North Florida, South Georgia, North Texas, Tennessee and South Carolina. Kinro Inc., Atlanta, handles Orkin in other markets.

Also in advertising:

▪ Campbell-Stark Inc., Parker Advertising Inc. and Willox & Fairchild, all Saginaw, Mich., have announced their plan to merge into Parker, Willox, Fairchild & Campbell Inc. with initial billings of $3 million annually. Jack D. Parker will serve as chairman of the board with Peter W. Willox as president. E. A. Fairchild becomes vice president and secretary. New address is 808 North Michigan Avenue, Saginaw.

New home ▪ Chalk, Nissen, Hanft Inc., New York, has moved to permanent quarters at 666 Fifth Avenue. Phone: (212) 581-6611.

New office ▪ Gert Bunchez & Associates, 7730 Carondelet, St. Louis, Mo., has opened a new office at 663 Fifth Avenue, New York.

Detroit, Chicago offices opened ▪ Tele-Tape Productions Inc., New York, producer of filmed and taped commercials, programs and closed circuit television presentations, has opened sales offices at 1030 Penobscot building, Detroit, and 135 South LaSalle Street, Chicago. Thomas R. Smart and Keith Gaylord have been appointed to head the Detroit and Chicago offices, respectively.

Business briefly:

AT&T, New York, through N. W. Ayer & Son, Philadelphia, has purchased sponsorship in three weekday newscasts on NBC-TV.

Colgate-Palmolive, through Ted Bates & Co., both New York, has purchased sponsorship on NBC Radio's *Monitor, Emphasis,* and *News on the Hour, News of the World.*

3M Co., through MacManus, John & Adams, both St. Paul, will sponsor for the seventh year the "Bing Crosby National Pro-Am" Golf Tournament on ABC-TV Jan. 25-26.

Sponsorship of NBC-TV's Jan. 1 telecast of the Rose Bowl football game has been sold out. **Chrysler Corp.**, through Young & Rubicam, both Detroit, has purchased half, and **Eastern Air Lines**, through Young & Rubicam, both New York, will have quarter-sponsorship. Other sponsors will be the **Gillette Co.**, Boston, through BBDO, New York, and the **Kellogg Co.**, Battle Creek, Mich., through Leo Burnett Co., Chicago.

Time Inc., through Young & Rubicam, both New York, has purchased sponsorship for *Life Magazine* in NBC Radio's *Monitor.*

Shell Oil Co., through Kenyon & Eckhardt, both New York, will sponsor *Shell's Wonderful World of Golf* in its sixth season on NBC-TV, starting Jan. 4 (5-6 p.m. EST). The series will run nine consecutive Saturdays, ending March 1.

Two accounts loose

Wells, Rich, Greene Inc., New York, and its two beer accounts have agreed on what are described as mutually beneficial separations. The agency announced last Tuesday (Dec. 10) that the localized marketing needs of its clients—Sicks' Rainier Brewing Co., Seattle, and the West End Brewing Co., Utica, N. Y.—would be better served by other advertising agencies. WRG will continue to service both accounts until new agencies have been selected.

CBS at last shows EVR in public

Video record player to be built by Motorola, but no models for home use in next three years

CBS gave the first public demonstration of its electronic video recording (EVR) system last week and revealed initial licensing arrangements looking toward marketing the EVR player and program cartridges — for educational-industrial use, at an estimated $800 per player—by mid-1970.

Officials estimated it would be three to five years before EVR, described as a video counterpart of the long-playing phonograph record, would move into the home-entertainment market. They hoped that home models, both by their nature and through mass-production savings, could be priced "markedly" below the $800 top estimate for the initial, heavy-duty models planned for industrial and educational use.

First licensing contracts, it was disclosed, were with Motorola Inc. to produce the EVR players and with *The New York Times* to produce educational programs for the EVR cartridges. The CBS EVR division itself will set up and operate plants to transfer the programs to film cartridges by the EVR process.

The demonstration, held Tuesday (Dec. 10) for newsmen in New York, was followed by a similar one Wednesday in London, where it was announced that CBS and its British partners had signed a nonexclusive licensing agreement with the Bush Murphy manufacturing division of the Rank Organization to produce EVR players for distribution outside the U.S. and Canada.

A Bush Murphy official was quoted as estimating that the players would be marketed in England at less than 200 pounds ($480). CBS Labs officials declined to comment on the discrepancy in prices between the U.S. and British models.

In the demonstrations, officials made no reference to Broadcast EVR, called BEVR, an adaptation of the basic process that is said to hold great potential for broadcasting TV programs and commercials in color of higher quality, and at less cost, than is achieved by conventional color-film and video-tape processes (BROADCASTING, Oct. 23, 1967).

It was learned elsewhere, however, that "important announcements" about BEVR are due to be made within a few months, possibly starting early next year.

For color, both EVR and BEVR use black-and-white film with images imprinted photographically on, say, the left-hand side and the appropriate color information encoded electronically on the right. When the film is played through an EVR player (or BEVR camera), color and images combine to produce full-color pictures.

At the New York demonstration: (L-r): Felix Kalinski, president, CBS/Comtec; Elmer H. Wavering, president, Motorola Inc.; Frank Stanton, president of CBS; Dr. Peter C. Goldmark, president, CBS Laboratories; Arthur Ochs Sulzberger, president and publisher, The New York Times. *and Robert E. Brockway, president, CBS Electronic Video Recording Division.*

EVR uses 8.75mm film in cartridges; BEVR, 16mm film on reels.

In last week's demonstration, CBS showed only the black-and-white version of EVR. Questioned afterward, officials said this seemed more appropriate because the first players to be marketed would be black-and-white models. They also indicated they hadn't wanted to "confuse EVR with BEVR," which is expected to be used exclusively for color.

Motorola expects to have an EVR color model in production during the last half of 1971.

Dr. Peter Goldmark, president of CBS Laboratories and key figure in the development of EVR, BEVR and, among other things, the 33⅓ long-playing phonograph record 20 years ago, conducted the demonstration. A prototype player, about bread-box size, fed EVR programing to 10 Motorola sets placed around the room for convenient viewing by newsmen.

The cartridge program included scenes from CBS-TV's *Mission: Impossible*, a sequence showing EVR being used by a child and a sequence on the mating habits of grasshoppers.

Pictures came out sharp and clear on the screens as Dr. Goldmark demonstrated EVR's ability to carry video and audio smoothly, stop and hold a picture without dimming or flickering, "slow scan," "fast forward" and "fast reverse" and switch from one of its two program tracks to the other; all at the punch of the appropriate button.

The seven-inch cartridge—"ironically, it's about the size of a 45-rpm record," Dr. Goldmark said in allusion to early competition between CBS's 33⅓'s and RCA's 45's—has a maximum capacity of 750 feet of film, containing 180,000 picture frames that provide 52 minutes of programing on two tracks. In color EVR, one track is used for the color coding, so color-program time per cartridge is 26 minutes.

In response to questions, Dr. Goldmark said CBS Labs is working on "thinner material" that would make it "easy enough" to get more than an hour of black-and-white programing—and hence more than half an hour of color—into one cartridge.

In answer to another question, he said home users would not be able to produce their own EVR programs, like home movies. He compared EVR in this respect to long-playing records, which are bought rather than homemade.

Nobody would offer a guess as to the price of EVR program cartridges. It will depend, officials said, on both the production cost of the program involved and the size of the market to which it is directed. Programs aimed at mass markets, they indicated, will carry lower price-tags than those for limited markets, because of the larger number of prospects over which to amortize the costs.

But there'll be a bigger market "to amortize the costs over" if programs are on EVR than if they are on film, according to Robert E. Brockway, president of the CBS EVR division. He also emphasized that raw film stock for EVR costs less than 35mm, 16mm, super 8 or 8mm stock, but he noted, too, that the cost of the film would be one of the smallest items in any production budget.

As for the relative costs of EVR film and video tape, another CBS source reported later that the cost of film for an hour of EVR programing currently is $3.60 and will eventually be reduced to $1.80, as against an estimated $40 an hour now and eventually $15 to $20 an hour for video tape.

At last Tuesday's demonstration, Dr. Frank Stanton, CBS president, recalled Dr. Goldmark's early work on EVR as involving "a Rube Goldberg-like affair" that subsequently showed convincing promise in a demonstration in his office in 1964.

EVR, Dr. Stanton suggested, may work a "revolution" to match the one that followed introduction of Dr. Goldmark's 33⅓ long-playing record in 1948.

Felix A. Kalinski, president of the CBS/Comtec group, licensing group, announced licensing agreements with Motorola and *The New York Times*, and Elmer H. Wavering, president of Motorola, and Arthur Ochs Sulzberger, president and publisher of the *Times*, outlined their plans briefly. Mr. Brockway presided and also presented the EVR division's plans.

Mr. Kalinski said manufacturers "around the world" would be licensed to make and distribute the players and that CBS hoped all possible program producers would make material available for distribution in EVR cartridges. He said the EVR division would set up a processing plant in the U.S. and one in England and expects to turn out three million cartridges a year, an estimate that other sources said may be applicable to U.S. output alone.

The U.S. EVR plant, according to Mr. Kalinski, is due to become operational in the last quarter of 1969. Elsewhere it was learned that long-range plans envision as many as three U.S. processing plants. Sites have not been determined, but informed sources speculated that the first would be in the northeast, probably within driving distance of New York—a description that fits, among other places, Stamford, Conn., home of CBS Labs, where the work on EVR has been concentrated.

Motorola's President Wavering, who made the estimate of $800 as the price at or below which initial EVR players probably will be marketed, said black-and-white players will become available in substantial quantity by July 1, 1970, and that a color version is expected to be in production the last half of 1971.

He said black-and-white units will be produced at one of Motorola's Illinois plants and that plans call for "high volume" production, which he described at 25,000 to 100,000 units a year.

Mr. Sulzberger said the *Times* plans to create and market more than 50 15-minute and 20-minute programs produced exclusively for EVR cartridges and intended for elementary and secondary schools. The programs will cover a broad range of subjects, drawing on the *Times* archives and on its current resources for material "of lasting importance" to teachers and students. Production, he indicated, will be timed to keep pace with the availability of EVR players.

In answer to a question, Dr. Stanton denied that EVR had been developed to "head off" home video-tape recorders. He agreed EVR might in time provide some competition for the CBS-TV network but said he thought it would be "additive," in the nature of competition between radio and records.

When someone asked about the President's Communications Task Force report's assertion that a video record player costing $400 or more would be "a luxury item for high-income families," Mr. Kalinski responded that the same thing might have been said about color TV not many years ago.

Much questioning centered on the decision to concentrate first on educational and industrial markets rather than move immediately into the home-entertainment field. CBS authorities maintained that black-and-white has "a special place" in education, with monochrome receivers already in wide use in schools, hospitals, industrial training programs and the like. One estimate put the number of classroom receivers alone at 300,000.

Since the EVR player works through a simple handclip attachment to the external antenna terminals of TV sets, all these receivers—as well as the others in use in training programs, hotels and motels and similar places—presumably are regarded as immediate prospects

NAB engineering honor will go to Hathaway

Jarrett L. Hathaway, who joined NBC in 1929 and is now senior project engineer for NBC-TV, will receive the National Association of Broadcasters' engineering award for 1969. The award will be presented during the NAB convention in Washington, March 23-26.

Since 1954 Mr. Hathaway has devoted the bulk of his time to working on ultra-portable camera systems and radio microphones used by NBC. He wrote specifications for both projects, tested them and supervised their development for operational use.

He was twice nominated for Emmy awards, in 1956 for contributions to the first live TV broadcast from Cuba and in 1962 for developing a system of transmitting sound over the video circuit during emergencies.

From 1941 to 1944 he was on the faculty of Harvard University, where he worked on new and improved systems of underwater sound detection and missile guidance.

Mr. Hathaway

The award will be presented by George W. Bartlett, NAB vice president for engineering at the second-day luncheon of the Broadcast Engineering Conference, which is held as a part of the NAB convention.

for EVR.

CBS authorities emphasized repeatedly, however, that they would be happy to EVR-process any programing—including entertainment programs—that producers wanted to convert to EVR cartridges.

The official announcement said the EVR division "will develop an EVR market among the television. publishing and motion-picture industries: videotape libraries: educational institutions and suppliers of informational. training and recreational materials. With these outlets as a start. EVR should eventually revolutionize the storage and exchange of information in education. industry. the arts and the home."

The demonstration and announcements had no apparent immediate effect on CBS stock prices. which closed on the New York Stock Exchange Tuesday at 57½. unchanged from Monday's closing. Motorola stock, however. was up 3½ points to 135½. also on the NYSE. *New York Times* stock. traded on the over-the-counter market. was reported Tuesday afternoon as 53 bid and 53¾ asked. down ¾ point in the bid price.

In addition to the demonstration for newsmen in New York and London. there were two showings in New York Tuesday afternoon: one for some 75 CBS officers and another for more than 100 commercial and industrial representatives from foreign countries. Dr. Goldmark and Mr. Kalinski led the London demonstration, joined by officials of Imperial Chemical Industries Ltd. and CIBA. members with CBS in EVR partnership responsible for marketing EVR outside of North America.

Technical briefs:

New mixer ▪ Shure Brothers Inc., Evanston, Ill., introduces new compact microphone mixer and remote amplifier designed specifically for professional radio-TV market. Model M67 has four mike inputs and one line input. Price is $147.

Remote amplifier ▪ Multronics Inc., Rockville, Md., has developed the Multra CL-1000 linear remote amplifier. Usable with transmitters operating between 2 and 16 mc, the unit requires 30 to 100 w.

Home antennas ▪ Sylvania Electric Products Inc., subsidiary of General Telephone and Electronics Corp., announces the manufacture and sale of TV, AM and FM antennas for the consumer at prices ranging from $11.95 to $74.95.

Tape booklet ▪ 3M Co., St. Paul, is offering "Recording Basics," a 24-page, illustrated guide book on the care and handling of tape recorders and magnetic recording tape.

New color process tested by WNAC-TV

The ABC-backed technique, reported to be optical, will be tried on news film

An optical method of short-cutting color processing of news film is being given its first big-league try-out this week on WNAC-TV Boston.

The process creates full-color images from black-and-white film. It was developed by ABC-TV and Technical Operations Inc.. Burlington, Mass. A public demonstration of the process was held by ABC in New York in the spring of 1967 (BROADCASTING, May 15, 1967).

In the demonstration, 35mm slides especially prepared by Technical Operations were compared with conventional color slides. Witnesses of the demonstration said the color quality of images from the black-and-white slides was "good."

At that time ABTO Inc. representatives said development was to proceed on black-and-white motion-picture film processing of the same characteristics as the slide film.

