



Broadcasting

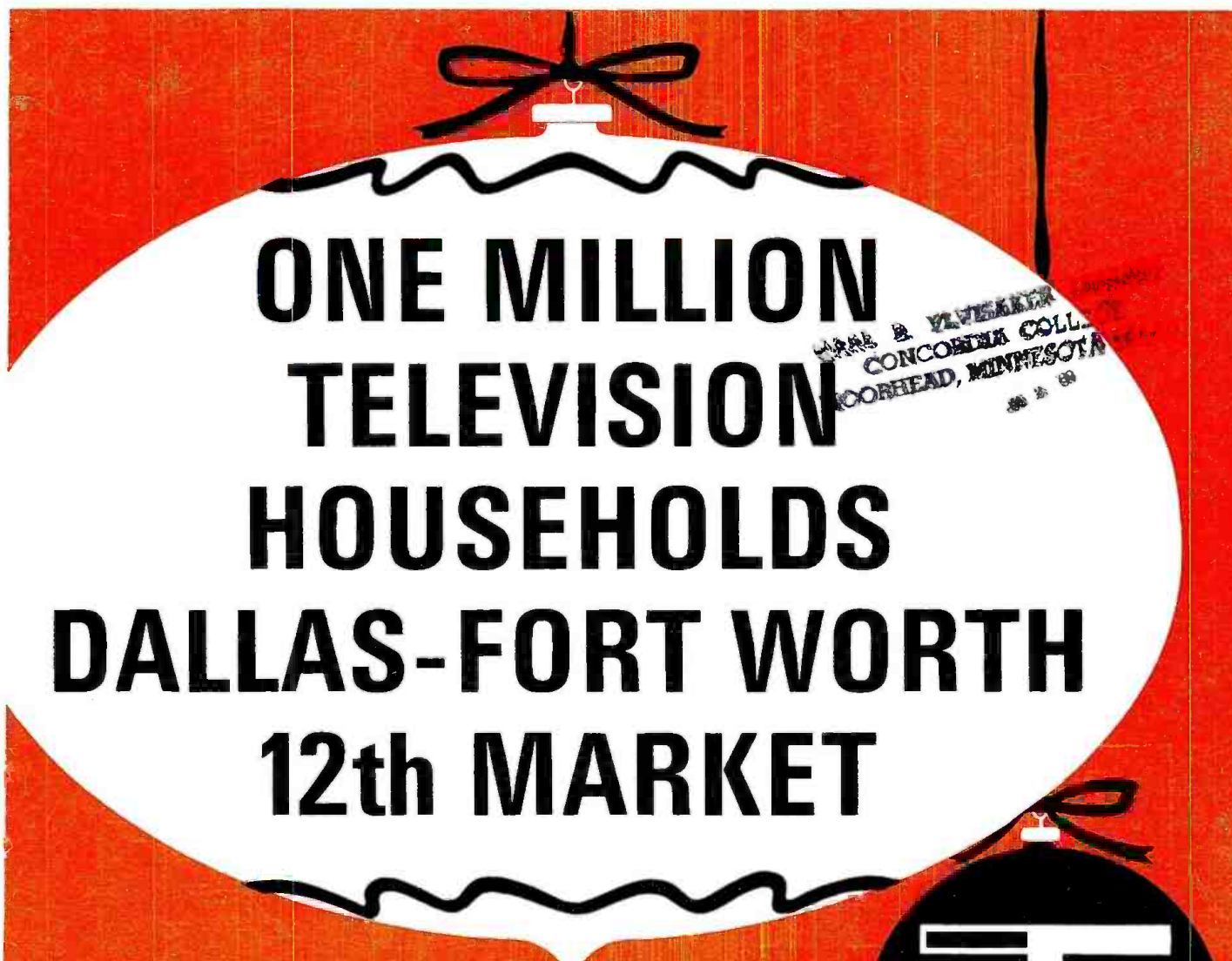
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Opinion is divided over effect of new CATV, pay-TV rules. p17

New UHF operates with minimal budget, live programming. p26

NAB asks more time to prepare one-to-customer rebuttal. p34

TV comes in for sharp criticism at violence hearings. p41



**ONE MILLION
TELEVISION
HOUSEHOLDS
DALLAS-FORT WORTH
12th MARKET**

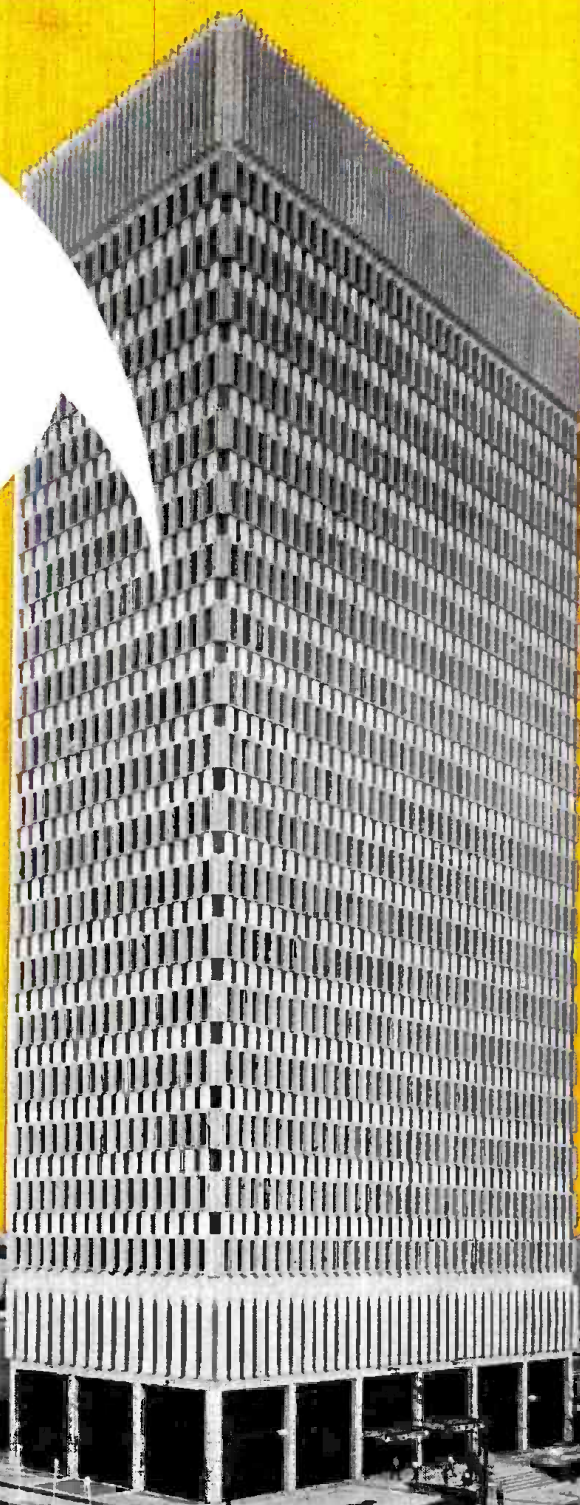
*WABE & YVES
CONCORDIA COLLEGE
MOOREHEAD, MINNESOTA*

Represented Nationally by Peters, Griffin, Woodward, Inc.



*Beginning Jan. 1st.
WSPA-TV will have
offices and studios in
downtown Greenville!*

The Greenville-Spartanburg-Asheville television area is bursting at the seams with growth in population and pay-rolls. To better serve our viewers and advertisers in the 9th television market of the Southeast, WSPA-TV is opening offices and news studios on the ground floor of the new and modern Daniel Building — South Carolina's finest!



Daniel Building, Corner of Main St. and College



wspa-TV

AM-FM-TV

channel

7

SPARTANBURG, SOUTH CAROLINA

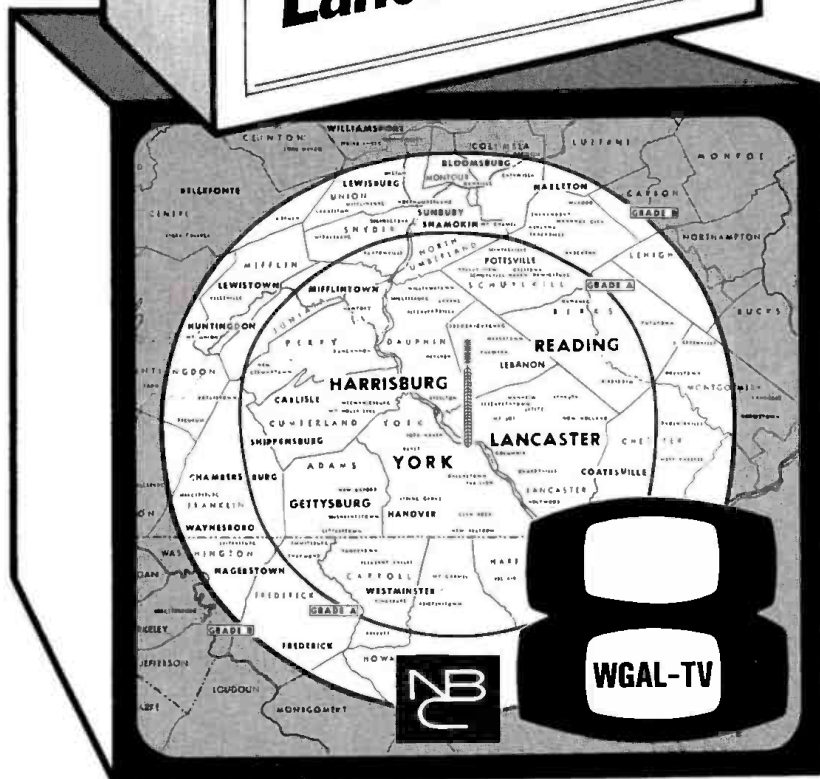
**A CBS AFFILIATE IN THE GREENVILLE-
SPARTANBURG-ASHEVILLE MARKET**

**Owned and Operated by the Spartan Radiocasting Co. Walter J. Brown, Pres.
The Hollingbery Company, National Representative**

Tops in its great multi-city market



WGAL-TV
Channel 8
Lancaster, Pa.



This leading television station not only captures much the highest share of audience, it is also the one station that delivers the entire market—Lancaster, Harrisburg, York, Lebanon, plus countless other cities and communities. This leadership is the result of bold pioneering, creative programming, 36% color penetration*.

*Based on Feb.-March 1966 Nielsen estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

Representative:
The MEEKER Company, Inc.
 New York Los Angeles
 Chicago San Francisco

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

Audio entry

Metromedia plans radio news service to be competitive with existing national audio news services. Group owner expects to announce Metromedia Radio News (MRN) within weeks for operational start in February 1969. New service actually will be in full use—for covering Apollo 8 mission to moon. Alan Walden, national news coordinator, Metromedia Radio, will head service. Metromedia radio outlets: WNEW-AM-FM New York, WASH(FM) Washington, KLAC-AM, KMET(FM) Los Angeles, KNEW-AM, KSAN(FM) San Francisco. WIP-AM, WMMR(FM) Philadelphia, WHK-AM, WMMS(FM) Cleveland and WCBM-AM Baltimore. Solicitation of other stations to start in January.

Metromedia sources say that idea of operating as radio network news service began germinating as long as three years ago. Testing with feeds to owned-station cities has been under way over past year, though its most dramatic try-out occurred last June when Metromedia news people, in California covering primary, fed voice reports to stations on Senator Robert Kennedy's assassination.

Warning sign?

It may come as chilling news to station traders that new FCC Commissioner H. Rex Lee voted last week with hard-line colleagues in station-transfer case. At issue was proposed acquisition by Fuqua Industries of WTVM(TV) Columbus, Ga., and WTVG(TV) Chattanooga, part of \$20-million stock deal in which Fuqua is taking over Martin Theaters of Georgia Inc. Mr. Lee voted with Robert T. Bartley and Nicholas Johnson for hearing on transfer—reportedly on question of concentration of media control. With Kenneth Cox absent, vote ended in tie, as Rosel Hyde, Robert E. Lee and James J. Wadsworth voted for approval.

Fuqua application will come up again at next regular FCC meeting Jan. 8, when Mr. Cox, foe of concentrations, is expected to be present. J. B. Fuqua, chairman of company, personally owns WJBF(TV) Augusta, Ga., and company owns five radio and television stations in four states. Still awaiting FCC action are two other acquisitions by station groups: Avco's purchase of WRTH Wood River, Ill. (St. Louis) for \$3 million and Bonneville International's purchase of KBIG Avalon, Calif., and KBIG-FM Los Angeles for \$1.7 million ("Closed Circuit," Dec. 16).

Soft sell works

Now that National Association of Broadcasters' TV code board has proposed again to accept personal-product advertising, Alberto-Culver and agency, N. W. Ayer, Chicago, are drawing up heavier campaign strategy for feminine hygiene deodorant spray, FDS. Spokesman for Alberto-Culver says ad budget for FDS will be "up very substantially" in first half of 1969, with over half going into TV.

Agency and client had doubts at first as to whether required low-key commercial could aid sale of product, but commercial testing convinced them. FDS is using spot exclusively in fourth quarter this year, and, at last report, commercials were running on some 60 stations. FDS plans to move into network TV after first of year, but, according to spokesman, will follow "typical Culver pattern of heavier spot."

Man to know

George Revercomb, Washington attorney and son of former West Virginia senator, is screening officer for FCC patronage jobs for incoming Republican administration. Mr. Revercomb, for about year legal assistant to former FCC Chairman Fred W. Ford, is concerned primarily with six top staff jobs that pay maximum of \$28,000 annually under present schedules but would go up next year.

Incumbents in jobs in "grey book" list of patronage posts are FCC Executive Director Max D. Paglin, General Counsel Henry Geller, Chief Engineer William H. Watkins, Broadcast Bureau Chief George S. Smith, Safety & Special Services Chief James E. Barr and Common Carrier Bureau Chief Bernard Strassburg. Messrs. Watkins, Smith and Barr are Republicans; others Democrats.

Rigged quiz?

Hint that staff of President's Commission on Causes and Prevention of Violence approached last week's hearings on media influence with not entirely objective view came in one broadcast witness's pre-testimony conference. Witness has submitted advance draft of statement—which he found violence-commission staffers had edited. Among insertions was one referring to basic motive of media owners to "maximize profits," which witness had never thought of saying. Staffers explained they were only trying to shorten his statement and made no effort to per-

suade him to use words they had tried to slip into his mouth. It may have been coincidence that maximization of profits was harped on repeatedly in later testimony of FCC Commissioner Nicholas Johnson (see page 41).

No sour notes

Radio stations don't appear to be quibbling much with recommendation of All-Industry Radio Music License Committee that they agree to new, higher rates for use of music licensed by Broadcast Music Inc. BMI sources report "unusually fast" rate of return of signed agreements. New contracts were distributed to stations first week of December: by middle of last week BMI indicated it had got back signed pacts from more than half of its 5,900 AM and FM licensees, including those of most of bigger group operators. Old contract expires Dec. 31; new one goes into effect New Year's day (BROADCASTING, Dec. 2, 9).

No vacancy

Paul Rand Dixon will stay with Federal Trade Commission for remaining six years of his seven-year term as commissioner, even if President-elect Nixon replaces him as chairman. Chairman Dixon, Democrat, indicated earlier he would have been disappointed had Hubert Humphrey won and chosen new chairman. But he feels Mr. Nixon has right to choose Republican chairman. Mr. Dixon originally was appointed to FTC as chairman by President Kennedy in 1961 after serving as chief counsel of Kefauver antitrust committee of Senate. He began his second term as commissioner this year and was retained as chairman by President Johnson.

Overkill

Several larger entities in cable television have let it be known they don't like mandatory program-origination provision in FCC's proposed CATV rule-making. Apparently what bothers them most is fear imposition of multiple-ownership regulations (including one-to-a-customer) as consequence of requirement.

One serious effect of "leak" on FCC's cable proposal fortnight ago was report from several manufacturers of cancellation of orders for cable equipment. These followed virtual panic in wake of leak, but this abated considerably after documents were released and substance was digested.



social security in america

an exciting
new 15-minute public
service television series
in COLOR

FOR PEOPLE WHO LIKE PEOPLE



Full of the sights and sounds of America. Stories of the people who make up our American way of life and the role social security plays in their lives.

- **From the East . . .** New York City and an artist's concept of social security.
- **To the West . . .** Majestic Monument Valley, Arizona, and a story of the Navajos.
- **From the North . . .** Canton, Ohio, the Football Hall of Fame, Red Grange, the famed "Gallopig Ghost."
- **To the South . . .** The Ozarks, for the National Festival of Craftsmen . . . do-it-yourself crafts, Ozark style.



**39 shows are now available from your
social security office. More are on the way.**



Visiting with social security beneficiaries in cities and towns throughout America to hear their unusual stories . . .