ABC and Technical Operations formed ABTO. each with equal ownership. Frank L. Marx. an ABC Inc. vice president, serves as ABTO's president.

WNAC-TV announced on Dec. 9 its plans to begin using the new film processor on local news this week. ABC officials. queried on the announcement, confirmed the field testing.

Mr. Marx said Thursday (Dec. 12) that the test being started by WNAC-TV this week would represent the first regularly scheduled public use of the new process on 16mm film in TV news. He said it was preceded by a sneak-preview type of test Aug. 9 when a specially processed clip was shown on a WNAC-TV late-night news show. The clip showed a hippie group on Boston Common.

Since that time, the station had been getting "in shape" and, in moving into new quarters, set aside space for the equipment and processor. This amounts to a standard RCA projector and film chain with minor optical modifications, a black-and-white processor and two news film cameras, one for silent shooting, the other with sound. Installation at WNAC-TV was to be completed on Friday (Dec. 13).

Another test planned was of transmission of a news segment at Technical Operations' stockholders meeting Dec. 18 using a microwave link from the station's studios to a point on State Street in Boston where the meeting is to be held.

WNAC-TV said the technique allows the retention of color information on standard black-and-white film in the form of "three perfectly registered overlapping images . . . accomplished by the use of a tri-colored filter attached to the camera itself or incorporated on the film." These color scenes are recorded as a code on the black-and-white film, with the decoding of color information handled by running the film through a modified projector. No modification is needed in home color sets.

Developers of the process cited various advantages. Film can be quickly and inexpensively developed, as with any black-and-white film white color balance and saturation are easily adjusted. Color is permanent. it is pointed out, because the black-and-white film does not contain dyes that would fade with time or use.

Mr. Marx said a decision on marketing the film would come much later.

The ABC development is not comparable with that of CBS's BEVR which in employing an electron beam recorder must have a video signal. ABC's process is entirely optical.

Jerrold assists ITFS with consulting service

A major marketing effort for specialized equipment used in instructional television fixed service (ITFS) has been announced by Jerrold Electronics Corp., Philadelphia. The company has completed setting up a network of 35 franchised electronic firms to serve as engineering contractors in ITFS installations.

The franchised firms will be backed up by Jerrold's regional organizations of systems engineers and field engineers, aiding in design. sales and installation of 2500 mc-band over-the-air closed-circuit television systems for educational institutions. Jerrold manufactures ITSF transmitters, receivers and CATV and microwave equipment sometimes used in ITSF systems for further distribution.

A federal matching-grant program "assures a growing market," Jerrold notes. Beyond immediate financial support for ITFS, the company cites a growth rate of public school expenditures "exceeding that of the gross national product by 50%."

New film lenses marketed

The availability of new lenses for use in television has been announced by the Angenieux Corp. of America, Oceanside, N.Y. Angenieux said it has introduced a series of new motion picture lenses with special application in the fields of television news and industrial photography.

Fates&Fortunes

Broadcast advertising

Robert D. Dunning, creative director, N. W. Ayer & Son, New York, and **Howard C. Grant,** creative director, Philadelphia, elected VP's.

Watson Mundy, account supervisor, Benton & Bowles, New York, elected VP.

Mr. Slosberg

Mike Slosberg, creative supervisor, Young & Rubicam, New York, named VP.

C. Stuart Siebert and Dorothy Demmy. both VP's of Kenyon & Eckhardt, Chicago, resign from agency to form Siebert & Demmy, new firm which will specialize in marketing services to agencies. Address: 505 North Lake Shore Drive, Chicago 60611.

Mr. Crossin

Louis J. Crossin, with Fuller & Smith & Ross, New York, named VP and media director.

Harry B. Stoddart. principal, Black, Stoddart Affiliates Inc., New York, joins Campbell - Ewald Co., Detroit, as VP and group creative director.

David Strousse, VP and management supervisor, Kenyon & Eckhardt, New York, joins Bishop Industries Inc., Union, N. J., as VP in charge of marketing.

Don Rivers, copy chief with Quality Bakers of America Cooperative Inc., New York, appointed creative director of advertising services.

John Withers, creative director of Doyle Dane Bernbach, London, joins agency's Los Angeles office in same capacity.

Harry H. Haslett, formerly senior account executive with Paul H. Raymer Co. and director of sales with Radio Advertising Bureau, New York, joins broadcasting division of Rollins Inc., Atlanta, as director of national sales.

Dana F. Baird, sales manager, KATZ St. Louis, joins Mace Advertising Agency Inc., Boston, as regional account supervisor.

Mildred Baptista, manager of radio and television advertising, Woodward & Lothrop Inc., Washington department store, joins American Advertising Federation, Washington, as director of club services.

Bernard M. Serlin, advertising and publicity director, United Artists Theaters, eastern division, New York, appointed eastern advertising manager, Universal Pictures, that city.

Tom Straszewski, local sales manager, KNBC(TV) Los Angeles, appointed general sales manager.

John R. Stuart, general sales manager, WOAI-TV San Antonio, Tex., joins WLWI(TV) Indianapolis in same capacity. Both are Avco stations.

Roy Lindau, account executive with Radio Advertising Representatives, Chicago, joins KFWB Los Angeles, as sales manager. He succeeds **Frank Oxarart,** who joins KYW Philadelphia as general sales manager. Both are Westinghouse stations.

William T. Burghart, account executive, WGEM-TV Quincy, Ill., joins KYND Burlington, Iowa, as sales manager.

Media

Mr. Temple

William N. Temple, supervisor, sales budgets, NBC-TV, New York, appointed manager, television network budgets.

Harry J. Heitzer, manager of office services for CBS-TV, Hollywood, appointed manager of administration, CBS-TV business affairs, that city.

C. W. Ruff, broadcast media director, Doyle - McKenna Advertising, Reno, joins KRWL-AM-FM Carson City, Nev., as station manager.

Johne Pearson, director of operations KMBR(FM) Kansas City, Mo., appointed general manager.

Rick Shaw, program director, WEEX-AM-FM Easton, Pa., appointed station manager.

James Edwin Smith, sales manager, WAIK Galesburg, Ill., joins KYND Burlington, Iowa, as general manager.

Programing

David Moorhead, program director, WOKY Milwaukee, joins KFI Los Angeles in same capacity.

Jack Wagner, program director, KHJ-FM Los Angeles, joins KBMS-FM there in same capacity. He succeeds **Charles Salerno,** who becomes production manager.

Mr. Wagner

Dr. Jack W. Hunter, acting director of programing, noncommercial WETA-TV Washington, appointed director of programing.

Donald J. Kelley, with WMRC Milford, Mass., appointed program director.

Jerry Hoffmann, announcer, WPTH(FM) Fort Wayne, Ind., appointed program director.

Buck Herring, program director, KEWB San Francisco, joins Programing db, Hollywood, as programing assistant. Firm is radio station program consultantcy.

News

John W. Steele, attorney and former news editor/commentator for MBS, joins WTOW-AM-FM Towson-Baltimore as news director.

James Harwood, news producer-reporter, KPIX(TV) San Francisco, joins KBHK-TV there as reporter-assignment editor.

George Putnam, news anchorman for KTLA(TV) Los Angeles, rejoins KTTV-(TV) there in same capacity.

Bill Bonds, anchorman for WXYZ-TV Detroit, joins KABC-TV Los Angeles in same capacity. He succeeds **Baxter Ward** at KABC-TV, who resigns. Both are ABC stations.

Roger H. Mudd, CBS, elected chairman of executive committee, Radio and Television Correspondents Galleries, Washington. Others elected: **Charles Warren,** MBS, vice chairman; **Joseph McCaffrey,** WMAL-TV Washington, secretary; **Robert Clark,** ABC, treasurer, and **Paul Duke,** NBC, **Robert Hemming,** ABC and **Carl Coleman,** Time-Life Broadcast, members-at-large.

Lincoln M. Furber, producer of public affairs programing, noncommercial WETA-TV Washington, appointed director of news and public affairs.

Michael A. Carraher, news writer-reporter for KBTR Denver, joins KWGN-TV there as reporter-photographer and film editor.

Morton A. Edelstein, city editor, WBBM-TV Chicago, joins WBBM there as investigative reporter.

John W. Johnson, formerly with New York broadcast department, AP, joins WFBM-AM-FM-TV Indianapolis as reporter.

Harry Birrell, newsman with KFWB Los Angeles, joins KNX Los Angeles in same capacity.

Lonnie Keeler, newsman, KYND Burlington, Iowa, appointed news director.

Promotion

J. Garrett Blowers, press representative, business publicity, ABC-TV, New York, named manager, business publicity.

Leo W. Flanagan, account director, Bozell & Jacobs, Chicago, elected VP and director of public relations.

Ronald F. Pulera, promotion manager, WITI-TV Milwaukee, joins WJW-TV Cleveland as advertising and sales promotion director. He is succeeded by **James P. Behling,** assistant promotion manager.

Richard M. Estel, creative director and merchandising manager, KJEO(TV) Fresno, Calif., appointed promotion director.

George Beeler, entertainer, joins KYND Burlington, Iowa, as PR director.

NATAS names board for international arm

The first official board of directors of the International Council of the National Academy of Television Arts and Sciences will include 14 American and 14 foreign broadcasting executives.

Foreign directors named last week were **Nils Eric Baehrendtz,** Swedish Broadcasting Corp.; **William F. Coleman,** Ghana Television; **Tal S. Duckmanton,** Australian Broadcasting Commission; **Goar Mestre,** Proartel, Buenos Aires; **Pat Pearce,** Canadian Radio-Television Commission; and **Gianfranco Zaffrani,** Radiotelevision Italiana (RAI).

American representatives will be **Evelyn F. Burkey,** Writers Guild of America, East; **Lloyd Burns,** Screen Gems International; **Ted Cott,** Ted Cott Productions; **Donald W. Coyle,** ABC International; **Irwin Sonny Fox,** Sonny Fox Productions; **Mark Goodson,** Goodson-Todman Productions; **George A. Graham Jr.,** Atkins-Gilbert.

Also **Sheldon Leonard,** Sheldon Leonard Productions; **Sig Mickelson,** Time-Life Broadcast; **Thomas W. Moore,** Ticket Reservation Systems; **Bud Rifkin,** Metromedia Producers Corp.; **Frank J. Shakespeare,** CBS-TV; **Mort Werner,** NBC-TV; **John F. White,** National Educational Television.

Eight other foreign representatives will be named. Invitations have been extended to broadcast executives in France, Germany, Great Britain, Japan, Poland and a Latin American country.

Equipment & engineering

Robert W. Byloff, president of video division, Reeves Broadcasting Corp., New York, named VP.

V. F. Machin, VP of marketing, Shure Brothers Inc., Evanston, Ill., named senior VP in charge of marketing and manufacturing. **Raymond Ward,** distributor sales manager, named VP in charge of sales.

Clyde Shinazy, with construction department, CATV systems division, Jerrold Electronics Corp., Redwood City, Calif., named manager of far western region.

W. S. Campbell, systems engineer, Jerrold Electronics Corp., Philadelphia, appointed to newly created position of supervisor, CATV antenna systems.

John C. McClamrock, general sales representative, northwest region, CCA Electronics Corp., Gloucester City, N.J., appointed regional sales manager of same region.

Deaths

Charles P. MacGregor, 72, veteran broadcaster and recording company executive, died Dec. 5 in Los Angeles. Mr. MacGregor founded C. P. MacGregor Recording Corp. which was one of larger transcription services in radio's earlier days. He produced *Heartbeat Theater* for Salvation Army, which at one time was on 1,000 stations. He is survived by his wife, Mildred.

Nat Hiken, 54, comedy writer and director for television and winner of nine Emmy awards, died Dec. 7 in Hollywood, of heart attack. Mr. Hiken began career as comedy writer for KFWB Los Angeles in 1930's, wrote for Fred Allen radio show for seven years and also for Milton Berle radio and TV shows. He later wrote for TV vehicles starring Martha Raye and Jackie Gleason. Mr. Hiken created, wrote, directed and produced Phil Silvers' *Sergeant Bilko* series and created and wrote *Car 54, Where Are You?* series. He is survived by his wife, Ambur, and two daughters.

Ty Tyson, 80, whose entire 31 years as sports commentator was with WWJ Detroit, died Thursday (Dec. 12) in that city. He pioneered in major-league baseball broadcasts covering April 19, 1927, Cleveland Indians-Detroit Tigers game. He retired in 1953. His wife, son and daughter survive.

Fred Clark, 54, television and movie character actor, died Dec. 6 in Santa Monica, Calif. Mr. Clark became well-known in mid-1950's as acerbic next-door neighbor on George Burns and Gracie Allen TV series. He made numerous guest appearances on other TV shows. He is survived by his wife, Gloria.

Senator E. L. Bob Bartlett, (D-Alaska), 64, Senate Commerce Committee member who conducted last year's hearings on X-ray hazards from medical and consumer products, including color TV, died Dec. 11 in Cleveland Clinic hospital, after series of cardiac arrests following surgery in November. He is survived by his wife, Vide, and two daughters.

ForTheRecord

As compiled by BROADCASTING, Dec. 4 through Dec. 11 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. SS—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final actions

■ Dubuque, Iowa—Dubuque Communications Corp. Broadcast Bureau granted UHF ch. 40 (626-632 mc): ERP 587 kw vis., 117 kw aur. Ant. height above average terrain 492.75 ft.: ant. height above ground 484 ft. P. O. address: 762 Ramona Street, Dubuque 52001. Estimated construction cost $640,000: first-year operating cost $215,000: revenue $215,000. Geographic coordinates 42° 31' 05" north lat.: 90° 37' 16" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Mallyck & Bernton, Washington: consulting engineer Keen, Sklom & Stephens, Riverdale, Ill. Principals: Gerald J. and Timothy M. Green (each 50%). Gerald Green owns 20% of car dealership. Timothy Green is judge and attorney and owns 1.8% of bank. Action Dec. 5.

■ Worcester, Mass.—State Mutual Broadcasting Corp. FCC granted UHF ch. 27 (548-554 mc): ERP 608 kw vis., 121.5 kw aur. Ant. height above average terrain 1,531 ft.; ant. height above ground 1,345 ft. P. O. address: 440 Lincoln Street, Worcester 01605. Estimated construction cost $1,041,641: first-year operating cost $400,000: revenue $300,000. Geographic coordinates 42° 20' 01" north lat.: 71° 42' 53" west long. Type trans. RCA TTU-50C. Type ant. RCA TFU-25G. Legal counsel Marcus Cohn; consulting engineer George C. Davis, both Washington. Principals: H. Ladd Plumley, chairman of the board et al. (as a group 100%). Principals own 3.1% of Sonderling Broadcasting Corp., group broadcaster. Principals also have option to buy 10% of KTSA-AM-FM San Antonio, Tex. Action Dec. 5.