Stories about people like: Fred Kay, a Navajo Indian medicine man; Darius Milhaud, composer, and the Aspen Music School; Debbie Molitor, a Miss America contestant; Sharkey Bonano, New Orleans jazz trumpeter; Andrew Ratoucheff, noted midget actor; Terry Brazil, Soap Box Derby champion; and many more.

Produced by the Social Security Administration
This advertisement courtesy of Broadcasting Publications, Inc.,
in the interest of public service.

ENTERTAINMENT PLUS VALUABLE INFORMATION ABOUT YOUR SOCIAL SECURITY

Wide divisions of opinion, much of it heated, develops in aftermath of FCC actions proposing radical changes in CATV regulation and adopting rules for pay TV; action promised in commission, Congress, courts. See . . .

Nothing settled on CATV, pay TV . . . 17

New York City grants program-origination permission to three CATV firms, but bans commercials, "entertainment" movies and extra subscription fee, which seems certain to generate heated clashes. See . . .

NY cables get origination OK . . . 24

KKOG-TV Ventura, Calif., goes on the air with rate card posted in front window, air time filled with total live programming, staff with little or no programming experience, in market that is television glutted. See . . .

Local, live and uphill . . . 26

Almost 90% of 70 TV stations represented by Blair Television will restructure their rates for nonprime, 30-second spots at 50% of their minute rates; "steady swing" to 30's cited as reason for move. See . . .

Blair stations lower prices . . . 30

Final deadline approaches on filing reply comments in FCC's one-to-a-customer rulemaking, but National Association of Broadcasters has yet to line up research group to provide information for major industry rebuttal. See . . .

NAB in time bind on 1-to-customer . . . 34

FCC's Broadcast Bureau recommends denial of McLendon Corp.'s application to acquire city-owned WCAM Camden, N. J., alleging McLendon would identify with Philadelphia rather than its proposed city of license. See . . .

McLendon WCAM bid in jeopardy . . . 36

ABC urges FCC to reject calls for breakup of its affiliation arrangement with XETV(TV) Tijuana, Mexico; says move to San Diego UHF, KCST(TV), would cause it to lose \$1 million or more in revenues. See . . .

ABC resists shift to San Diego U . . . 37

Competition crops up in ETV interconnection service as Microwave Communications offers reduced-rate hookups for noncommercial radio-TV educational stations that are said to be lower than AT&T's. See . . .

ETV's get new rate offer . . . 38

FCC Commissioner Nicholas Johnson takes leaf from popular TV show and "socks it to" broadcasters in slashing attack on TV networks before President's Commission on the Cause and Prevention of Violence. See . . .

Nick Johnson blasts broadcasters . . . 41

Intelsat III-A wings over South Atlantic in successful launching of first of four satellites providing 1,200 two-way voice circuits or four TV channels; others will be launched over Pacific and Indian Oceans by July. See . . .

Fifth global TV bird launched . . . 50

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Broadcasting

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One-of-a-kind antenna system takes unique skills

You couldn't ask for a more complex TV antenna system than this one-of-a-kind installation—with five RCA antennas on-air from twin masts on John Hancock Center in Chicago next fall. Only the Empire State antenna system by RCA paralleled it in technological involvement.

The John Hancock Center has: Two UHF Polygons. A VHF Zee Panel. A VHF Superturnstile. A VHF Butterfly. Each one is designed to handle maximum authorized ERP. All five can radiate maximum power with minimum inter-reaction. And that's not all: There are provisions in the system for future expansion to a total of 10 antennas!

Did you know that almost all multiple antenna installations in the business were RCA-engineered—planned—tested—built—and installed? And that the basic principles of multiple array antenna operation were first evolved at RCA's Gibbsboro Center—world's best equipped and most advanced Antenna Engineering facility. Or that Gibbsboro maintains the industry's largest and most complete computerized store of reference data. RCA's experience and intelligence are readily adaptable to solutions of every kind of antenna problem.

Your antenna is your bridge to business. Call your RCA Broadcast Representative when you begin to think about that installation. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.

RCA Broadcast
Equipment

Owner/Developer:
John Hancock
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Rough day for networks

Television network executives were raked with critical questions at appearances Friday (Dec. 20) before Presidential Commission on Causes and Prevention of Violence.

Most caustic of members was Representative Hale Boggs (D-La.) who particularly laced into Leonard H. Goldenson, president of ABC, and Dr. Frank Stanton, president of CBS. Congressman Boggs was chairman of Democratic platform committee at August party convention.

At one point during all-day session, which followed two days of preliminaries (see page 41), and after Mr. Goldenson had told about conferences with writers, producers and others to tone down violence after assassinations of Dr. Martin Luther King and Senator Robert F. Kennedy, Representative Boggs snapped:

"Your reply is totally inadequate, inaccurate and, according to critics, untrue. Evidence shows no change at all in violence on the network."

Representative Boggs bore into Dr. Stanton during later question-and-answer session on question whether networks and related industry groups are moving with "all deliberate speed" to reach conclusions and complete studies regarding causal relationship between TV violence and violent behavior.

Representative Boggs indicated they were not, saying "How long, Mr. chairman, how long," must broadcasters continue to study this problem in what he termed off-and-on fashion since 1954.

"How can you say television is so effective in advertising and yet [say] it doesn't have an impact on violence?" congressman asked.

Dr. Stanton replied, somewhat heatedly: "If you can tell me how the study is to be made, tell me. We don't yet have the methodology with which to make such a study."

Dr. Stanton later conceded that commission's inquiry would probably serve to resurrect activity of Joint Committee for Research on Television and Children established by broadcast industry in 1963 to study violence problem.

Representative Boggs further scored what he called "the Saturday morning theme of children's cartoon shows" that permit "the good guy to do anything in the name of justice." And he indicted CBS for featuring sadism in its prime-time programming (*Wild, Wild West* was subsequently identified as one example). Congressman did "commend" CBS, by

attributing to network 25% decline in violence programming in prime time, over program offerings of other two networks.

Dr. Stanton made one thing particularly clear at the outset of his appearance; he said he was willing to talk about and discuss entertainment programs and news programs and procedures, but, he said, he refused to discuss news judgment.

"We consider," he said, "and we hope that you will agree, that the question of news judgment . . . is constitutionally protected from government surveillance or regulation."

Richard Salant, CBS News president, said he agreed that presence of TV camera has impact but so does, he noted, presence of reporters. He cited 1963 directive to CBS newsmen, repeated in subsequent years, that when camera presence "aggravates" or continues disorder, cameramen should "cap it" and get out.

Both Dr. Stanton and Mr. Goldenson stated networks were willing to help underwrite cost of professional, unbiased research on impact of TV on children or adults or both.

Violence quotient of TV programs, result of violence commission staff surveys, was presented during network presidents' appearances Friday.

Philip Tone, Chicago lawyer who is special counsel for mass-media inquiry, said staff survey shows little difference on violence in fall of 1967 and fall this year.

Violent encounters decreased from 8.5 per hour to 6.3 per hour, Mr. Tone said. Over one-year period, he continued, violent encounters in children's programs increased from 15.6 to 17.3 per hour.

First two network executives drew most of commission's lightning, leaving panel almost good natured and, at times, even complimentary to NBC President Julian Goodman, who appeared jointly with Reuven Frank, president, NBC News, and Don Durgin, president of NBC-TV.

In statement, Mr. Goodman reviewed steps by network in defining standards of violence in entertainment programming, but said news coverage "presents completely different considerations."

He said network's news coverage, including that of Chicago Democratic convention, "has been done with objectivity and restraint, with careful adherence to standards of professional journalism."

There are those who disagree about

Chicago coverage, he noted, adding that often "the medium is blamed for the message."

His assertion that investigations into "reporter's work product"—including material not used on air—has "given us uneasy feeling that there has been an infringement of basic rights" prompted most critical exchange in later questioning.

Mrs. Patricia Harris, Howard University law professor, insisted that society, through government bodies, might have valid need to examine "work product," including outtake in cases of fraud or staging, even where law was not presumed violated. Mr. Goodman held to contrary position. He said, however, that he had no objection to any investigation of matter that had been actually broadcast. He said that comparing aired vs. unaired material comes down to one person judging another.

Mr. Goodman noted that NBC was revising Saturday morning cartoon schedules next month, replacing two cartoon programs with animal-life program and children's game show.

Nothing faked, Stanton says

Charges at violence commission hearing that CBS-TV staged two incidents during Chicago disorders last August during Democratic National Convention (see page 41) were denied Friday (Dec. 20).

CBS Inc. President Frank Stanton denied network had faked pictures, adding: "We think it's one of the most serious charges that has ever been made about our network."

Richard Salant, president of CBS News said in formal statement in New York earlier:

"CBS has been investigating these allegations since they were brought to our attention some time ago. We have found no evidence to substantiate them. Nor were any such incidents broadcast by CBS."

Court returns case to FCC

Federal court, in two-to-one vote, told FCC Friday (Dec. 20) that it should have considered charges made by applicant for UHF facility in Philadelphia and remanded case to commission for further action.

Complex case dates back to 1966 when Bernard Rappaport, permittee of WGTI-TV (ch. 32) Philadelphia, asked for a third extension of construction permit and for approval of assignment of permit to Seven Arts Broadcasting Corp. (owned by Warner Bros.-Seven

Arts).

Extension and transfer were opposed by MG-TV Broadcasting Co., Philadelphia group which also applied for facility; by WNJU-TV Linden-Newark, N. J., and WBSF-TV Philadelphia. (Sale of WBSF-TV to Taft Broadcasting Co. is pending FCC approval.)

FCC granted extension and sale to WB-7A last year (for \$14,203 out of pocket expenses), and dismissed complaints, returning MG-TV application as unacceptable. MG-TV appealed.

Decision by majority of U. S. Court of Appeals for District of Columbia, written by Chief Judge David L. Bazelon, said question is whether FCC committed legal error or abused its discretion in granting extensions and assignment.

In comment, Judge Bazelon said that commission failed to explain implication for public interest. He said that FCC's lenient attitude toward UHF extensions and sales of permits may "encourage" trafficking.

MG-TV has raised substantial questions that should "at least" be given reasoned answer, he said.

Associate Judge Spottswood Robinson III joined Judge Bazelon in majority. Associate Judge Harold Leventhal dissented, stating that public interest questions had been considered by FCC and resolved. Commission's decision stands on its merits, he added, and record contains satisfactory explanation for delays in construction, and that furthermore commission policies on UHF transfers are sound.

Record gross for ABC-TV

Jim Duffy, ABC-TV vice president, reported Friday (Dec. 20) that ABC-TV will reach record gross income of \$400 million for 1968.

He said that in five weeks from Nov. 8 to Dec. 13, ABC-TV sales averaged slightly over \$10 million per week. Of that more than \$50 million, over \$32 million is for prime time; almost \$16 million is for Monday-Friday daytime, and more than \$2.9 million is in sports.

Among major advertisers making new buys cited by Mr. Duffy were: Colgate-Palmolive \$5.2 million and Kraft \$1.2 million in daytime; Plough \$3 million, DuPont \$1.1 million, Warner-Lambert \$2.5 million, American Tobacco \$1.2 million and Lever Bros. \$2.5 million, all in prime time.

Hills swings over to DDB

Hills Brothers Coffee Inc., and Foote, Cone & Belding, both San Francisco, will terminate their relationship effective March 15. Los Angeles office of Doyle Dane Bernbach will get account, which bills between \$4 million and \$5 million.

Week's Headliners



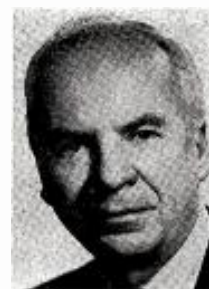
Mr. Erlick



Mr. O'Sullivan



Mr. Smith



Mr. Mayo



Mr. deWaal



Mr. Porteous



Mr. Sears



Mr. McGredy

Everett H. Erlick, VP, general counsel and member of board, ABC Inc., elected group VP, assuming additional responsibilities for corporate relations, government relations and ABC's Washington office. He continues as general counsel for corporation, retaining responsibility for legal affairs and labor relations. Mr. Erlick was VP in Young & Rubicam's radio-TV department before joining ABC in 1961 as VP and general counsel. James Hagerty, VP, corporate relations, and Alfred Beckman, VP, ABC's Washington office, will report to Mr. Erlick, as will all corporate legal affairs and labor relations departments.

Kevin O'Sullivan, VP and general sales manager of ABC Films Inc. since March 1967, appointed VP and general manager. He replaces Hal Golden, who resigned to form his own TV film production-distribution organization (BROADCASTING, Dec. 16). Mr. O'Sullivan earlier had been director of program services for Harrington, Richter & Parsons. **Otis L. Smith**, eastern division manager of ABC Films since 1965, appointed national sales manager.

Robert C. Mayo, executive assistant to president of CBS Television Services Division, named VP in charge of marketing services of Broadcast Electronic Video Recording system (BEVR), com-

ponent of CBS/Comtec Group (see page 49).

John A. deWaal, VP-Detroit sales, CBS-TV, named VP, general sales, Chicago, for network. He succeeds **Roy Porteous**, who retires next month. **Richard G. Sears**, account executive, New York sales department of CBS-TV, succeeds Mr. deWaal as VP-Detroit sales. Both appointments are effective January. Mr. deWaal started with CBS in March 1955 on sales staff of WBBM Chicago, and transferred to network sales a year later, to New York in 1963 and as VP to Detroit in 1966. Mr. Sears joined CBS-TV in New York in 1963. Mr. Porteous became VP, central sales in July 1962.

Robert M. McGredy, board chairman of Television Advertising Representatives Inc. (TVAR), appointed president and chief executive officer of U. S. Communications Corp., Philadelphia, effective Jan. 20, 1969. He succeeds **Dr. Frank H. Reichel Sr.**, who becomes board chairman. U. S. Communications owns WPHL-TV Philadelphia; KEMO-TV San Francisco; WXIX-TV Newport, Ky.-Cincinnati, and holds construction permits for WPGH-TV Pittsburgh, WBMO-TV Atlanta and KJDO-TV Rosenberg-Houston. Mr. McGredy joined TVAR as executive VP in 1961 from parent Westinghouse Broadcasting Co.

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

**Why WDIO-TV, Duluth/Superior,
ABC-TV Affiliate, has bought a total
of 592 "Films of the 50's and 60's"
(316 in color) including**

VOLUMES 1A, 2A, 7, STARLITE 1 and 2

"From station sign-on 2½ years ago, WDIO-TV has set the standard for movies on television in this market. Much of our commercial success has been based upon the Warner Bros.-Seven Arts features in Volumes 2, 3, 4, 5, 9 and 10. And now, to further build our quality feature film library we have recently purchased Volumes 1A, 2A, 7 & Starlite 1 and 2 for our upcoming schedule of

13 WEEKLY LOCAL MOVIES

The Early Movie (Mon.-Fri.)	4:00 PM
Big Ten Movie (Sun.-Sat.)	10:30 PM
Hollywood Showcase (Sun.)	4:00 PM"



Frank P. Befera,
President and
General Manager, WDIO-TV

Represented by Avery-Knodel, Inc.



WARNER BROS.-SEVEN ARTS

NEW YORK • CHICAGO • DALLAS • LOS ANGELES
TORONTO • LONDON • PARIS • ROME • BARCELONA
LISBON • SYDNEY • TOKYO • MEXICO CITY • NASSAU

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

■Indicates first or revised listing.

December

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. 11-12—Seventeenth annual Retail Advertising Conference. Agenda includes panel sessions on radio, television and print advertising. Knickerbocker hotel, Chicago.

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.

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, Cana-

dian 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. Speakers include E. C. Manning, premier of Alberta, Edmonton, Canada; Dr. Stephen Olford, Calvary Baptist Church, New York; Bishop Goodwin Hudson, Church of England, London; Dr. Eugene R. Bertermann, president of National Religious Broadcasters; Rosel H. Hyde, FCC chairman; Vincent T. Wasilewski, president of National Association of Broadcasters, and Dr. John V. Charyk, president of Comsat. President-elect Nixon has been invited to make an appearance. 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 programming, The National Academy of Television Arts and Sciences.

February 1969

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

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

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

Feb. 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 11—Spring meeting of New York State Association of Broadcasters. Thruway motor inn, Albany.

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.