Other action

■ Review board in Anaheim, Calif., TV proceeding, Docs. 18295-18300, granted petition for extension of time filed Dec. 3 by Golden Orange Broadcasting Co., extended to Dec. 16 time to file reply pleadings to opposition of Orange County Communications. Action Dec. 10.

Actions on motions

■ Hearing Examiner Forest L. McClenning in Fort Smith, Ark. (KFPW Broadcasting Co. and Broadcasters Unlimited), TV channel 24 proceeding, by separate actions, granted petition by KFPW Broadcasting Co. for leave to amend application to specify channel 40 in lieu of channel 24, returned KFPW's application to processing line (Doc. 18046); application of Broadcasters Unlimited is retained in hearing status: dismissed motion by KFPW for immediate grant of petition for leave to amend (Docs. 18046-7). Actions Dec. 9.

■ Hearing Examiner Forest L. McClenning in Fort Smith, Ark. (Broadcasters Unlimited), TV channel 24 proceeding, granted motion by Broadcasters Unlimited: incorporated affidavits of no consideration by George T. Hernreich and Cleve L. Cotner into record: closed record (Doc. 18047). Action Dec. 10.

■ Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co.), TV proceeding, granted motion by Antwin Theatres Inc. and extended time for filing response to Wometco Enterprises' motion to compel answer to interrogatories from Dec. 3 to Dec. 16 (Docs. 10834, 17582-4, 18185-6). Action Dec. 10.

Call letter actions

■ WECO-TV, U. S. Communications Corp., Pittsburgh. Granted WPGH-TV.

■ WRVA-TV, Richmond Television Corp., Richmond, Va. Granted WWBT(TV).

Existing TV stations

Application

■ KICU-TV Visalia, Calif.—Seeks CP to replace expired CP for changes. Ann. Dec. 9.

Final actions

■ KCFT-TV Concord, Calif.—Broadcast Bureau granted CP to change ERP to 22.9 kw vis.; 4.57 kw aur.: change type trans. Action Dec. 6.

■ WLXT(TV) Aurora, Ill.—Broadcast Bureau granted mod. of CP to change ERP to 183 kw vis.: 18.6 kw aur.; change trans. location: change type trans., type ant.: make changes in ant. structure, ant. height 440 ft. Action Dec. 6.

■ WKYT-TV Lexington, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 1382 kw vis., 276 kw aur.; change type trans. and type ant.: make changes in ant. structure, ant. height 980 ft.: condition; granted mod. of CP to extend completion date to June 6, 1969. Action Dec. 6.

■ WCOC-TV Meridian, Miss. — Broadcast Bureau granted mod. of CP to change ERP to 2.1 kw vis., 380 w aur.; change type trans.; granted mod. of CP to extend completion date to June 6, 1969. Action Dec. 6.

■ WBRE-TV Wilkes-Barre, Pa.—Broadcast Bureau granted mod. of CP to change ERP to 2640 kw vis., 515 kw aur.; change type trans. Action Dec. 6.

■ KGBT-TV Harlingen, Texas — Broadcast Bureau granted CP to install alternate driver for main trans. and ant. Action Dec. 6.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Panama City, Fla. (Bay Video Inc. [WBVI-TV]), TV proceeding, continued hearing from Dec. 12 to Jan. 6, 1969, on examiner's motion (Doc. 18301). Action Dec. 10.

■ Hearing Examiner Chester F. Naumowicz Jr. in Fajardo, P. R. (WSTE-TV Inc. [WSTE(TV)]), TV proceeding, denied motion requesting change in procedural dates and date of hearing; by examiner's motion extended date for filing rebuttal exhibits to Dec. 11 (Docs. 18048-9). Action Dec. 10.

Rulemaking petitions

■ Chief, Broadcast Bureau granted petition by seven television film producers represented by the law firm of Phillips, Nizer, Benjamin, Krim & Ballon and extended to Feb. 10 and March 10, 1969, time to file comments and reply comments, respectively, in matter of amendment of rules with respect to television programs produced by nonnetwork suppliers and not made available to certain television stations (Doc. 18179). Action Dec. 6.

■ Chief, Broadcast Bureau granted joint petition by WAPA-TV Broadcasting Corp. and Western Broadcasting Corp. of Puerto Rico and extended to Jan. 14, 1969, time to file responses to petition for rulemaking filed by Public Television Commission of Government of Virgin Islands in amendment of table of TV assignments, waiver of station separation rules. Action Dec. 9.

New AM stations

Application

■ St. Louis County Broadcasting Co., Clayton, Mo.—Seeks amendment to application for CP to increase power to 5 kw, install DA-D and install new trans., to change station location from Clayton to St. Louis. Ann. Dec. 4.

Start authorized

■ WMBC Columbus, Miss.—Authorized program operation on 1400 kc, 250 w, U. Action Dec. 2.

Final actions

■ Charlevoix, Mich. — New Broadcasting Corp. FCC granted 1270 kc, 5 kw-D. P. O. address: 111 Bridge Street, Charlevoix 49720. Estimated construction cost $53,220; first-year operating cost $38,000; revenue $50,000. Principals: Thomas R. McDaniels, president and W. Kirk Schaller, vice president (each 20%) and W. Albert Schaller, secretary-treasurer (60%). Mr. McDaniels and W. K. Schaller each own 10% of Otsego County Herald Times Inc., Newspaper publisher. W. A. Schaller and W. K. Schaller own 96.1% and 3.9%, respectively, of Northern Michigan Review Inc., newspaper publisher. W. A. Schaller owns 50% of office supply company and of general marine business. In same action application of Charlevoix County Broadcasting Co. was dismissed. Action Nov. 26.

■ Las Vegas—Radio Nevada. Review board granted 720 kc, 50 kw-D, 10 kw-N, DA-N. P. O. address: 6803 West Boulevard, Inglewood, Calif. 90302. Estimated construction cost $90,345; first-year operating cost $150,000; revenue $165,000. Principals: Albert John Williams (55%) and Jack M. Reeder (45%). Mr. Williams owns KTYM-AM-FM Inglewood. Mr. Reeder owns broadcast engineering consultant firm and is chief engineer for KRLA Pasadena, Calif. Action Dec. 3.

Other actions

■ Review board in Sumiton, Ala., AM proceeding, Docs. 18204-05, denied request for leave to submit additional pleading filed Oct. 25 by Hudson C. Millar Jr. and James Jerdan Bullard; granted to extent indicated and denied in all other respects petition to enlarge issues filed June 24 by Cullman Music Broadcasting Co. Action Dec. 4.

■ Review board in Sumiton, Ala., AM proceeding, Docs. 18204-05, denied petition to

Summary of broadcasting

Compiled by BROADCASTING, Dec. 11, 1968

	On Air Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,217[1]	18	4,235[1]	65	4,300[1]
Commercial FM	1,887	48	1,935	193	2,128
Commercial TV-VHF	497[2]	9	506[2]	11	517[2]
Commercial TV-UHF	119[2]	48	165[2]	165	332[2]
Educational FM	352	9	361	32	393
Educational TV-VHF	70	5	75	2	77
Educational TV-UHF	70	25	95	16	111

Station boxscore

Compiled by FCC, Dec. 1, 1968

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,218[1]	1,873	615[2]	349	140
CP's on air (new stations)	17	59	57	12	30
Total on air	4,235[1]	1,932	670[2]	361	170
CP's not on air (new stations)	66	196	176	32	18
Total authorized stations	4,301[1]	2,128	848[2]	393	188
Licenses deleted	2	0	1	0	0
CP's deleted	0	1	0	0	0

[1] *Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.*
[2] *Includes three VHF's operating with STA's, and two licensed UHF's that are not on the air.*

enlarge issues filed Sept. 26 by Cullman Music Broadcasting Co. Action Dec. 4.

■ Review board in Franklin, N. J., AM proceeding, Docs. 18251-57, granted to extent indicated and denied in all other respects petition to enlarge issues filed Aug. 9 by Mid-State Broadcasting Co. Action Dec. 9.

■ Review board in Lorain, Ohio, AM proceeding, Docs. 16876-78, board members Nelson, Slone and Pincock adopted memorandum opinion and order granting to extent indicated and denying in all other respects motion to dismiss second petition for rehearing filed Oct. 24 by Lorain Community Broadcasting Co.; dismissed petition for rehearing filed Oct. 9 by Allied Broadcasting Inc. Action Dec. 4.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Lexington and China Grove, both North Carolina (Harry D. and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer, scheduled prehearing conference for Jan. 17, 1969, and hearing for Feb. 19, 1969 (Docs. 18385-6). Action Dec. 2.

■ Hearing Examiner Millard F. French in Franklin, N. J. (Louis Vander Plate) et al., AM proceeding, on examiner's own motion, scheduled for Dec. 10 oral argument on notice to take deposition upon oral examination filed by Lake-River Broadcasting Corp. and Radio New Jersey Nov. 15 and joint motion opposing taking of depositions filed by Mid-State Broadcasting Co. and Louis Vander Plate Nov. 21 (Docs. 18251-7). Action Dec. 6.

■ Hearing Examiner Jay A. Kyle in Bellaire, Tex. (T. J. Shriner), AM proceeding, granted motion by Broadcast Bureau and dismissed with prejudice application of T. J. Shriner for failure to prosecute; terminated proceeding (Doc. 17635). Action Dec. 9.

■ Hearing Examiner Forest L. McClenning in Costa Mesa-Newport Beach, Calif. (Charles W. Jobbins) et al., AM proceeding, reopened record, granted petition by California Regional Broadcasting Corp. for leave to amend application to reflect death of principal, Howard F. Ahmanson, and acquisition of his stock by estate; again closed record (Docs. 15752, 15754-6, 15758-60, 15762, 15764-6). Action Dec. 10.

Call letter application

■ Tri-State Broadcasters, Middlesboro, Ky. Requests WAFI.

Designated for hearing

■ FCC designated for consolidated hearing applications of Morris's Inc., Jesup, and John M. Masters, Reidsville, both Georgia, for new AM's with application of Farnell O'Quinn, Statesboro, Ga. (Doc. 17722). Action Dec. 5.

■ FCC set for hearing applications of Howard M. McBee, Lawton, and Allan Pratt Page, Anadarko, both Oklahoma; and Bill Thacker, Burkburnett, Tex., for CP for new daytime AM on 850 kc. Action Dec. 5.

Existing AM stations

Applications

■ WTWA Thomson, Ga.—Seeks mod. of license to change from 1240 kc, 250 w, SH to 1240 kc, 250 w, U. Ann. Dec. 6.

■ WRBN Warner Robins, Ga.—Seeks CP to change from 1600 kc, 1 kw-D to 1600 kc, 500 w, 1 kw-LS, DA-N, U. Ann. Dec. 6.

■ WFLI Lookout Mountain, Tenn.—Seeks CP to change from 1070 kc, 1 kw, 50 kw-LS, DA-2, U to 1070 kc, 5 kw, 50 kw-LS, DA-2, U. Ann. Dec. 6.

Final actions

■ WTUF Mobile, Ala.—Broadcast Bureau granted CP to replace expired permit for changes. Action Dec. 4.

■ KSMA Santa Maria, Calif.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location for auxiliary purposes only; remote control permitted. Action Dec. 4.

■ WLYV Fort Wayne, Ind.—Broadcast Bureau granted CP to replace expired permit for changes. Action Dec. 4.

■ KMPL Sikeston, Mo.—Broadcast Bureau granted mod. of license covering remote control. Action Dec. 4.

■ WIVK Knoxville, Tenn.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action Dec. 4.

Other action

■ WYSE Inverness, Fla.—FCC waived rules to accept application to change from unlimited to daytime operation. Action Dec. 5.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, denied petition by Fred Kaysbier filed Dec. 3, requesting that hearings in entirety be held in Ruidoso (Docs. 17624-5). Action Dec. 9.

■ Hearing Examiner Jay A. Kyle in Bowling Green, Ohio (WMGS Inc. [WMGS] and Ohio Radio Inc.), AM proceeding, upon verbal request by Broadcast Bureau, rescheduled hearing from Dec. 10 to Dec. 18 (Docs. 16290-1). Action Dec. 9.

Fines

■ WTHB Augusta, Ga.—Broadcast Bureau notified of apparent forfeiture liability of $200 for violation of rules by failing to provide equipment performance measurement data. Action Dec. 4.

■ KBBC Centerville, Utah—Broadcast Bureau notified of apparent forfeiture liability of $200 for violation of rules by failing to enter daily transmitting equipment inspections in maintenance log. Action Dec. 4.

■ Broadcast Bureau notified following AM's of apparent forfeiture liabilities in amounts shown for failure to timely file applications for renewals of licenses: KHAC Window

Rock, Ariz., $100; KMCL McCall, Idaho, $200; KSPT Sandpoint, Idaho, $100; KCCC Carlsbad, N. M., $100; KRDD and KRIK, both Roswell, N. M., each $200; KBUH Brigham City, Utah, $100; KWOR Worland, Wyo., $100. Actions Nov. 27.

Call letter applications

▪ WTUF, Bellaire Inc., Mobile, Ala. Requests WMOB.

▪ KPGM, Peninsula Broadcasting Corp., Mountain View, Calif. Requests KPEN.

Call letter actions

▪ WKLZ, Circle Corp., Kalamazoo, Mich. Granted WYYY.

▪ WNCR, New Hanover Broadcasting Co., Wilmington, N. C. Granted WFOG.

▪ WPXI, T & H Broadcasting Inc., Roanoke, Va. Granted WTOY.

Designated for hearing

▪ WHMC Gaithersburg, Md.—FCC designated for hearing license renewal application. Order is also notice of apparent liability for forfeiture of up to $10,000 for rule violations and departures from license authorization if hearing examiner determines that public interest would better be served by payment of forfeiture than denial of license renewal. Action Dec. 5.

New FM stations

Applications

▪ Leisure City, Fla.—Lester H. Allen. Seeks 98.3 mc, ch. 252, 225 w. Ant. height above average terrain 900 ft. P. O. address: 23 South Warren Street, Trenton, N. J. 08608. Estimated construction cost $25,000; first-year operating cost $12,000; revenue $12,000. Principals: Lester H. Allen, sole owner. Mr. Allen owns wholesale electronics equipment distribution company and is applicant for new FM at Ocean City, Md. Ann. Dec. 5.

▪ *Chicago—Chicago Boys Clubs Educational Corp. Seeks 88.7 mc, ch. 204, 10 w. Ant. height above average terrain 68 ft. P. O. address: c/o Fred C. Lickerman, 304 West Randolph Street, Chicago 60606. Estimated construction cost $15,570; first-year operating cost $5,000; revenue none. Principals: Chicago Boys Clubs. W. Clement Stone, president. Ann. Dec. 6.