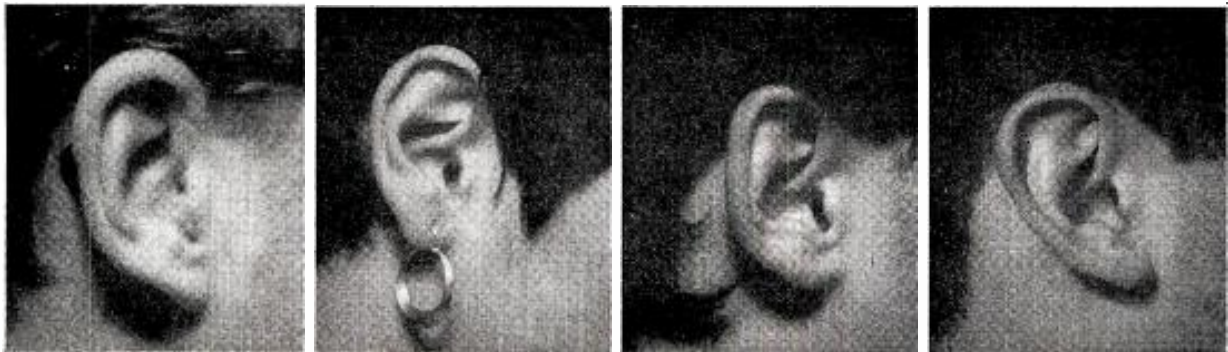
March 21-23—Spring national convention, Intercollegiate Broadcasting System. Washington Hilton hotel, Washington.

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

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Our Automatic Loudness Controller delivers the sound that's right for every ear. Automatically eliminates excessive loudness. Unconditionally guaranteed!

No doubt about it. Other devices can control volume and modulation levels. That's what they're for.

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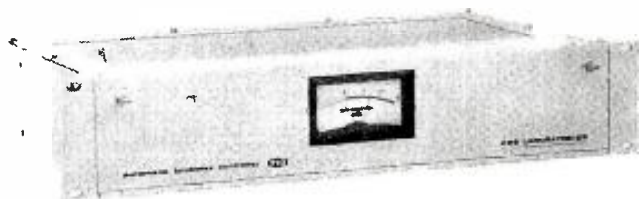
Result? An instrument so "humanly" perceptive it automatically keeps loudness levels under control. And does it inaudibly. Keeps your audience in their chairs . . . listening comfortably. No constant jumping up and down to flip the dial. They enjoy continuous listening pleasure.

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.

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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,

OpenMike

'A glaring ego that blinds'

EDITOR: Obviously network newscasters have a great deal to be concerned about ("Winter of crisis for television news," BROADCASTING, Dec. 9) . . . perhaps not as much from the coercive forces of government as from a glaring ego that blinds them to their frailty.

In the course of a single news event, the Democratic convention, they bugged a committee room, staged violence, faked injuries, failed to show provocation that led to conflict.

These same people grandly pontificate about the credibility gap and then create their own with the sacrifice of objectivity for personal expression.

David Brinkley's evaluation of his performance in Chicago—"I wouldn't change a shot . . . not a word"—confirms verbally the inflated ego that seems to be the curse of the network newscaster.

Here is a bromide their fathers probably taught them, and they might ponder: "The man who knows it all . . . has a lot to learn."—Charles E. Fellers, *local sales manager*, KWKH Shreveport, La.

Mutual story

EDITOR: Under the heading "Four-network plan hit again by MBS" on page 45 of the Dec. 16 issue, you say:

"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."

If you will examine the affidavit, you will see that I said expressly (without mentioning General Motors or any other advertiser):

"I have been informed by agency executives that in virtually every case ABC's sales presentation was for all three AM networks at a single specified or negotiated discounted price. This was the real offer, the offer that the agency was asked to consider and did consider. While ABC, for its own purposes or for window dressing did often specify separate prices for the individual networks, this was 'fluff' and surplusage. Neither ABC nor the advertiser was normally 'dealing' for only one or two networks.

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 17-19—Annual spring meeting of *Oregon Association of Broadcasters*, Dunes motel, Lincoln City.

Both knew that they were 'talking' all three networks and at a discounted price."

I did refer to a General Motors corporate buy of the ABC AM networks and speculated, based upon my conversation with an involved executive as reported in the affidavit, that, in this one instance, ABC did not submit individual network price breakdowns.—Joseph J. Hildebrand, *Detroit manager*, MBS.

It was a very quiet birthday

EDITOR: My glance came to rest on the Oct. 7, 1968, and Oct. 14, 1968, issues of BROADCASTING which happened to be side by side on my bookshelf.

Something appeared to be wrong. On closer inspection, the minute detail that first caught my eye became more apparent. The datelines on the covers at the top were different. On the Oct. 7 issue you were in your 37th year. On the Oct. 14 issue you were in your 38th.

Have you had an anniversary which I, alas, have overlooked, or is there some confusion as to your true age? Since it was easier to turn around and write this letter than to look for my glasses to go through the book, please advise which.—George Gray, *vice-president*, Avco Broadcasting Corp., Washington.

(An anniversary occurred, with no mention that Mr. Gray would have found inside the magazine even if he had located his glasses. BROADCASTING's first issue was published Oct. 15, 1931.)

KEWI corrects story

EDITOR: The reporter who wrote your story concerning the labor matters of KEWI Topeka, Kan. (BROADCASTING, Dec. 9), obviously did not read the National Labor Relations Board trial examiner's order very well. The thrust of the decision was that KEWI recognize the union which consisted of four members out of nine broadcast employees. These four had been discharged. The order stipulated that we would have to offer reinstatement of one of these, but upheld the dismissal of the other three.—Robert F. Russell, *vice president/manager*, KEWI Topeka, Kan.

(Three words were omitted from the KEWI story where reference was made to the NLRB examiner agreeing to dismiss "unfair labor practice charges against three disk jockeys." It should have read "unfair labor practice charges against 'the station concerning' three disk jockeys.")

The effective use of a concert program

One week ago on Monday, Dec. 16, at approximately 8 p.m., listeners tuned to stations KFAC-AM-FM Los Angeles, and KOB Santa Barbara, Calif., heard the familiar words: "Good evening, friends, and welcome to your gas companies' two-hour *Evening Concert*." These words, accompanying the opening theme from Tchaikovsky's First Piano Concerto, marked the beginning of another broadcast which has become a traditional favorite of classical-music fans in Southern California. The words also marked the beginning of the 25th anniversary program for Thomas Cassidy, the announcer-producer of *Evening Concert*.

Southern California and Southern Counties Gas Co.'s, which together serve natural gas to more than three-million customers in 12 counties in Southern California, sponsored the first broadcast of *Evening Concert* on station KFAC on Oct. 1, 1940. Since that time we have continued to sponsor the program which is heard six nights a week, Monday through Saturday, from 8 to 10 p.m.

Our sponsorship of *Evening Concert* has been sustained because this program has been an effective, prestige advertising vehicle for us. At first glance, it might appear that a public utility does not have to be too concerned about advertising. A further glance, however, shows that, in our service area at least, competition is keen. We have two large and aggressive electric utilities competing with us for a major share of the energy market here—Southern California Edison Co. and the Los Angeles Department of Water and Power.

The traditional roles of natural gas for cooking, space heating and water heating, and electricity for lighting and small appliances have changed dramatically in recent years. The electric utilities are attempting to balance their peak summer loads from the operation of air conditioners by promoting the use of electricity for space heating, water heating, cooking and clothes drying. At the same time we are attempting to balance our peak winter loads, when gas is used for space heating, with the promotion of gas air conditioning during the summer months.

In addition to our sales advertising, during the last four years we have

mounted a modest corporate-image advertising effort. Surveys have shown that our customers like the service they receive from the gas company. We believe that our high level of service is due in a large part to the fact that our companies are investor-owned. Surveys of our customers' attitudes showed that many of them did not realize that our companies are investor-owned. After analyzing the results of these surveys, we decided to direct a part of our advertising efforts towards showing the benefits accruing to the customer from investor ownership. Thus, our advertising in all media has two major objectives: the promotion of the use of gas appliances and promotion of the benefits of investor ownership.

Radio, and the *Evening Concert* program in particular, have given us results. Cards and letters to the station, to Mr. Cassidy, and to the gas companies show that we have listeners and that they appreciate our sponsorship of this program. Many customers send in their comments when they forward payment of their gas bills. We also receive in-person comments on the program at our offices throughout the Southland.

Two of the ingredients accounting for the popularity of the program, and thus for its success, are its content and the personality of its host, Thomas Cassidy. Perhaps we are talking about the same thing, because Mr. Cassidy selects all of the music heard on the program. Much of his time is spent listening to new recorded releases of classical works and timing them to fit

into the two-hour program segments. The audience is able to hear these new releases at the same time they appear on the market. Because of the large library of recorded works at KFAC, Mr. Cassidy is able to keep four-month intervals between repetitions of the same work. He disavows having any particular formula for selecting the compositions and arrangements to be included in any particular broadcast. Mr. Cassidy says that he just takes all the basic ingredients and arranges them to make a pleasant musical experience for his listeners. We do not dictate what music he will play. He is the musical expert for this program. Given this freedom, he attempts to give every composition a fair hearing on the air. If listeners request a repeat performance, it is usually given, but only after the four-month interval.