▪ *Greensboro, N. C.—Trustees of Guilford College. Seeks 90.7 mc, ch. 214, 10 w. Ant. height above average terrain 68 ft. P. O. address: c/o James C. Newlin, 5800 Friendly Avenue, Greensboro 27410. Estimated construction cost $2,950; first-year operating cost $600; revenue none. Principals: Board of trustees of Guilford College. Ann. Dec. 6.

Starts authorized

▪ WTIM-FM Taylorville, Ill. — Authorized program operation on 92.7 mc, ch. 224, ERP 3 kw. Action Dec. 2.

▪ WDYL(FM) Chester, Va.—Authorized program operation on 92.1 mc, ch. 221, ERP 3 kw. Action Dec. 4.

Other action

▪ Review board in Gate City, Va., FM proceeding, Docs. 17575-76, scheduled oral argument before review board for Jan. 7, 1969, at 10 a.m. in Washington. Action Dec. 6.

Actions on motions

▪ Chief Hearing Examiner James D. Cunningham in Hot Springs, Ark. (George T. Hernreich and Christian Broadcasting Co.), FM proceeding, designated Hearing Examiner H. Gifford Irion as presiding officer, scheduled prehearing conference for Jan. 17, 1969, and hearing for Feb. 18, 1969 (Docs. 18387-8). Action Dec. 2.

▪ Chief Hearing Examiner James D. Cunningham in Tampa, Fla. (WLCY Inc. and Rust Craft Broadcasting Co.), FM proceeding, ordered action released Dec. 4 amended to provide that Hearing Examiner Chester F. Naumowicz Jr., in lieu of Hearing Examiner Basil P. Cooper, prepare and issue initial decision. Action is subject to objection by any interested party which may be filed within five days (Docs. 17943-4). Action Dec. 5.

▪ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grepco Inc.), FM proceeding, granted petition by Dearborn County Broadcasters for leave to amend application to report reduction in line of credit from bank from $30,000 to $25,000 (Docs. 18264-5). Action Dec. 4.

▪ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grepco Inc.), FM proceeding, set certain procedural dates and scheduled hearing for Feb. 27, 1969 (Docs. 18264-5). Action Dec. 9.

▪ Hearing Examiner Forest L. McClenning in Port Jervis, N. Y. (Port Jervis Broadcasting Co. and Murray Hill Associates Inc.). FM proceeding, granted request by Murray Hill Associates Inc. and Port Jervis Broadcasting Co. and continued to Dec. 23 and Dec. 30 dates for exchange of exhibits and for giving notification of witnesses to be called for cross-examination, respectively (Docs. 18267-8). Action Dec. 5.

Rulemaking petitions

▪ WEYY Talladega, Ala.—Seeks amendment to petition for FM rulemaking to change name of petitioner from Talladega Broadcasting Inc. to Tallabama Broadcasting Co.; show ch. 224 as substitute for ch. 225 in Fayette, Ala., instead of reverse; and show Mr. Hartsell as having only daytime station instead of full time station. Ann. Dec. 9.

▪ KVFS Vacaville, Calif.—Requests amendment of FM rules to assign ch. 284, 104.7 mc, to Mariposa, Calif.; assign smaller community class B channel to Mariposa. Ann. Dec. 9.

▪ Hayward F. Spinks and Barkley Lake Broadcasting Co.—Request institution of FM rulemaking proceeding to delete ch. 292A from Greenville; add ch. 292A to Hartford and Cadiz; and substitute ch. 261A for ch. 292A at Elizabethtown, all Kentucky. Ann. Dec. 9.

▪ Paul A. Christo, Falmouth, Mass.—Requests institution of FM rulemaking proceeding to assign ch. 270B to Falmouth. Ann. Dec. 9.

▪ Stereo Broadcasting Inc., Lincoln, Neb.—Requests amendment of rules to add ch. 288A to table of FM allocations for Auburn, Neb. Ann. Dec. 9.

▪ Big Basin Broadcasters Inc.—Requests amendment of FM table of assignments to assign ch. 240A to Sallisaw, Okla. Ann. Dec. 9.

▪ WCAY Cayce, S. C.—Requests amendment of FM rules to assign ch. 244A to Cayce. Ann. Dec. 9.

Call letter applications

▪ Mt. Diablo Unified School District, Concord, Calif. Requests *KVHS(FM).

▪ Lawrence Gahagan and Darry Allen Sragow, Pacific Grove, Calif. Requests KRUZ-FM.

▪ Pappas Electronics Inc., permittee, Tulare, Calif. Requests KMPH(FM).

▪ High School District No. 99, DuPage County, Ill. Requests *WDGC-FM.

▪ Farm and Home Broadcasting Co., Wellsboro, Pa. Requests WGCR(FM).

▪ Middle Tennessee State University, Murfreesboro, Tenn. Requests *WMOT(FM).

Call letter actions

▪ Guntersville Broadcasting Co., Guntersville, Ala. Granted WTWX(FM).

▪ Mena Broadcasting Co., Mena, Ark. Granted KENA-FM.

▪ WHIR Inc., Danville, Ky. Granted WHIR-FM.

▪ Fritts Broadcasting Co., Indianola, Miss. Granted WNLA-FM.

▪ School District of City of Omaha, Omaha. Granted *KIOS-FM.

▪ Water-Falls Broadcasting Corp., Seneca Falls, N. Y. Granted WSEF-FM.

▪ Vermont New York Broadcasters Inc., Burlington, Vt. Granted WVNY(FM).

▪ Radio-Wise Inc., Norton, Va. Granted WNVA-FM.

Existing FM stations

Application

▪ KIMA-FM Yakima, Wash.—Seeks mod. of CP to change type trans., install dual polarized ant. and change trans. power output, ERP and height of ant. above average terrain; seeks amendment to CP to change name of applicant to Yakima Valley Communications Inc. Ann. Dec. 6.

Final actions

▪ KBUZ-FM Mesa, Ariz.—Broadcast Bureau granted CP to replace expired permit for new station for changes. Action Nov. 29.

▪ Broadcast Bureau granted licenses covering following new stations: KINS-FM Eureka, KJAX(FM) Stockton, both Calif. Actions Dec. 6.

▪ KNOB(FM) Long Beach, Calif.—Broadcast Bureau granted license covering changes. Action Dec. 6.

▪ *KPSR(FM) Los Altos, Calif.—Broadcast Bureau granted license covering new station; specify type ant. Action Dec. 6.

▪ KEWB(FM) Redding, Calif.—Broadcast Bureau granted license covering new station, specify type trans. Action Dec. 6.

▪ KXRQ(FM) Sacramento, Calif.—Broadcast Bureau granted mod. of license covering change in name of licensee to California Talking Machine and Wireless Co.; granted mod. of CP to change name of permittee to same. Action Nov. 27.

▪ KCBS-FM San Francisco—Broadcast Bureau granted mod. of SCA to add sub-carrier frequency of 41 kc. Action Dec. 4.

▪ *KCPR(FM) San Luis Obispo, Calif.—Broadcast Bureau granted license covering new station; specify studio location as Graphic Arts Building. Action Dec. 6.

▪ WCEH-FM Hawkinsville, Ga.—Broadcast Bureau granted license covering new station; specify type trans. and type ant. Action Dec. 6.

▪ KLFM(FM) Ames, Iowa—Broadcast Bureau granted mod. of license covering remote control. Action Dec. 4.

▪ WBCH-FM Hastings, Mich. — Broadcast Bureau granted license covering new station. Action Dec. 6.

▪ KKWS(FM) Wadena, Minn. — Broadcast Bureau granted license covering new station. Action Dec. 6.

▪ KMFL-FM Marshall, Mo.—Broadcast Bureau granted CP to replace expired permit. Action Nov. 29.

▪ KFAB-FM Omaha — Broadcast Bureau

granted CP to make changes in transmitting equipment. Action Dec. 4.

■ WPFB-FM Middletown, Ohio—Broadcast Bureau granted mod. of SCA to add subcarrier frequency of 26 kc. Action Dec. 4.

■ WCPA-FM Clearfield, Pa.—Broadcast Bureau granted license covering changes. Action Dec. 6.

■ WALD-FM Walterboro, S. C.—Broadcast Bureau granted license covering new station; specify type trans. Action Dec. 6.

■ KBRK-FM Brookings, S. D.—Broadcast Bureau granted license covering new station. Action Dec. 6.

■ KWAT-FM Watertown, S. D.—Broadcast Bureau granted license covering new station. Action Dec. 6.

■ WCMT-FM Martin, Tenn.—Broadcast Bureau granted license covering new station; specify type ant. and type trans. Action Dec. 6.

■ WFNY(FM) Racine, Wis.—Broadcast Bureau granted license covering changes. Action Dec. 6.

Other action

■ KOTN-FM Pine Bluff, Ark.—FCC temporarily waived minimum power requirements of FM rules to permit acceptance of application to change trans. site and reduce ant. height above average terrain from 285 ft. to 127 ft. Action Dec. 5.

Action on motion

■ Hearing Examiner Forest L. McClenning in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. [KBUC-FM]), FM proceeding, granted petition by Turner Broadcasting Corp. for leave to amend application to correct inadvertent errors in programing showing (Docs. 18238-9). Action Dec. 10.

Call letter applications

■ WJCC(FM), James A. Chase, permittee, Angola, Ind. Requests WAFM(FM).

■ WTRC-FM, Truth Radio Corp., Elkhart, Ind. Requests WFIM(FM).

■ WKNR-FM, Knorr Broadcasting Corp., Dearborn, Mich. Requests WWLV(FM).

■ WFIG-FM, WFIG Inc., Sumter, S. C. Requests WWDM(FM).

■ WHBQ-FM, RKO General Inc., Memphis. Requests WJBP(FM).

Call letter actions

■ KTUX(FM), Peer Broadcasting Corp., Livermore, Calif. Granted KYTE(FM).

■ KPEN(FM), Pacific Inc., San Francisco. Granted KIOI(FM).

■ WKKY-FM, Christian Broadcasting Association, Erlanger, Ky. Granted WHKK(FM).

■ KGW-FM, King Broadcasting Co., Portland, Ore. Granted KINK(FM).

■ WABA-FM, Hector Reichard, Aguadilla, P. R. Granted WIVA-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations: KMPL Sikeston, Mo.; KOOO Omaha; KZAZ(TV) Nogales, Ariz.; WABG Greenwood, Miss.; WITY Danville, Ill.; WSVL Shelbyville, Ind.; K70AO Boise City, Okla.; K72BO Paradise Valley, Colconda, Winnemucca and vicinity, all Nevada; K74CF, K81AO and K83AM Carrizo Springs and Crystal City, both Texas. Actions Dec. 4.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's extended completion dates for following FM stations: WFMH-FM Cullman, Ala., to Feb. 8, 1969; KPAY-FM Chico, to May 28, 1969; KINI(FM) Indio, to April 29, 1969; and KXOA-FM Sacramento, all California, to May 1, 1969; *WTSD(FM) Waterford, Mich., to Jan. 20, 1969; *KOBC(FM) Joplin, Mo., to March 1, 1969; KAWL-FM York, Neb., to May 12, 1969; *WCUB-FM Athens, Ohio, to Feb. 28, 1969; *WSBF-FM Clemson, S. C., to May 8, 1969. Actions Dec. 4.

■ Broadcast Bureau granted mod. of CP's and extended completion dates for following FM's: KWEH(FM) Camden, Ark., to June 1, 1969; WDEL-FM Wilmington, Del., to May 1, 1969; WMYR-FM Fort Myers, Fla., to Jan. 15, 1969; WMAS-FM Springfield, Mass., to April 30, 1969; KDNA(FM) St. Louis, to Dec. 31; WFME(FM) Newark, N. J., to May 11, 1969; KMOT-FM Minot, N. D., to June 20, 1969; KSLM-FM Salem, Ore., to June 14, 1969; KSHN(FM) Sherman, Tex., to Jan. 31, 1969; WIXK-FM New Richmond, Wis., to March 11, 1969. Actions Dec. 5.

Translator actions

■ Guy Gannett Broadcasting Service Portland, Me.—Broadcast Bureau granted CP for new VHF TV translator to serve Portland on ch. 2 by rebroadcasting KGAN-TV Portland. Action Dec. 3.

■ WBNS-TV Athens, Ohio—Broadcast Bureau granted CP for new UHF TV translator to serve Athens on ch. 73 by rebroadcasting WBNS-TV Columbus, Ohio. Action Nov. 22.

■ W83AK Athens, Ohio—Broadcast Bureau granted mod. of CP of UHF TV translator to change trans. location to west slope of Signal Hill, approximately 1800 ft. west of State Route 682, Athens; make changes in ant. system; granted mod. of CP to extend completion date to May 22, 1969. Action Nov. 22.

■ Tillamook T.V. Translators Inc., Tillamook, Ore.—Broadcast Bureau granted CP for new UHF TV translator to serve Tillamook on ch. 73 by rebroadcasting KOAC-TV Corvallis, Ore. Action Dec. 3.

■ Blue Ridge ETV Association, Mountain Lake, Va.—Broadcast Bureau granted CP for new UHF TV translator to serve Pearisburg, Va., on ch. 80 by rebroadcasting WBRA-TV Roanoke, Va. Action Nov. 26.

CATV

Application

■ Valley Cable TV Inc.—Requests distant signals from WSB-TV, WAGA-TV, WQXI-TV, WJRJ-TV, WBMO-TV and ch. 46, all Atlanta, and WYEA-TV Columbus and WACS-TV Dawson, both Georgia, to city of Fort Valley, Ga. (Columbus, Ga. ARB 82). Ann. Dec. 5.

Final action

■ Community Telecasting Corp., Moline, Ill.—FCC denied application for review of review board order denying appeal from adverse evidentiary ruling of hearing examiner in Moline TV proceeding (Docs. 17993-4). Action Dec. 5.

Other action

■ FCC extended to Jan. 6, 1969, deadline for Mission Cable TV Inc., Pacific Video Cable Co. and Trans-Video Corp., all El Cajon, California, and KFMB-TV San Diego, to file report on degradation of KFMB-TV's signal (Doc. 16786). Action Dec. 5.

Action on motion

■ Hearing Examiner Thomas H. Donahue in Fresno, Madera and Clovis, all California (Fresno Cable TV Co.), CATV proceeding in Fresno and Salinas-Monterey, Calif., TV markets, on petition for continuance by Fresno Cable TV Co. and with concurrence of all parties, continued date for exchange of exhibits from Dec. 13 to Feb. 13, 1969, and hearing from Jan. 13, 1969 to March 17, 1969 (Docs. 18130-2). Action Dec. 9.

Ownership changes

Applications

■ WCOV-FM Montgomery, Ala.—Seeks assignment of CP from WCOV Inc. to Deep South Broadcasting Co. for $2,690.87. Sellers: J. Douglas Gay, chairman of board-treasurer (.16%) et al. Sellers own WCOV-AM-TV Montgomery, and WLEX-TV Lexington, Ky. They also have CP for WLEX-FM Lexington. Mr. Gay owns 12.5% of applicant for new TV on ch. 9 at Orlando, Fla. Buyers: Frances U. Brennan, president (59%), Frances U. Brennan and C. V. Stelzenmuller, co-trustees (38%) et al. Mrs. Brennan has interest in WSLA-TV Selma, Ala., but intends to dispose of same. She also owns 18% of WFLI Lookout Mountain, Tenn., and 90% of WAPE Jacksonville, Fla. Mr. Stelzenmuller is partner in law firm. Ann. Dec. 5.

■ KXFM(FM) Santa Maria, Calif.—Seeks assignment of license from KXFM Inc. to Frank G. Macomber IV for assumption of liabilities amounting to $49,382.70. Sellers: Clark B. Smith, president et al. Buyer: Mr. Macomber owns KSEE Santa Maria. Ann. Dec. 5.

■ KKTV(TV) Colorado Springs—Seeks transfer of control of Garvey Communications Systems Inc. from Willard W. Garvey (100% before, none after) to Capitol Broadcasting Co. (none before, 100% after). Seller: Mr. Garvey owns KKFM(FM) Colorado Springs. Buyers: T. B. Lanford (13.8%), Mississippi Publishers Corp. (40%), Standard Life Insurance Co. (32.4%) et al. Buyers own WJTV(TV) and WSLI-AM-FM, both Jackson, Mississippi. They also own 33% of Metropolitan Cablevision Co., operator of CATV systems in McComb and Brookhaven, both Mississippi. Mississippi Publishers Corp. has the same interest in Metropolitan Cablevision and publishes the *Jackson Daily News* and the *Clarion Ledger*, both Jackson. Mr. Lanford owns KALB-AM-FM Alexandria and KRMD-AM-FM Shreveport, both Louisiana. He also owns 51% of KALB-TV Alexandria, and has interest in WYOU Tampa and WZST Leesburg, both Florida. Consideration: $2.1 million. Ann. Dec. 9.

■ KSLV Monte Vista, Colo.—Seeks assignment of license from Colorado Radio Corp. to George O. Cory to operate station as individual. No consideration involved. Principal: Mr. Cory is sole owner of KSLV. Ann. Dec. 6.

■ WTBY Waterbury, Conn.—Seeks assignment of license from Lowell W. Paxson to Trend Broadcasting Inc. for purpose of incorporation. Principals: Lowell W. Paxson (64%), Jean L. Paxson (26%) and Burton O. Waterman (10%). Mr. Paxson owns WKSN-AM-FM and WNYP(TV), both Jamestown, New York. He also has application to purchase WYND Sarasota, Fla. Consideration: $1. Ann. Dec. 4.

■ WDCA-TV Washington—Seeks transfer of control of Capital Broadcasting Co. from Milton Grant, A. Dana Hodgdon, Edward Mernone, Alan I. Kay et al. (as a group, 100% before, none after) to Superior Tube Co. (none before, 100% after). Principals: Clarence A. Warden Jr., chairman (21.5%), Paul E. Kelly, president (1.4%), Richard H. Gavel, executive vice president, (20%) et al. Superior Tube is sole owner of several tube companies and manufacturing concerns. Consideration: $1.5 million. Ann. Dec. 5.

(*Continued on page* 90)

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IT IS A VIOLATION OF TITLE VII FOR HELP-WANTED ADVERTISEMENTS TO INDICATE A PREFERENCE, LIMITATION, SPECIFICATION, OR DISCRIMINATION BASED ON SEX UNLESS SEX IS A BONA FIDE OCCUPATIONAL QUALIFICATION FOR THE PARTICULAR JOB INVOLVED. THE PLACEMENT OF AN ADVERTISEMENT IN COLUMNS CLASSIFIED BY PUBLISHERS ON THE BASIS OF SEX, SUCH AS COLUMNS HEADED "MALE" OR "FEMALE," WILL BE CONSIDERED AN EXPRESSION OF PREFERENCE, LIMITATION, SPECIFICATION, OR DISCRIMINATION BASED ON SEX.

Announcers

Talk man—Experienced communicator for regular shift at one of nation's outstanding all-talk, two-way radio stations—with substantial experience. Must have first phone ticket, but will do no maintenance. Top station in a top market. Send resume, air check and references to Box H-3, BROADCASTING.

Need personality jock for metro midwest group station. Modern format. Send tape, resume soonest to Box L-56, BROADCASTING.

First phone combo. Religious emphasis station. Opportunity for dedicated man. Midwest. Box L-208, BROADCASTING.

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.

Announcer for early evening shift, emphasis on holding audience; opportunity for writing and commercial production, sales and special assignments. Box M-84, BROADCASTING.

Smart, experienced MOR, first class ticket deejay, needed for medium but classy California coast market. Send complete info and tape. Box M-120, BROADCASTING.

We need a good announcer-salesman for a No. 1 station. Clear channel near St. Louis. Good pay. 1st license. Box M-135, BROADCASTING.

Announcers—(cont'd)

Announcer—good voice, casual, professional style for mid-morning at modern C&W. #1 rated in large, gulf coast market. Completely paid insurance including hospitalization, life, dental. Yearly bonus, profit sharing. Unlimited opportunity. Send tape, resume, recent picture and salary requirements to Box M-133, BROADCASTING.

New Jersey MOR good music station needs an experienced announcer-newsman. Good salary for the right man. Send tape, resume to Box M-136, BROADCASTING.

Bright capable deejay wanted by Indiana kilowatt with upbeat MOR format. Some news gathering and writing experience helpful. Top pay for proven ability. fringe benefits Include detailed experience. photo. references in resume. tape. Box M-138, BROADCASTING.

Soul jock needed at once! Must be good on news, records and production. Good salary for right soul man Send air check at once to Box M-151, BROADCASTING.

R&B personality needed by major market member of national broadcast group. At least two years experience necessary. Good benefits programs, excellent advancement opportunity. Send tape, resume, photo to Box M-170, BROADCASTING.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas 75601.

Big market "Drake" rock opportunity, see KIRL display ad!

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.

Immediate opening "middle of the road" morning man . . . WNCG Radio, North Charleston, South Carolina. Starting salary, $150.00 per week . . . forty hours. Paid vacations, life and hospitalization insurance . . . Retirement pension plan . . . Interested only in mature dependable announcer with references and reasonable ability. Send tape, resume and photograph . . . Ansley D. Cohen, Jr., KTM Broadcasting Corporation, P.O. Box 5758, North Charleston, S.C. 29406.

Jock, copy, production. If you're good at all three, contact Phil Robbins, WDBQ. Dubuque, Iowa. Good step-up to number one medium market station.

Experienced announcer wanted by growing stereo member of national broadcast group. M.O.R. and/or C&W music background. Must be strong on news and commercials. First phone desirable but not necessary. Good benefits program. Send tape, photo and resume to Bob Todd, Operations Manager, WGEE, 4800 East Raymond Street, Indianapolis, Indiana 46203.

WHTG, Eatontown, New Jersey has opening for experienced announcer who can gather and write news. Send tape and salary requirements.

Staff announcer for AM drive shift at good music station. Excellent facilities and working conditions. Experience a must Send tape and resume to WRCH AM-FM, Hartford, Connecticut 06101.

Experienced announcer with newscasting ability and knowledge of middle of the road music. Long established. fulltime station in community of 25,000. WLAG, LaGrange, Georgia.

"FM personality" for lively standard music; evening format. 3000 watt FM station in the Hamptons of Long Island. Send non-returnable tape, resume and photo to: Paul Sidney, Program Director. WLNG-AM-FM, Box 815, Sag Harbor, Long Island, New York.

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.

Announcers—(cont'd)

Mature, experienced announcer-newsman. Only station in northern Ohio county of 60,000. Contact Eugen E. Umlor, General Manager, WTTF-AM-FM, Tiffin, Ohio 44883.

Announcer for New Orleans area station. Top salary for right man. Experienced only. No floaters. Send tape and reference to P.O. Box 23236, New Orleans, La. 70123.

Need first phone anncr. with experience to work afternoon drive shift on top Nashville sound AM. 50,000 pop. Okla. market. Salary negotiable. Call Chuck Middleton at 1-405-234-2971.

Technical

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.

Combo man. Experienced first class engineer, good with equipment and air shift. Permanent. Beautiful small market. Western Oregon. $600. Resume, tape. Box M-81, 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.

First Class for east Pa. 5,000 watt full-time station. Well-established clean operation offers profit-sharing plan, other good benefits. WCOJ, Coatesville, Pa. 19320.

Major network owned radio station has opening for experienced 1st phone staff engineer. Contact James Opsta, chief engineer, WJAS Radio, Pittsburgh, Pennsylvania, 412-343-0500.

Opening for chief engineer, WJAZ, Albany, Ga.

Engineers needed! Chattanooga has opportunities. WRIP, Chattanooga, Tennessee.

Brand new AM daytimer adjacent to 2,000,000 market, going on the air in January, needs engineer. Opening for pd and announcer as well. Send resume and tape to A. Kipp, Box 266, Chardon, Ohio.

FM engineer needed immediately for major southeastern university. First class license, experience, and appreciation of sound necessary! Phone collect 904-599-2395, EST 9:00-5:00.

NEWS

Need News director for metro midwest group station. Modern format. Send tape, resume soonest to Box L-57, BROADCASTING.

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.

Newsman, young but experienced, needed to gather, write and broadcast. Stimulating medium sized California market. Full particulars please. Box M-121, BROADCASTING.

Indiana kilowatter wants experienced newsmen to gather, write, deliver local news. Completely equipped news department. Excellent starting salary, many fringe benefits. Send tape, resume, photo to Box M-139, BROADCASTING.

New Jersey's leading radio news operation is seeking a skilled professional newsman, one who can write well, who knows how to dig for a story, and who can make a good air presentation. Good salary and benefits for the right man. Experience necessary. Write Box M-152, BROADCASTING.

Programing, Production, Others

Assistant professor: Will teach the beginning courses in journalism, Comm 220, two sections, and beginning reporting, Comm 225, one section. Advising work in student publications may be substituted for part of teaching load. Position expected to be authorized Fall 1969. PhD preferred, MA required. Assistant professor $9,000 to $10,500; associate higher. Box M-110, BROADCASTING.

Assistant Professor: Will teach a principles of advertising course at sophomore level; broadcast advertising and sales, Com 380 and an additional communications course, probably in Public Relations. Position expected to be authorized Fall 1969. PhD preferred, MA required. Assistant Professor $9,000 to $10,500; Associate higher. Box M-111, BROADCASTING.

Prog., Prod., Others—(cont'd)

Assistant or Associate Professor: Will be primarily responsible for the development of the graduate program. Will teach theories of mass communications at the graduate level, research methods and history of mass communications, both in the undergraduate level. Will direct research programs. Position expected to be authorized Fall 1969. PhD preferred, MA required. Assistant Professor $9,000 to $10,500; Associate higher. Box M-113, BROADCASTING.

Mature professional broadcaster, with an ability to handle administrative detail. Train for operations manager in Rocky Mountain area. Audition tape and resume to Box M-129, BROADCASTING.

Our employees not only know of this ad . . . they wrote it. The staff members want to add to their happy number of hard working people who believe that only radio is the way to tell it like it is. We've been looking for a long time . . . maybe for you. We need a minimum of 3 years experience and offer security, professional companionship and non-routine programing. The more versatility the better. Be a big fish in a small pond . . . but with big city pay. Call Lawrence Weller, KWIX & KRES, Moberly, Mo. 816-263-1230 . . . or send tape and resume NOW!

Young, dedicated broadcaster for position in quality control department in the home office of progressive 11 station chain. To include station monitoring, license renewal preparation, general administrative duties. Degree desired. Candidate must enjoy detail work. Above average knowledge of FCC rules essential. Send resume and salary history to Industrial Relations Dept., Box 647, Atlanta, Ga. 30301.

Needed: Married man over 35, looking for a permanent home in radio, who thinks the sponsor pays the bills, who can take instructions, who can follow through, can get the job done, can get along with other employees, clients, salesmen, must be able to handle production, scheduling of staff, have first class ticket, and capable of becoming station manager. The man we are looking for is now working in a smaller market, possibly in sales, management, production, or possibly all three. Our company now has five radio stations, an insurance program, retirement program, and other fringe benefits, in addition to above average salary. Send in first letter, picture of self, resume, voice tape, at least four business references, salary desired, and when you can start work, and phone number where you can be reached. Write Sam E. Pendleton, P.O. Box 20,000, El Paso, Texas 79998.

Wanted program director for upstate New York group owned station, salary open, excellent fringe benefits, working conditions. Will be responsible for staff, programing news, sports, production budget. Send tape, resume, references to Al Sayers, 104 Chestnut St., Oneonta, N.Y. 13820 or call 607-432-1500 or 607-432-3132 collect.

Situations Wanted

Management

Manager—currently general manager, past sales manager, programing, engineering, news, promotion, production, play by play, family. Reply in confidence. Box M-74, BROADCASTING.

Energetic manager or sales manager . . . 17 years experience as salesman, sales manager, general manager . . . must relocate due to sale of station. Family man, 39 years old, active in local affairs. Box M-85, BROADCASTING.

General manager with excellent record of success now available as a result of station being profitably sold. Highest recommendations from stockholders. Respected, experienced broadcaster who may also be willing to invest. Preferably west or midwest. Box M-96, BROADCASTING.

General sales manager in metropolitan area seeking general manager's position in medium or growing small market. Past experience includes station manager position with fantastic record. 13 years experience in radio. 30 years old. Box M-114, BROADCASTING.

Veteran midwest broadcaster, 42, available. Highly qualified MOR announcer, salesman, programing, production, management, ownership. Wants Florida, or California. $12,000 minimum. Box M-117, BROADCASTING.

General manager—has done fantastic job in sales and programing—looking for top management position in small to medium market. Box M-118, BROADCASTING.

General manager—one of those rarities that still believes in putting in a full days work, managing and writing business. Now general manager of eastern station billing over quarter million. A young fiftyish, but still a dreamer looking to the future. Available after first of year. Box M-127, BROADCASTING.