Mr. Cassidy trained as a concert baritone and studied dramatics. He entered the broadcasting profession in 1943, working for an NBC-affiliated station in Boise, Idaho. Seven months later, while awaiting reassignment in Los Angeles, he auditioned and was selected for the position as announcer-producer of *Evening Concert*. In addition to this program, he now handles two other daily broadcasts on KFAC.

The success of *Evening Concert* over its 28-year history has been most gratifying for us at the gas companies. During the past 25 years it has been a pleasure to work with a professional of Mr. Cassidy's caliber. We salute him on this occasion of his silver anniversary as announcer-producer of *Evening Concert*.



Stephen H. Baer is manager of public and employee information, Pacific Lighting Service and Supply Co., Los Angeles. He is responsible for public and employee information and publications and also corporate advertising for the three utility companies of the Pacific Lighting System, which includes Southern California Gas Co., Southern Counties Gas Co., and Pacific Lighting Service and Supply Co. Mr. Baer worked in newspaper and publicity jobs before joining the Pacific system in 1954.

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 programming 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 programming in 1969.

Now is the time to review your media plans for Richmond and Central Virginia. A vital new media force is at work there.

*RICHMOND SMSA
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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Channel 12 

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WWBT

Richmond, Va.

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Nothing settled yet on CATV, pay TV

After FCC moves, old antagonisms surface again; action promised in commission, Congress, courts

Wide divisions of opinion, much of it heated, were developing last week in the aftermath of FCC actions proposing radical changes in CATV regulation and adopting rules for a new broadcast service, subscription TV.

Among broadcasters and CATV interests there was sharp disagreement over the probable effect of the commission's proposed CATV rules. At one extreme were those who argued that the rules would wreck cable television. At the other were those who said they would wreck the broadcasting system.

Fred Ford, president of the National Cable Television Association, was speaking for one element when he said the FCC rules would "freeze CATV cold." Lester Lindow, executive director of the Association of Maximum Service Telecasters, represented another when he said that nothing less than the fate of free broadcast service was at stake.

But while those dire predictions were being stated, actions in the cable-trading market indicated that not everyone believed that the FCC had written the new book of doom. CBS announced its intention to expand its CATV holdings, and American Television and Communications Corp. signed to purchase the Meredith-Avco group of cable systems for \$14 million (see page 18 and this page). And in a presentation to New York security dealers, a major CATV manufacturer and operator, Vikoa Inc., said it faced the future with optimism (see page 22).

So far as the commission's other major action is concerned, advocates of the pay-TV service, principally manufacturers of pay-TV systems, are delighted. They see the commission's order opening a new era of program service for the public—and providing a new source of revenue for themselves; the sharp restrictions imposed by the commission as a means of protecting free television seem, at this point, hard-

ly an annoyance.

But one clan of businessmen who have opposed pay television since it was first proposed to the commission 17 years ago—the nation's theater owners—are taking a we-have-just-begun-to-fight stance. Court action is promised, and a rising on Capitol Hill by congressmen long opposed to the establishment of a pay-television service is predicted.

As for the commission itself, it is wearing a self-satisfied smile. Chairman Rosel H. Hyde is admittedly pleased that he was able to muster substantial majorities on each of the controversial questions; the commission voted 6-to-1 to issue the proposed CATV rules and 5-to-1 to establish the limited pay-TV service. (Those votes, Mr. Hyde told a news conference at which he announced both actions on Dec. 13, "are the big news.")

Furthermore, the commission feels

that, whatever their defects, the proposed CATV rules come to grips with the whole spectrum of problems connected with cable development. The proposal to require CATV systems within 35 miles of the main post office in any of the top-100 markets to obtain retransmission permission from the distant station whose signals it wants to import is getting the most attention. But it is only one piece in the package.

There is also speculation that the FCC is hoping that the Congress will write a new copyright law to do, in principle, what the FCC's proposed retransmission rule would achieve. If that hope were realized, the commission could drop that element from its rulemaking.

In other parts of its CATV proceeding the FCC is proposing also to require, not merely to permit, all but the smallest CATV systems to originate programming, as a means of providing the

Meredith-Avco cables May go for \$14 million

Agreement in principle for the purchase of Meredith-Avco Inc. by American Television and Communications Corp., Denver, for a cash price of \$14 million was announced last week.

Meredith-Avco, which is owned jointly by multiple broadcasters Meredith Corp. and Avco Corp., operates eight CATV systems serving approximately 24,000 subscribers in five southeastern states. It also has a 50% interest in TV Cable Inc., operating two systems in Florida with about 20,000 subscribers.

ATC, formed a year ago, owns 36 CATV systems with approximately 70,000 subscribers. Last fall it registered with the Securities and Exchange Commission to sell 333,333 shares to the public—with another 149,076 shares

being sold to the public by 24 stockholders (BROADCASTING, Sept. 30).

Frank Fogarty, president of Meredith-Avco and president of Meredith Broadcasting, said last week that the sale "seems to be a good transaction for both parties." He added that the deal was unrelated to either the report of the President's Task Force on Communications Policy or the FCC's action proposing new regulations for CATV (BROADCASTING, Dec. 16). He also noted that the move does not preclude Meredith from making other investments in the CATV field.

That both partners in Meredith-Avco will realize a profit from the sale was evident by an Avco Corp. proxy statement to stockholders last week. Avco said that it expects to dispose of its interest in Meredith-Avco "for an amount in excess of its present investment in this company."

public with additional outlets for self-expression. The question of how to finance such programming is left open. But besides the obvious method—the sale of commercial time—the commission has requested comments on whether higher monthly charges or per-program charges should be levied.

The package, in addition, contains proposals to restrict CATV ownership—to bar cross-ownership of CATV and television properties in the same market and to limit the number of CATV systems an entity could own nationally. And the commission encourages CATV systems to make one of their channels available on a common-carrier basis to groups within their communities—to advertisers looking for a low cost outlet, for instance.

Ambitious as that sounds, it is just the beginning. A vast inquiry seeking to delineate the future shape of the communications industry and provide guidance as to how it should be regulated was part of the commission's CATV document. The commission wants to explore such questions as those raised by the possibility of a multipurpose local CATV communications system providing a variety of services in addition to television, and the national interconnection of such systems. The questions include the volatile one as to the appropriate relationship between CATV, common carriers, broadcasters and others who provide communications services.

The commission's action constitutes

an admission that the order in which the agency, in February 1966, asserted jurisdiction over all CATV systems and adopted rules for them, is inadequate, at best. The hearings it provided for as a means of determining whether a CATV system in any of the top-100 markets should be permitted to import distant signals is now abandoned—after only one such hearing went through to completion.

The hearings are burdensome and costly for all concerned, the commission feels. And the one that was completed—involving the San Diego market—provides the kind of information the commission felt it needed—that unrestricted importation of distant signals would have a substantial economic impact on UHF development in the major markets.

Thus, the commission sees the key to fitting CATV into the TV scheme of things, at least in the top-100 markets, lies in putting CATV and TV on the same competitive footing. The commission has long felt this. And this is the reason for the commission's proposal to require systems in the heart of the major markets to obtain retransmission permission before importing distant signals.

This proposal is a kind of jerry-built substitute for the decision the Supreme Court did not hand down in the United Artists case last summer—when it held that CATV systems do not incur copyright liability when they pick up and retransmit programming. It is a substitute,

also, for legislation making CATV subject to copyright laws that Congress considered but did not enact this year.

As the commission envisages the proposed rule working, a CATV system would in most cases be unable to obtain retransmission permission from the originating station, since that station in few cases would own the copyright. The system would have to deal with the copyright owner, who would probably give permission—on payment of a fee. The system, then, would be dealing for programming in the marketplace, as broadcasters do.

It is this provision of the proposed rules that the NCTA's Mr. Ford sees as an effort to "freeze CATV cold." He said it would be almost impossible for CATV systems to get permission from copyright owners to retransmit programs since, in most cases, the copyright owners would already have signed long-term exclusive contracts with stations in the systems' markets for the programs they want. He also said the proposal would effectively "nullify" the Supreme Court decision declaring CATV systems free of copyright liability.