Management—(cont'd)

Attention Florida—available Jan. 1. Stable 35 year old broadcaster, strong in sales and programing, seeking growth opportunity in management. 14 years experience. Excellent references. Box M-162, BROADCASTING.

Manager: Early thirties, experienced manager, family, veteran, small market, prefer Missouri, Oklahoma, Arkansas. 314-335-8386.

Manager-operations manager—20 years, sales, announcer, news. Honest, dependable, sober. Prefer west. P.O. Box 8674, Anchorage, Alaska 99504.

Announcers

Experienced combo, first phone. Wants San Antonio Box L-204, BROADCASTING.

Unusually qualified amateur looking for first job as a pro. 1½ years of college radio, veteran with related army experience, 3rd phone. Top 40 or news. Box M-58, BROADCASTING.

Experienced dj-announcer, newscaster. Tight board, 3rd endorsed, married. New York area. Box M-90, BROADCASTING.

Soul announcer. 3rd, some experience, will relocate. Write Box M-116, BROADCASTING.

Play by play announcer desires opportunity in major league city. Mature, aggressive. Has experience in sports phone show, radio network sports interviews. Ability to do news makes for versatility. College graduate in January. Married. Metro market experience. Box M-124, BROADCASTING.

3rd endorsed jock. Full or parttime: N.J.-N.Y. area. MOR experience small market. No tape. Box M-125, BROADCASTING.

1st phone announcer, top dj., all sports play by play, 6 years experience, draft exempt, college, 22, getting married, want opportunity to grow with solid organization. Reliable, excellent references, prefer northeast. Box M-126, BROADCASTING, or call 1-305-562-4454 after six.

Girl dj, news, tight board, New York area. Box M-132, BROADCASTING.

Qualified announcer and experienced salesman, 1st phone. Service completed. Box M-137, BROADCASTING.

Top personality seeks top personality station, MOR or rock. Box M-140, BROADCASTING.

DJ, tight board, good news, commercials, third phone. Box M-141, BROADCASTING.

Experienced r&b dj pro available. Will relocate. Box M-142, BROADCASTING.

If you are looking for an experienced "Negro" announcer-newscaster I'm your man. Have 3rd phone, with some college. Tape and resume available. Box M-148, BROADCASTING.

Aggressive professional sounding sportscaster and newscaster. 3rd endorsed. Can also double in sales. Married—will relocate. Just want the opportunity. Box M-149, BROADCASTING.

First phone/exper/dj/pd/news/presently employed. Seeks contemporary station—$550 min.—40 hr. week. Box M-150, BROADCASTING.

Negro dj—good voice, strong jazz and news. Good board, 3rd ticket endorsed. Willing worker. Reply to Box M-153, BROADCASTING.

Contemporary—first phone—top rated three years—currently earning 10M. Box M-158, BROADCASTING.

Announcer, dj, bright sound, authoritative news, exp., married, tight production, sales. 3rd Not prima donna or floater. Box M-160, BROADCASTING.

Woman's program hostess. Anniuncer, newscaster, third endorsed, dependable, personable, fast board want to settle, hard worker. Box M-163, BROADCASTING.

Modern C&W, young, experienced, 1st phone. Box M-166, BROADCASTING.

Two years experience, some college, third, good voice. Box M-168, BROADCASTING.

NYC area—experienced announcer—dj, news, copy—full or part time. Box M-169, BROADCASTING.

What's your problem? Need an announcer but can't find one that interests you? Look no more! Have had some experience, 3rd endorsed. Just want a chance to prove my ability to you. Everyone is afraid to hire a recent grad, are you? Write Daniel Murray, 12 Middle Butscher Rd., Rockville, Connecticut.

Announcers—(cont'd)

Des Moines market. Attending graduate school in Ames 14 July. Married, 25, 4 years contemporary MOR-News, 1st phone. Part time. SP/5 Lytle, AFN-Stuttgart, APO, NY, 09154.

Technical

Chief engineer, 18 years experience as chief AM, DA, FM, SCA, automation. No announcing. Box M-73, BROADCASTING.

1st phone—experienced in all phases of broadcasting—network experience. Available immediately. Box M-122, BROADCASTING.

Engineer, construction, maintenance, no announcing, suburban or small town mid-latitude with station that can make money playing decent sound, not degenerate; objective news, no undermining; honest commercials, no hogwash. Need clean air, not cigarette smoke. Box M-128, BROADCASTING.

Chief or staff engineer—AM-FM stereo, directionals, construction, maintenance. First phone. On air experience, available immediately. Florida. Phone 305-269-4677 or Box M-145, BROADCASTING.

SOS—Phila. area—1st phone combo or straight engineer. Presently 1kw AM-FM chief in W. Penna. T-40 air experience. Conscientious. Recently married. Call 814-834-1244-Brent. Don't wait. 6-8 P.M.

NEWS

Radio news my specialty . . . experienced in all phases of gathering, writing and delivering . . . one year as news director in metro market . . . desire a new position preferably on west coast. Young, ambitious, draft exempt, 3rd endorsed. Box M-161, BROADCASTING.

Newsman—sportscaster—Masters degree journalism, experienced TV news, radio play-by-play. Military complete. Married. Available 6 January. Box M-167, BROADCASTING.

Play by play basketball high school-college. Southern California, 213-244-4491.

Programing, Production, Others

Attention pd's—bip voice ready to do your spots at per minute of material rate. Tape sample & details upon request. Box M-146, BROADCASTING.

Contemporary pd/prod/dj. First phone. Box M-157, BROADCASTING.

Desire manager or pd position. Preferably with country western station. Presently employed by five KW station for past 3½ years, with 1 kw for 3 years. Managed finance company prior to that for six years. 33 years of age. Married. Have first phone, no future present job. Write Andy Carr, 315 Bryn Mawr, San Antonio, Texas or call area code 512-824-2115.

TELEVISION—Help Wanted

Announcer

Midwest VHF is looking for two announcers now in radio or small market TV who can develop into good on camera people. Excellent opportunity in a growing market and expanding station operation. Box M-65, BROADCASTING.

Technical

We have an opening for a man with a first phone to take over technical operation of a small market TV station. Box M-94, BROADCASTING.

Television engineer. Experienced in studio video and UHF transmitter operation. To direct technical operations. Box 5160, KAIL-TV, Fresno, California 93755.

Maintenance supervisor. KAUS-AM-FM-TV, Austin, Minnesota, has opening for experienced engineer to supervise its studio maintenance program. All new FM and TV facilities. Contact Mr. Tony Mulder, Ch. Eng.

Hawaii—First class engineer wanted at top TV station, Honolulu. Equal opportunity employer. Experience preferred. Contact: Al Ono, KHON-TV, 1170 Auahi Street, Honolulu, Hawaii.

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.

Immediate opening for first phone engineer, full color, full power station located in finest year round recreation area. Excellent hunting and fishing. Contact J. R. Middleton, Chief Engineer, KOOK-TV, P.O. Box 2557, Billings, Montana 59103.

1st phone technician, experience not required as we will train 45 hour week. Contact: Ken Karr, KTVC-TV, Box 157, Dodge City, Kansas. Phone 316-227-3121.

Technical—(cont'd)

Western Michigan—immediate openings for engineers strong on maintenance of studio equipment. Full color NBC affiliate. Excellent fringe benefits; good pay. Preference given licensed men with color experience. Phone collect, or write: Mr. Charles F. Robison, Chief Engineer, WOOD-TV, Grand Rapids, Michigan. 616-459-4125.

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.

Chief Engineer—New UHF ETV requires chief with all-around capabilities. Area provides excellent living conditions. Write with full background and personal requirements to General Manager, Shenandoah Valley ETV, 2 South Main Street, Harrisonburg, Virginia 22801.

Audio-video technician for information retrieval system in Chicago suburb. Ampex and computer training included. Exciting future in new technology. Broadcast system to be developed. Need resourceful young person ready to move up. Salary open and competitive. Contact Erle Volkland, Oak Park and River Forest High School, Oak Park, Illinois 60302, 312-383-0700.

NEWS

News photographer reporter for midwest TV-radio. Cover stories using all equipment utilized by both media. Be able to develop own newscasts. Be qualified to do the radio and TV air work in news capacity. Send resume, photo, tape (audio-video) to Box L-65, BROADCASTING.

Wanted news background. Strong on the air. Send resume and salary requirements, VTR or film, to Box M-97, BROADCASTING.

Help wanted news AM & TV. News editor for on the air work both AM & TV. Must be able to gather, write and deliver news. Plus shooting film and editing. You must be dedicated to news to qualify for this job. Will go to $12,000 for the right person. Midwest area. Send all information with tape to Box M-156, BROADCASTING.

TV newsmen and photographers for expanding staff in major midwestern cities top news department. Openings for newscaster-reporter, sportscaster, reporter-photographers. Hard working, successful department that measures men by performance and willingness to assume responsibility. Box M-165, BROADCASTING.

California color CBS affiliate looking for two newsmen. One capable of filming, writing general news and occasional features. Also must have qualifications for anchoring 11 P.M. newscast. Prefer man in early 30's. Second man needed to run new color processor, film general news and if qualified, do an on air 3 minute weathercast. Send resumes and video tape to News Director, Box 2929, Bakersfield, California 93301 or phone (person to person) News Director 805-327-7955. Positions must be filled by mid-January.

Programing, Production, Others

Assistant Professor: Will teach two sections of beginning Cinematography course and one section of beginning radio-television production course. Television production with University's Radio-Television Services and work in the film unit of Radio-TV Services may be substituted for part of teaching load. Position expected to be authorized Fall 1969. PhD preferred. MA required. Assistant Professor $9,000 to $10,500; Associate higher. Box M-112, BROADCASTING.

Producer-director for 2500 mHz channels in midwest, at least four years experience as producer-director. Box M-143, BROADCASTING.

Miami independent UHF seeking strong production manager. Must be able to lead and supervise all on-air switching, direct personnel and upgrade all internal production. Airmail resume, references and salary requirements to Bob Gardner, WAJA-TV, P.O. Box 3693, Miami, Florida 33169.

Director-producer . . . must have several years experience in producing and directing. Channel 11, WIIC-TV, Pittsburgh, Pa. Mr. Weaver.

Prog., Prod., Others—(cont'd)

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.

Relocate—management level public affairs specialist seeking challenging California assignment. Top group broadcaster references. Box M-60, BROADCASTING.

Announcers

Announcer—5 years experience, intelligent. Mature, reliable, willing. Box M-164, BROADCASTING.

NEWS

Attention major markets; investigative reporter. Big city newspaper expose artist desires position as TV news reporter. Solid broadcast background. Box M-56, BROADCASTING.

Female newscaster, theater critic, interviewer, 27, experienced, educated. VTR available. Box M-100, BROADCASTING.

Mature, creative producer with solid on-air credits as "tandem" seeks to merge background into news, documentary, public affairs. Early 30's, married, advanced degree, expert ability to deal on a high level, coordinate all areas to finished product. Also top foreign commercial experience. Want market with station commitment to public affairs, and long range growth. Resume and VTR, Box M-154, BROADCASTING.

Promotion director (radio) wants TV. Eleven years in sales and audience promotion, merchandising, PR, writing, announcing and production. Excellent record with top area 5 KW. Box M-155, BROADCASTING.

Young, ambitious, anchorman. Currently with independent in major market. Desires position with network affiliate. Prefer West Coast. Strong writing, airwork. 206-329-5715.

Programing, Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255, BROADCASTING.

Producer-director. Young married college graduate desires relocation with management potential. Currently senior director at full color network affiliate. Box M-115, BROADCASTING.

Producer/director 7 years in television, experienced all phases TV production; live and video-taped commercials, news, specials, remotes. Draft exempt, married, available now. Resume on request. Box M-119, 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.

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.

Needed used 500 watt transmitter, all equipment to build new station. Obed Borgen, 1710—11th Ave., N E., Rochester, Minn. (507) 288-2279, (507) 765-3856.

Wanted—VHF communications receiver. Nems Clarke model 1300 series or similar. Box M-123, BROADCASTING.

WANTED TO BUY—Equipment (cont'd)

Equipment donations for FM. Education station: 250 or 10 watt transmitter; frequency and modulation monitor; audio equipment welcomed. May pay for above. Calvin Brady—General Manager. Park School of Buffalo Broadcasting Systems, 4625 Harlem Road, Buffalo, N.Y. 14226.

TK-21 RCA monochrome film chain for educational cctv facility. Good condition with or without vidicon, power supply, lens. Educational price consideration appreciated. Paul Tharp-Audiovisual Service, Loma Linda University, Loma Linda, California, 92354. AC 714-796-7311, X2035.

FOR SALE—Equipment

Coaxial-cable—Heliax, Styroflex, Spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623. phone 415-832-3527.

RCA TTU-1B UHF Transmitter. Some parts missing. Exciters alone worth the price. Dick Lange, WHUT, Box 151. Anderson, Indiana 46015.

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.

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.

Best deals—spotmaster, Scully, Magnecord, CBS Audimax—Volumax, Amega film equipment, Langevin, Fairchild, QRK, 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 cartritape II. Solid state record-playback units and two playback only units. Excellent condition. Dick Hardin, WBUD, Trenton.

Morrison two-way radiotower—155 feet welded steel used. Mint condition, self-supporting. Mr. Murray, Collins & Ryan, Millsboro, Del.

McMartin TBM 4000 modulation monitor for main channel and sub-carrier . . . and McMartin TBM 3000 frequency monitor for main channel and 67 kc subcarrier. Excellent condition. Available now. WLAG-FM, LaGrange, Georgia.

Retiring consulting engineer will take best offer for: Late model GR 916A R.F. Bridge, mint; GR 1602 UHF Bridge; one RCA WX 1A Field Intensity Meter (50 to 220 mHz, AM and FM). Box M-144, BROADCASTING.

Ampex AG-100 Cue-matic spot announcing systems (2), record/play with supply of cue-mats. Both for $1,000.00 Original cost $1,395.00 each. In excellent condition (one less than a year old). Trades welcome. New and used broadcast audio equipment—write for listing. Audio Distributors, Inc., 2342 S. Division, Grand Rapids, Mich. 49507. (616) 452-1596.

MISCELLANEOUS

Deejays! 6000 classified gag lines, $5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Fishing! World's greatest! "Bimini"—duebills acceptable. Free literature—American Advertising Company, 270 North Crest, Chattanooga, Tennessee.

Aircheck of any radio station in USA/$15.00. Guaranteed delivery or money back. Airecheque Unlimited, Box 19056, Cincinnati, Ohio 45219.

FCC first phone—500 sample questions and answers, a must for anyone studying first phone. $10.00. Box M-159, BROADCASTING.

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 GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

INSTRUCTIONS—(cont'd)

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

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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, Combo-men, 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 $360. 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 88. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO 2-3281.

RADIO—Help Wanted

Management

National Sales Opportunity

We produce and market imaginative radio station ID packaged and syndicated programs. If you have a wide radio acquaintance and can sell, call or write:

SPOD PRODUCTIONS 3636 Cedar Springs
Dallas, Texas 75219 Area Code 214-526-4340

Announcers

BUILD A FUTURE IN CANADIAN SPORTS!

Moffat Broadcasting Ltd., rights-holder for the exclusive radio broadcasts of the five western teams in the Canadian professional football league, offers a bright future to a play-by-play pro. Your present market size isn't important, as long as you have intensive play-by-play experience with the emphasis on football. The salary is negotiable. If selected, you will headquarter in a major western Canadian city and will handle all play-by-play broadcasts for a C.F.L. team. Send a complete resume of your broadcasting experience, including sports and non-sports activities, together with an air check tape of your play-by-play work (preferbaly football) to:

David E. Lyman
Moffat Broadcasting Ltd.
P.O. Box 1140
Calgary 3, Alberta, Canada

Announcers—(cont'd)

BIG MARKET

Big station—Big ratings "Drake" Rocker needs Big Voice, strong on production. Big Opportunity for a step up! First ticket desired, not necessary. no maintenance. Rush aircheck & resume (no calls, please) to:

Dave Scott, Program Director
KIRL Radio, Box 3993
St. Louis, Mo. 63136

DISC JOCKEY

who can follow a format for dominant station in major California market. Good pay. 1st Class ticket. Send tape and resume.

Box M-106, Broadcasting.

Program, Production, Others

MEDIA PLANNER/BUYER

Broadcast or print background. Send resume to: A. Powell, Doyle Dane Bernbach, Inc., 20 West 43rd Street, New York, New York 10036.

(We're an equal opportunity employer)

TELEVISION—Help Wanted

CATV OPENINGS MASSACHUSETTS

Expanding CATV company needs System Manager (salary of $13,000.00), Chief Technician (salary of $12,000.00) and Group Operations Manager (salary of $14,000.00). Contact Ron Curtis, Management Consultant, to arrange a personal interview. Phone 321-337-5318.

Nationwide Management Consultants
645 N. Michigan Avenue
Chicago, Illinois 60611
312-337-5318

TELEVISION—Help Wanted

NEWS

NEWS DIRECTOR

News-oriented TV-AM-FM operation in top 50 market is looking for the exceptional man to lead in the creation of an outstanding news department.

The qualities required go well beyond usual journalistic administrative abilities. To qualify, this man must have proven ability to direct a broadcast news service recognized for local relevancy. Identified with aggressive community involvement: he must have demonstrated a sense of presentation that produces news and documentary productions packaged for audience impact as well as substance, utilizing the full dynamic capabilities of the broadcast media.

Our staff knows about this ad. If you qualify we would like to hear from you. Send comprehensive resume to:

Box M-147, Broadcasting.

NEWSREEL CAMERAMAN

Top ten market VHF needs experienced, creative news cameraman. Will become part of large and growing staff where the emphasis is on quality and new ideas. Top pay and excellent benefits. Send reel, resume and photo to:

Box M-173, Broadcasting.

TV Meteorologist

Experienced television meteorologist needed immediately to work in New York's most complete weather department. Contact: Gordon Barnes, Chief Meteorologist.

WCBS-TV
518 West 57th Street,
New York City
212-765-4321 Ext. 5681

TELEVISION

Situation Wanted—News

Sports Director

Department phased out. Available immediately. Seek TV or AM-TV combo featuring heavy local sports schedule. Veteran pro, top play by play man. Major market preferred. $15,000 minimum. Have VTR, SOF, audio tapes.

Box M-171, Broadcasting.

Miscellaneous

APOLLO 8 SPACE REPORTS

9 days of individualized reports from Cape Kennedy

EMPIRE RADIO PRODUCTIONS
Keeseville, N. Y.
518-834-9805

MISCELLANEOUS—(Cont'd)

FOUR GAME BOWL PACKAGE

Dec. 25 NORTH-SOUTH SHRINE GAME—Miami, Fla. exclusive national radio rights

Dec. 30 PEACH BOWL—Atlanta, Ga. Florida State vs. LSU excluding states of Fla., Ga., Ala., Miss., N.C., S.C., Tenn., La.

Jan. 4 AMERICAN BOWL—Tampa, Florida exclusive national radio rights

Jan. 11 SENIOR BOWL GAME—Mobile, Ala. excluding states of Fla., Ga., Ala., Miss., Tenn.

ALL GAMES AVAILABLE FOR COMPLETE LOCAL SALE

Station May also Buy Games on an Individual Basis

call RAY BLOMQUIST
Empire Sports Productions
Keeseville, N. Y.
518-834-9805

BUSINESS OPPORTUNITY

GOLDEN STATE GROUPS

Two north California multi-weekly chains. Offset, profitable. Growth markets. Priced at $1 and $1.5 million. Terms. Write fully to:

J. N. WELLS & COMPANY
543 W. Roosevelt Rd. Wheaton, Ill.

WANTED TO BUY—Station

WILL BUY FM

Deal direct with principal of small group. Send full details.

Box M-172, Broadcasting.

FOR SALE—Stations

MOUNTAIN STATES

Low down class IVs in the high country. Two available now—another in early '69.

MOUNTAIN STATES BROADCAST PROPERTIES, INC.
Box 99 Broomfield, Colorado 80020
303-466-3851

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LOOKING FOR A JOB?
For Best Results
You Can't Top A
CLASSIFIED AD
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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

INSTRUCTIONS

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YOUR FCC 1ST CLASS LICENSE
IN 6 WEEKS
at the
DON MARTIN SCHOOL OF RADIO & TV
(America's Foremost School of Broadcasting) est. 1937

- Individualized Instruction
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- One Low cost until completion
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Next Class Scheduled to Start January 6th

Register Now—Classes Limited
For additional information call or write:

DON MARTIN SCHOOL OF RADIO & TELEVISION ARTS & SCIENCES
1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

FOR SALE—Stations

(cont'd)

La Rue Media Brokers Inc.

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NEW YORK, N. Y.
265-3430

Confidential Listings
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R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 · 213/469-1171
BROKERS-CONSULTANTS

Ga.	small	daytime	$ 90	29%
Ky.	small	daytime	$ 70	$20M
West	met.	daytime	$ 70	29%
East	suburban	daytime	$600M	Terms
East	major	profitable	$600M	Terms
M.W.	small	daytime	$235M	Cash
Fla.	small	fulltime	100M	29%
Calif.	med.	daytime	170M	29%
Coastal	met.	daytime	225M	Terms
Ariz.	met.	daytime	360M	SOLD

CHAPMAN ASSOCIATES
media brokerage service®

2045 Peachtree Road **Atlanta, Ga. 30309**

(Continued from page 82)

■ WRIZ Coral Gables, Fla.—Seeks assignment of license from Mission East Co. to Robert W. Sudbrink for $465,666. Sellers: Jack Roth, president et al. Sellers own KONO-AM-TV and KITY(FM), both San Antonio, Texas. Sellers have applications to purchase WKNR Dearborn and WKHM-TV Jackson, both Michigan: WAME Miami: and WWOK Charlotte, N. C. They also have application for new FM at Miami. Buyer: Mr. Sudbrink owns WRMS Beardstown, Ill.: KYND Burlington, Iowa: and WRTH Wood River, Ill. Application to sell WRTH is pending FCC approval. He also has pending application to buy KLVL-FM Pasadena (Houston) Tex. Purchase of WRIZ contingent on sale of WRTH. Ann. Dec. 6.

■ WWNS and WMCD(FM), both Statesboro, Ga.—Seek transfer of control of WWNS Inc. from William W. McDougald (50% before, none after) to Donald O. McDougald (50% before, 100% after). Consideration: $80,000. Ann. Dec. 6.

■ WCMI-AM-FM Ashland, Ky.—Seeks transfer of control of Charbert Industries Inc. from Charles B. and Robert E. Levinson (each 50% before, same after) to Charles B. Levinson, trustee for Robert E. Levinson. No consideration involved. Ann. Dec. 6.

■ KXKW Lafayette, La.—Seeks assignment of license from General Communications Inc. to KXKW Inc. for $315,000. Sellers: Edward E. Wilson, president (51%) et al. Mr. Wilson has interest in WILX-TV Onondaga and WJCO Jackson, both Michigan. Buyers: Delwin W. Morton, vice president-secretary-treasurer and John Pickens, vice president (each 45%) and James V. Hoffpauir, president (10%). Mr. Morton owns 50% of KEES Gladewater, 25.5% of KDOX Marshall, 30% of KAWA Waco, 25% of KYAL McKinney and is sole owner of KCAD Abilene, all Texas. Sale of KDOX is pending FCC approval. He also owns 20% of KRGO Salt Lake City and has interest in applicant to purchase KEFC(FM) Waco. Messrs. Morton and Pickens have 50% and 25% interest, respectively, in applicant to purchase KPNG Port Neches, Tex. Mr. Pickens has oil and ranching interests. Mr. Hoffpauir owns 5% of KXKW and has 50% interest in ranch. Ann. Dec. 6.

■ WNEM-TV Bay City, Mich.—Seeks assignment of license from Gerity Broadcasting Co. to Meredith Corp. for $11.5 million. Seller: James Gerity Jr., sole owner. Mr. Gerity owns WABJ Adrian and WNEM-FM Bay City, both Michigan. Buyers: Fred Bohen, chairman of board, Darwin D. Tucker, president, E. T. Meredith III, vice president-assistant secretary et al. (as a group, 100%). Buyers own KCMO-AM-FM-TV Kansas City, Mo.: KPHO-AM-TV Phoenix: WOW-AM-FM-TV Omaha: and WHEN-AM-TV Syracuse, N. Y. They also own companies engaged in publishing magazines, text and consumer books: manufacturing world globes: and printing.

■ WHDF Houghton, Mich.—Seeks transfer of control of Upper Michigan Broadcasting Co. from Irma, Bruce and Read Burgan (as a group 60% before, none after) to Eugene A. Halker (none before, 60% after). Principal: Mr. Halker owns 47.5% of Northland Publishers Inc., Iron River, Mich., newspaper and office supply company. Consideration: $35,000. Ann. Dec. 6.

■ WQTE Monroe, Mich.—Seeks transfer of control of 560 Broadcasting Corp. from Richard E. Jones (50% before, 45% after) to Thomas M. and Richard P. Jones and Sally Jones Lenart (each none before, 1.67% after). Thomas M. Jones owns 50% of applicant for new AM at Kealakekua, Hawaii. No consideration involved. Ann. Dec. 9.

■ WLRC Whitehall, Mich. — Seeks transfer of control of White Lake Radio Corp. from Clarence Steilstra (30% before, none after) and Eldon Steilstra (10% before, none after) to Raymond A. Plank and Leonard Schoenherr (each 30% before, 50% after). Consideration: $10,000. Ann. Dec. 6.

■ WRTV(TV) Asbury Park, N. J.—Seeks transfer of de jure control of Walter Reade Organization Inc., permitee, from Mayfair Atlantic Corp. (64% before, 46.3% after) to Rutland Corp. (none before, 27.5% after) for issuance of stock per merger agreement pending governmental approval. Percentages after transfer assume maximum amount of shares will be issued to Rutland. If minimum amount of stock is issued, Mayfair Atlantic will retain positive control with 51% and Rutland will have 21.8%. No consideration involved. Ann. Dec. 5.

■ WPTR Albany, N. Y.—Seeks transfer of control of WPTR Inc. from Rust Broadcasting Co. (100% before, none after) to William F. Rust Jr. (none before, 100% after). Principal: Mr. Rust and children own 100% of Rust Broadcasting, parent of WPTR Inc. Transfer is for tax and other purposes. Mr. Rust is majority stockholder of WAEB-AM-FM Allentown, WNOW-AM-FM York and WRAW Reading, all Pensylvania. He also has controlling interest in WHAM and WHFM(FM), both Rochester, New York. Consideration: $60,000. Ann. Dec. 6.

■ WFIG Sumter, S. C.—Seeks assignment of license from Radio Station WFIG Inc. to Gamecock City Broadcasting Inc. for $200,-000. Sellers: Rev. Harvey T. Laughter, president (51%) et al. Sellers own WBMS Black Mountain, N. C. Buyers: John E. Miles, president, Jeff D. Methven, vice president and Robert A. Marshall, secretary-treasurer (as a group 100%). Buyers own KPLT-AM-FM Paris, Tex. Mr. Miles is WFIG vice president-general manager. Mr. Marshall is associate broker with Blackburn & Co., media brokers. Ann. Dec. 4.

■ KOBH-AM-FM Hot Springs, S. D.—Seeks assignment of license from Fall River Broadcasting Corp. to Major C. Short for $80,000. Sellers: Russell M. Stewart, president et al. Mr. Stewart owns 33⅓% of KNEB-AM-FM Scottsbluff, Neb. Buyer: Mr. Short is former musician, discotheque manager and night club, theater and television entertainer. Ann. Dec. 6.

■ KMEC-TV Dallas—Seeks assignment of CP from Maxwell Electronic Corp. to Evans Broadcasting Corp. for $40,000 plus assumption of liabilities totalling $171,530.37. Sellers: James T. Maxwell, president, C. H. Maxwell, vice president, Carroll Maxwell Jr., secretary et al. (as a group 100%). Buyer: Thomas M. Evans, sole owner. Mr. Evans is permittee of KDNL-TV St. Louis. He also intends to file applications to purchase CP's for WUHF-TV Hartford, Conn., and WENS-(TV) Pittsburgh: and to purchase WJZB-TV Worcester, Mass. Ann. Dec. 9.

■ WABH Deerfield, Va.—Seeks transfer of control of Deerfield Broadcasting Co. from James R. Reese Jr. (50% before, none after) to Ralph O. Hamilton (50% before, 100% after). Seller: Mr. Reese is vice president of Continental Communications Inc., applicant to purchase WPDX Clarksburg, W. Va. Consideration: $5,000. Ann. Dec. 6.

Actions

■ KIQS Willows, Calif. — Broadcast Bureau granted assignment of license from KIQS Inc. to Harry Lando for $55,000. Seller: Robert C. Rose, president. Buyer: Harry Lando, sole owner. Mr. Lando is free-lance Washington news correspondent for newspapers, business publications and radio stations. Action Dec. 4.

■ WLEH Lehigh Acres, Fla.—Broadcast Bureau granted transfer of control of Southern Radio and Television Co., permittee, from Manuel Riskin, Lee Ratner, Gerald Gould and Edward Shapiro (100% as a group before, none after) to Roger Clipp (none before, 100% after). Principal: Roger Clipp, sole owner. Mr. Clipp has 12% interest in WSER Elkton, Md. Consideration $37,301. Action Dec. 6.