Mr. Ford, a former member and chairman of the FCC, said the commission "is using its power to see to it that the broadcasting industry is not inconvenienced in any way by CATV, from this point on, through any expansion."

He is unimpressed by the commission's expressed intention to permit, during the pendency of the rulemaking, the importation of distant signals into the top-100 markets outside the 35-mile zone. (The rules now bar the importation of such signals into the grade A contour of any major-market station.) He said there is little room for growth outside of the heart of the major markets. According to NCTA figures, 273 systems are importing distant signals into the grade A area of stations in the top-100 markets. Only a handful are believed to be inside the 35-mile zone.

(One leading CATV attorney indicated another aspect of the problem of obtaining retransmission rights troubling his clients. Asked about programs not yet committed to stations in a CATV systems' market, he said: "In the major markets, to get the copyright owners' permission, you have to outbid the local stations—and that takes money.")

Robert Beisswenger, chairman of NCTA and president of Jerrold Corp., a major manufacturer of CATV equipment and a multiple CATV-system owner, said the notice of proposed rule-making was "a violently written, unbelievable document that has plunged the CATV industry into the 'solidest, deepest possible freeze that could be made.'" He characterized the rules as

CBS moves toward two big cable acquisitions

CBS, which in its annual report earlier this year had indicated it considered CATV "a venture area of major importance to the company," last week announced what appeared to be a start-up of a major venture into cable television.

The cable-system acquisition moves are being made under the aegis of the CBS/Comtec group. Its president, Felix A. Kalinski, disclosed discussions were under way between CBS and Homer Bergren, president and shareholder of Tele-Vue Systems Inc. on terms and conditions under which CBS probably would offer shares of common stock in exchange for Tele-Vue shares. No specific offer will be made until a registration statement covering the exchange is filed with the Securities and Exchange Commission.

Mr. Kalinski also announced that CBS and Ted Chanock Sr., president and a shareholder of Clear View Cable Systems Inc. and of Marin Cable Television Inc., have reached a tentative

agreement, terms of which call for an exchange of shares of CBS common valued at \$2.9 million for all of the outstanding shares of Clear View and Marin.

While no comparable information was given on the Tele-Vue negotiation, there appears to be no question but that Tele-Vue would be the larger transaction of the two. Tele-Vue's systems have some 55,000 subscribers, while the other, Clear View/Marin, has about 7,000 subscribers. All of the systems are located in the far West; Tele-Vue and its subsidiaries operate systems in California and Washington, while Clear View/Marin's are in Marin county in California.

CBS's CATV holdings to date amount to an interest in several cable operations, most under Canadian management and located in Canada (Vancouver, Victoria, Toronto, Montreal and Quebec City areas), and one in the U.S. In August 1967, CBS exercised an option to acquire a minority (49%) interest in Television Signal Corp., operating in San Francisco.

"poison for this industry".

However, one of his specific complaints about the proposed rules runs counter to expressed views of many in his industry. Although he feels CATV systems have a "right to originate" programming, they should not be required to do so, he said, since he sees CATV systems as primarily a reception service. He indicated that the need to seek out advertisers to finance originations would be a burden on cable systems.

As Vikoa indicated, however, not all CATV operators were in despair. Charles Trimble, executive vice president of H&B American Corp., of Beverly Hills, Calif., which claims to be the country's largest owner and operator of CATV systems said, "I think there are things that happened to us in the past that have been a lot worse than this [the proposed rules]. I think we can overcome this through proper channels. I think the industry, in spite of what anyone tries to do, is going to grow and prosper."

Alfred R. Stern, president and chairman of Television Communications Corp., and a former chairman of NCTA, and Irving Kahn, chairman and president of Teleprompter Corp., issued statements deploring the commission's action. But, like the Vikoa officials, expressed the view their companies would not be adversely affected.

One broadcaster who has discussed the proposed rules with others in his industry also expressed opposition to the proposed requirement on originations—but for different reasons than those expressed by Mr. Beisswenger. He doesn't like the prospect of competing with CATV systems for program product.

The broadcaster, who has CATV interests, said others in his situation object also to the proposed rule that would ban cross-ownership of CATV and television stations in the same market, and provide for no grandfathering. And broadcasters generally are unhappy about the commission's intention to permit the importation of distant signals into major markets outside the 35-mile zone. They feel stations need a wider area of protection than that.

But their major cause of concern appears to be the commission's proposal to rely on a retransmission rule to control the development of CATV systems. One communications attorney who represents broadcast interests shrugs off the CATV industry's fear that cable systems will be unable to acquire retransmission permission because stations in their market already have access to the programs they want under the terms of long-term exclusive contracts. He said he knows of "a lot" of such contracts that do not protect stations against local CATV systems. In any case, he said,

the regulations will deal with situations developing in the future.

The attorney, who said stations would be happy to get the added circulation for their programs, foresaw the possibility of major-market stations dominating vast stretches of the country with programming relayed by CATV systems. "I can see a television station in, say, Los Angeles, paying a program supplier a 10% premium for authority to grant CATV systems permission to retransmit programs over a good part of California," he said.

AMST, which has long urged the commission to take a tough regulatory line on CATV, expressed a similar fear through Mr. Lindow. "The net effect of the [proposed retransmission rule], he said, would be that the fate of free local broadcast stations would ultimately

the Supreme Court in the United Artists case, he said, declared it does not.

He interprets that case as covering only CATV systems that provide, basically, a fill-in service; the West Virginia systems involved in the proceeding did not use microwave, and relayed signals of stations no more than 82 miles away. However, if the decision was intended to cover all CATV systems, as some authorities believe, he said, no supplier could prevent a station from granting retransmission rights.

Commission attorneys say they are "aware" of the problem posed by the United Artists case and that the matter will have to be "worked out." They say the issue would come down to the question of whether retransmission permission that would be subject to payment of a fee to the copyright owner



News that the FCC had at last approved regular broadcast service for subscription television was greeted no more warmly anywhere than at the Chicago headquarters of Zenith Radio Corp., which has been steadfastly promoting the concept of pay TV for some

20 years. Here with report of FCC action are (l-r) Pieter Van Beek, president of Teco Inc., Zenith subsidiary licensed to develop Zenith's Phonevision pay-TV system; Joseph S. Wright, chairman of the Zenith board, and Sam Kaplan, president of Zenith.

be placed in the hands of the owners of the few largest television stations in the largest cities in the country."

The proposal, he said, is at odds with the basic concerns expressed by the commission in the order, last June, in which it restricted the importation of Los Angeles signals into San Diego. The commission, he said, stressed that the television allocations table "would not permit outside service to replace free local service via CATV or by any other means such as translators."

There is even some legal opinion to the effect that program suppliers could not under antitrust laws, bar stations from permitting CATV's to carry their programs into an overlapping market, as in the Providence-Boston situation. One attorney said such a prohibition would be legal only if copyright law were applicable in such cases. And

would be reasonable.

But the commission is proceeding under its authority under the Communications Act. And if the retransmission proposal proves unworkable, one official said, the commission will press Congress for copyright legislation to end what the agency considers the "unfair" advantage that CATV systems, which do not pay for programs, have over stations, which must compete in the market place for programming.

In fact, officials have indicated the agency would be pleased to have Congress adopt a copyright law applicable to CATV systems and save the commission the burden of dealing with the "unfair competition" question. The notice of proposed rulemaking notes that Congress is interested in enacting such legislation and states that the commission will give Congress "an ap-

propriate period" in which to act—and thus provide the guidelines the commission "has long sought"—before adopting its proposed rules.

Representatives of the CATV industry and copyright owners have been meeting in an effort to reach agreement on a copyright bill both could support in Congress, but the commission's issuance of the proposed CATV rules has stalled further negotiations, at least for the time being. Plans for a meeting between the two sides were scrapped last week when the CATV representatives were called to a hastily arranged two-day session in Washington of NCTA's executive committee and board of directors.

Participants declined to reveal details of the discussions that occurred—other than that they centered on the proposed rules—but the officials appeared to feel that the commission had handed the copyright owners a potent weapon that could be used in the negotiations on new legislation. The negotiations that are said to be aimed at resolving questions involving exclusivity of first-run and prime-time features, the number of channels and the number of distant signals that might be carried. Sources indicated the negotiations would be resumed in "a couple of weeks."

As contending broadcast and CATV forces milled about, swapping interpretations and complaints about the proposed CATV rules, forces in the pay-TV issue began settling in for a court fight. Marcus Cohn, counsel for the Joint Committee Against Pay-TV, which includes motion-picture theater owners across the nation, said he would soon file in the U.S. Circuit Court of Appeals, in Washington, a notice of appeal of the commission order establishing a nationwide system of over-the-air pay television.