■ WCIK Gordon, Ga. — Broadcast Bureau granted assignment of license from Heart of Georgia Broadcasting Co. to Cyler D. Garner, M.D., debtor in possession. No consideration involved. Principals: J. Byrl Sessions, president et al. Mr. Garner has general medical practice and is mayor of Gordon. Action Dec. 4.

■ KDSN-AM-FM Denison, Iowa — Broadcast Bureau granted transfer of control of Denison Broadcasting Co. from Walter Morrison (50.4% before, 50% after), C. H. Fee (24.8% before, none after) and E. A. Raun (12.4% before, none after) to Don Uker (12.4% before, 50% after). Consideration: $30,000. Action Dec. 6.

■ WADB(FM) Point Pleasant, N. J.—Broadcast Bureau granted assignment of CP from Dorothy Fielder Brown to Pleasant Broadcasters for purpose of incorporation. No consideration involved. Principals: Dorothy and Adament Brown (jointly 92.9%) et al. Action Nov. 27.

■ WQMS(FM) Hamilton, Ohio—Broadcast Bureau granted assignment of license from Community Broadcasting Co. to Deluxe Enterprises Inc. for $305,000. Seller: John F. McNally, sole owner. Buyer: Nicholas Timko, sole owner. Mr. Timko owns 67% of WBFG-(FM) Detroit. He also has other business interests. Action Nov. 29.

■ KEEE-FM Nacogdoches, Tex. — Broadcast Bureau granted assignment of license from J. C. Stallings to Voice of the Lakes Broadcasting Inc. to afford ownership interests to two parties for $9,600. Principals: J. C. Stallings, president (52%), Jimmy Reed Stallworth and Ronald Douglas Cowling (each 24%). Mr. Stallings is owner of KEEE Nacogdoches. Messrs. Stallworth and Cowling are KEEE employees. Action Dec. 4.

■ KOQT Bellingham, Wash.—Broadcast Bureau granted assignment of license from Topdial Inc. to Robert Burks, trustee in bankruptcy. No consideration involved. Principals of Topdial Inc.: Joe E. Tyrrell, sole owner. Action Dec. 4.

Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Dec. 11. Reports include applications or permission to install and operate CATV grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ Colusa, Calif. — Oroville Communications Co., Oroville, Calif. (multiple CATV owner), has applied for a franchise. City would receive $1,200 yearly or 5% gross annual revenues.

■ *San Pablo, Calif.*—Vumore Cablevision Inc., San Leandro, Calif., has been granted a nonexclusive franchise.

■ *Fort Collins, Colo.*—Fort Collins Video, a subsidiary of Mountain States Video Inc., Denver (multiple CATV owner), has been granted a franchise.

■ *Lantana, Fla.*—Teleprompter Corp., New York (multiple CATV owner), has been granted a 30-year franchise.

■ Gilman, Ill.—Cass CATV Inc., Beardstown, Ill., has applied for a franchise.

■ *Warsaw, Ind.*—Valley Cablevision Corp., South Bend, Ind., has been granted a franchise. Valley Cablevision also holds franchises for Winona Lake, Kosciusko County and South Bend-Mishawaka area.

■ Lowell, Mass.—Synergistics Inc., Waltham, Mass., has applied for a 10-year franchise. Present franchise holder is Lowell Cablevision.

■ Dowagiac, Mich.—Twin Valley CATV, Hillside, Mich., a subsidiary of Lamb Communications Inc., Toledo, Ohio (multiple CATV owner), has applied for a franchise.

■ Pascagoula, Miss.—Clear Vision CATV Services Inc., Meridian, Miss. (multiple CATV owner), Crest Broadcasting Co. and Jackson County Cable TV, both Pascagoula, and Pascagoula TV Cable Co., Mobile, Ala., have each applied for a franchise. City would receive 5% gross annual revenues from Clear Vision: 6.1% from Crest: 5% with minimum of $5,000 yearly first five years, $7,500 next five years, from Teleprompter: 3.1% to 10% from Jackson, and 10% from Pascagoula. Installation would be free and monthly fees would be $5 for Clear Vision: $9.95 and $4.95, respectively, for Crest: free installation and $4.75 monthly for Teleprompter: $10 and $5, respectively, for Jackson, and $10 and $5, respectively, for Pascagoula.

■ *Islip, N. Y.*—Teleprompter Corp., New York (multiple CATV owner), has been granted a 25-year franchise.

■ Canton, N. C. — State-Wide Cablevision Inc., Forest City, N. C., has applied for a franchise. Installation and monthly fees would be $10 and $5, respectively.

■ Columbus, Ohio—Canterbury Cablevision, Columbus, Ohio, has applied for a franchise. There are five other applicants.

■ Medina, Ohio — Armstrong Utilities Inc., Butler, Pa. (multiple CATV owner), has applied for a franchise.

■ *South Fork, Pa.*—James C. English of Williamsport, Pa., has been granted a franchise.

■ *Lockhart, Tex.*—William F. Karnes has been granted a 20-year nonexclusive franchise. City will receive 2% gross annual revenues.

■ Portland, Tex. — Castel Corp., Corpus Christi, Tex., and Gulf Coast Communications Inc. have each applied for a franchise.

■ *Vidor, Tex.*—Jefferson Cablevision, Beaumont, Tex., has been granted a franchise. Orange CATV, Orange, Tex., is previous franchise holder.

■ Edgerton, Wis. — Viking Media Corp., Stoughton, Wis., has applied for a franchise for a 10-channel system. Installation and monthly fees would be $15 and $5, respectively.

A devotion to excellence in advertising

If the criterion for withstanding the storms of the advertising world is sitting calmly in a 35th floor office while the building is creaking and groaning during a rough southwester, and watching the office door open and close as if to emphasize that the building really is swaying, Charles S. Winston passes the test easily.

And withstand rough going he must, for Mr. Winston, president of Foote, Cone & Belding, had the job of revamping the New York office after the loss of the estimated $18-million Trans World Airlines account last summer.

"We had to go through a shakedown period," he admitted, "but things are settling down now, and we'll move forward."

Mr. Winston was appointed general manager of the New York office in September, replacing William E. Chambers Jr. He was philosophical about the TWA loss: "It's part of the business—the rugged part—but it would be Utopian without it."

The 49-year-old agency president is no stranger to New York, despite his long career with Foote, Cone based in Midwest offices. Since becoming president in 1967, he has visited the New York office twice a week or so, and finds the advertising business "no different in style and basics" between the two cities. "Bum advertising is bum advertising," he remarked. He had praise, though, for "a lot of good advertising" from both Chicago and New York.

Mr. Winston tries to keep a close watch on the creative product. He "works hard to stay in advertising," he noted, by consulting with his top creative people in deciding campaigns, making marketing plans for clients through the plans board, and participating in weekly account meetings.

His experience in the field has been in account management, starting with the Hiram Walker account after his training period in 1946.

"Hiram Walker was a tremendous creative challenge," Mr. Winston said, "because the product never changes and there are strict government rules on advertising."

Another challenge was the Frigidaire account, which was his first experience with the television medium. He was impressed with the power of the personality in advertising, when he discovered people began going into stores and buying Frigidaire's major appliances on impulse after they had been recommended by Arthur Godfrey. Frigidaire was also a sponsor of National Collegiate Athletic Association football games and the first Bob Hope spectacular, he noted.

Mr. Winston enjoyed the S. C. Johnson & Son account, too. He was elected vice president of the agency and named supervisor of that account in 1955, and in that position worked as a partner with the client in its first diversification effort—Raid insecticide. He was in on the development from the beginning, and helped select the name and package design of the product, in addition to planning the advertising.

When he was chosen to head the new Detroit office in 1956, Mr. Winston became involved with the ill-fated Edsel. What went wrong? "Hindsight is easy," he replied. "Between its planning and introduction, the economy changed drastically and the compact car became popular." At the time, though, no one expected a failure. "The idea," Mr. Winston commented, "was to get another medium-priced Ford entry in the market. We thought it would be a great success."

Week'sProfile

Charles Scudder Winston—president, Foote, Cone & Belding, and general manager of New York office; b. Joliet, Ill., April 17, 1919; graduated from Princeton University, 1941; joined Foote, Cone & Belding as trainee, 1946; named manager of Detroit office, 1956; manager of Chicago office, 1959; elected president, 1967; named manager of New York office, 1968; m.—Frances Bartlett, 1942; children: Pamela 25, Julia 23, Frances 19, Eliza Jane 13; former president of Infant Welfare Society of Chicago, former chairman of central region, American Association of Advertising Agencies; hobbies—golf, tennis, hunting, fishing, reading.

In 1959 he was named general manager of the Chicago office, a position he held until elected president last year.

Mr. Winston got his job with Foote, Cone, it is said, with the help of a good impression he made on Fairfax Cone's secretary. The woman suggested to her boss that Charles Winston would be a valuable addition to the company, and, at Mr. Cone's urging, the personnel department interviewed the applicant and hired him that same day.

His fascination "with the idea of being part of selling products" began while he was studying psychology at Princeton University. He got a favorable glimpse of the advertising world through his basketball-playing friendship with the Hobler brothers, sons of Atherton Hobler, then president of Benton & Bowles. Mr. Hobler treated his sons' college friend to dinner and shows in New York several times, so Charles Winston decided this must be a "pretty good business."

"Mr. Hobler never offered me a job," he added, "but then I never asked him."

In Chicago, Mr. Winston was president of the Infant Welfare Society, a past president of the Research Foundation for Tuberculosis, and a member of the Chicago Council of Boy Scouts. These services, he feels, are a way of "putting something back into the community where you take so much out." He expects he probably will join similar organizations in New York.

In the advertising field, he is a former central regional chairman of the American Association of Advertising Agencies, but he is devoted to service in advertising in more ways than this one office suggests.

In a speech before the Chicago Advertising Club early this year, Mr. Winston lauded the agencies and individuals involved in various civic projects, and praised the founders of the agency business in Chicago for setting principles and good business ethics for others to follow. "[We] should dedicate ourselves to the proposition of passing along to the next group as fine an agency (even finer, if possible) as we have inherited."

This inheritance has come from his own boss, Fairfax Cone, among others.

His admiration for Mr. Cone has not dimmed in their 22-year association, and he includes five other "hard-working, creative advertising men" at the top of his list of respect: Leo Burnett (Leo Burnett Co.), David Ogilvy (Ogilvy & Mather), Rosser Reeves (formerly of Ted Bates & Co.), Bill Bernbach (Doyle Dane Bernbach) and Charles Brower (BBDO).

If the criterion for such a list is "hardworking and creative," Charles Winston may well be on someone else's list.

Editorials

This is progress?

The nicest thing to be said about the report of the President's Task Force on Communications Policy is that it has been prepared by administrators and submitted to a President who are leaving office. If this report were to become a program for action, broadcasters would be well advised to turn in their licenses and go into more stable enterprises, shooting craps with house dice on the Hong Kong waterfront, for example.

The report airily dismisses the present television broadcast service with the observation that existing federal regulatory policy has failed in its goal of "diversifying the content of television programing." With that as its basic premise, the report charts a course for government-sponsored television systems and for corruption of the private system into a propaganda agency. If that analysis sounds extreme, consider these explicit recommendations:

A super-authority over telecommunications would be created in the executive branch. This authority would not only have the power to make all spectrum allocations (with FCC advice in the case of television) but also the power to shape the content of the service thus accommodated.

Among its many missions the telecommunications authority (which is given no name in the report) would be charged with coordinating "the variety of executive and legislative policies and interests" involved in broadcasting. And what does that mean? An explanation appears elsewhere in this remarkable document: " . . . broadcasting offers significant potential as a support to a variety of governmental missions such as health, education, improvement of race relations and elimination of unemployment. Its value in this regard depends largely on the conduct of FCC licensees, who provide broadcasting service. The agencies responsible for missions of the sort listed above have a legitimate interest, therefore, in the conduct and programing practices of broadcast licensees and in proceedings for the grant and renewal of licenses."

Nor would it satisfy the writers of this report if the private broadcast schedules were turned over to government use. Beyond that they see a need for government-financed television systems. They specifically recommend two pilot projects, low-power, multi-channel UHF broadcast clusters in the Watts district of Los Angeles and the sparsely settled Navajo reservation of Northern Arizona. These would be programed by the Corp. for Public Broadcasting, and if the experiments were successful, more of the same would be introduced.

Nor would that be the size of it. "The need and opportunities for service by the Corp. for Public Broadcasting will be greatly expanded," says the report, "if cable-television development multiplies the number of channels. . . . More important still are the governmental uses, on both the federal and local level, which will be made possible with an expanded multi-channel capability."

In these references to government intrusion into television programing may be seen the central defect of the task-force report. What is envisioned is a television system containing a vastly expanded array of cable as well as, in the words of the report "a realistic minimum level of over-the-air-service"—all loaded with government programing.

It is, in short, a plan for the destruction of what is now the world's biggest, most productive and most watched television system.

Pressure on the press

Newspaper owners of broadcast stations have special reason to worry these days. Although there has been no adjudication of the "concentration" question, the Department of Justice's antitrust division has won by default in the only two cases in which it has challenged newspaper ownership of television stations.

Neither the ownership of KFDM-TV Beaumont, Tex., nor of WREX-TV Rockford, Ill., can be faulted for their separate actions in refusing to become guinea pigs by contesting threatened antitrust suits. The stations involved have since been sold (subject to FCC approval) to other entities based in other markets and therefore outside the Justice Department's definition of "concentration" (BROADCASTING, Dec. 9, 1968).

There are nearly 300 stations—TV and radio—identified with newspapers and other publications. Of these, nearly 100 are in television. The trend in station population is decidedly up; the reverse is true for newspapers.

Many newspapers in major markets would have been in dire straits if they hadn't had radio, and later television, stations to tide them over periodic depressions and strikes. And there were quite a few newspapers without broadcast holdings that simply folded during those depressed times.

Absent some change in the antitrust-division policy when the Nixon team is fielded next month, the newspaper ownership issue must be litigated. The broader, all-encompassing question of the "one-to-a-customer" FCC rulemaking, which provoked revival of the newspaper-ownership issue, hasn't matured and is still in the "proposed" status where hopefully it will remain or be dropped.

Enlightened newspapers long ago separated their journalistic and advertising functions. The combination rates are properly a relic of the past.

What basically is involved in the whole question of multiple ownership or newspaper ownership is the right of an entrepreneur to advance in his chosen field and take the risks involved. There were risks in radio and television every inch of the way in the early going. There still are in "over-populated" or smaller markets in both radio and television.

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