He said the order would be challenged on three principal grounds—that the commission lacks authority to establish such a system, that the order constitutes a denial of the constitutional

guarantee of equal protection of the laws (he contends "poor people" would be denied something they once had—free television), and that the results of the Hartford pay-television test provide no basis for the decision reached.

The Joint Committee brought suit to block that test, but lost, in a case that was ultimately decided by the Supreme Court in 1961. The Hartford test, in which Zenith Radio Corp.'s Phonevision system of pay television is being employed on RKO General Inc.'s WHCT (TV) has been underway since June 29, 1962.

The court challenge isn't the only possible obstacle to the establishment of a pay-television system. In adopting the pay-TV order, the commission disregarded a resolution of the House Commerce Committee urging it to delay action. As a result, that committee, led by Representative Harley O. Staggers (D-W. Va.), is expected by some observers to initiate action in the new Congress to bar the start of pay television.

In addition, Representative Emanuel Celler (D-N.Y.), long a foe of pay television, is also expected to take a close look at the commission's action when Congress resumes next month. He has over the years introduced a number of bills to prohibit pay television. Neither he nor Representative Staggers has yet commented on the pay-television matter.

However, it was to provide time for congressional reaction to its order, as well as for judicial review, that the commission put off the effective date of its pay-TV rules until June 12, 1969.

Meanwhile, representatives of companies that have been waiting 17 years for pay television—Zenith's petition for FCC authorization of subscription television was filed on Feb. 25, 1952—were not expressing concern about the new obstacles.

Joseph Wright, chairman of Zenith, expressed the hope that the order "will pave the way for a new dimension in

TV and bring new vitality for the motion picture and a broad range of cultural box-office attractions, as well as providing a financial boost for independent UHF stations."

Solomon Sagall, president of Teleglobe Pay TV System Inc., said his company is negotiating with "several" UHF stations for franchises to use the Teleglobe system and that the results of these negotiations should begin to emerge within "several weeks." He said he was "bullish" about pay television and about Teleglobe's prospects.

Arthur Levey, president of Skiatron Electronics & Television Corp., said his company and Subscription Television Inc., exclusive U.S. licensee for the Skiatron pay-TV system, were actively working on a plan for "granting options for franchises in major cities on a realistic basis." He said he was "delighted with the FCC action and that his company intended to take full advantage of the opportunities it offers."

Skiatron has both cable and over-the-air systems, and Mr. Levey said the company would promote both.

STV, using the cable version of the Skiatron technique, introduced a pay-television system in California four years ago. The system was scuttled by a state referendum, but that action, in turn, was later declared unconstitutional. Well-placed sources suggested last week that STV might reactivate the West Coast project.

Of the three companies, Zenith appears closest to having its system used in a commercial system—barring court or congressional obstacles. It has already signed agreements providing for use of its Phonevision system in eight markets. One is with Kaiser Broadcasting Corp., for use at the company's KMTW-TV Corona, Calif. (Los Angeles), and another is with Field Communications Corp., for use at its WFLD-TV Chicago. The other six agreements are with RKO General Inc., for use in Hartford and New Haven, both Connecticut; New York; Philadelphia; Washington and San Francisco.

Richard Block, vice president and general manager of Kaiser, said Kaiser would open talks early in the new year with Teco Inc., which is licensed by Zenith to develop the Phonevision system in North America, on possible use of the pay-TV franchise. Mr. Block, while carefully refraining from committing Kaiser to using the system, said that Los Angeles would be "an outstanding place to try" a pay-TV operation.

WFLD-TV officials had no comment. And a spokesman for RKO General, while saying the commission's action was "very encouraging," declined to discuss it until the order could be studied.

But among those who were commenting last week was the national execu-

CATV still on move in Western states

Cable television continues to grow in a big way in Idaho and Texas.

In Boise, Idaho, the Treasure Valley CATV Committee, a joint effort by the mayors and councilmen of 14 cities, has served notice that it will begin accepting bids for an all-encompassing franchise to serve principally Boise, Nampa, Caldwell and nine other surrounding communities.

The franchise, the committee estimates, will eventually serve about 300,000 viewers.

Ten-channel cable television came to 14 Texas communities in the Rio Grande Valley last week when Valley Cable TV, a subsidiary of multiple-CATV-owner Jerrold Corp. inaugurated its primarily microwave-supported service.

Termed "geographically" the largest CATV system in the nation, Valley Cable will import distant TV programs from Monterrey, Mexico, and Corpus Christi, Tex., to the following communities: Mission, McAllen, Edinburg, Pharr, San Juan, Alamo, Donna, Weslaco, Mercedes, La Feria, Harlingen, San Benito, Brownsville, and Raymondville, all in Texas.

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If you're not now getting just what you want, why not join us?



tive secretary of the Screen Actors Guild, John L. Dales. If pay television becomes a reality without restrictions that are too burdensome, he said, "it will provide a wonderful stimulus to motion picture production and improve vastly the quality of television programming."

There was silence, however, from the networks, which have long opposed pay television. Officials checked indicated they were deeply immersed in preparing for the appearance of the network presidents at the hearing in Washington of the President's Commission on the Causes and Prevention of Violence (see page 41) that they had not had time to study the pay-TV document.

Optimistic view of CATV rules

Vikoa executive reassures security analysts on future of the industry

While the FCC's proposed new CATV regulations continued to stir controversy, at least one major CATV firm last week expressed strong approval and optimism. At the same time, an investment house viewed the rules as a mixed long-term benefit and short-term detriment to the CATV business.

Vikoa held a special conference Tuesday (Dec. 17) in New York's Wall Street area to brief security analysts on the proposed new CATV rules and to offer assessments of their impact expected by officials of the CATV manufacturer and systems operator.

In response to a question from the audience, Vikoa President Theodore B. Baum said he feels the future of the industry under the proposed regulations "looks very bullish." Among predictions for industry growth, Mr. Baum foresaw the possible development of two- or even three-class systems, in which CATV subscribers would be charged on the basis of the amount of service they receive: A minimum fee for relay of all programming the CATV operator receives for free, as is now done; a higher fee for the free programming plus importation of distant channels, and possibly a third class involving the two services plus a pay-television channel.

Refuting pessimism expressed by many CATV observers over the immediate effects of what they regard as a "freeze" imposed on top-100-market applications, Mr. Baum said "our equipment business has picked up in the last couple of days" in the wake of the rulemaking announcement.

He said this is because of the propos-

al's reduction in the definition of a top-100-market area from that of stations' grade A contours to a distance of 35 airline miles. "There are many, many franchises sitting outside the 35-mile ring," Mr. Baum said, adding that "everybody that's located outside the area is going to build like crazy, since you can start building now under the new proposed rulemaking and even if it is changed later, you will be grandfathered in."

As an example, he cited the system which Vikoa itself has begun to construct in Peekskill, N. Y., which was within the top-100 market definition but now escapes it (by one mile) under the new proposed rules. Noting that Vikoa is installing a 21-channel system, Mr. Baum said: "We did plan to use 15 channels; now we can do that plus anything more we want." He commented that "we've spent the last couple of days drawing a lot of circles on maps."

Mr. Baum said that initial gloom over the proposed rule was based on preliminary reports that did not include two key factors: that "you can do anything you want" once re-transmission is obtained, and the definition of the term distant signal ("the signal of a television broadcast station which is extended or received beyond the predicted grade B contour of that station").

Despite the uncertainty that remains over copyright regulations, Mr. Baum said he sees no difficulty in negotiating re-transmission rights from independent stations or copyright holders of their programming because "if they can get some more money by negotiating with a CATV station, they will. Money's the name of the game."

Film distributor Steven Krantz, who was also present, reinforced this contention, saying: "From the point of a film distributor, we're interested in this much like a meat packer who wants to find a way to use the hoofs, horns, and even the squeal of the animal. This gives the copyright owner an extra way of making a few cents."

Mr. Baum said distant independent stations will be the prizes for negotiation of re-transmission rights. "We obviously aren't going to be buying from the networks. We're going to be buying from the independents."

Noting the desire of stations to get the largest possible audience, he said he could foresee the possibility of negotiations "getting into the size of the CATV system and maybe into rating the systems on the basis of the Nielsen audience."

On program origination, Mr. Baum told the analysts: "The vital question remains not whether an origination channel will be required, but if we'll be allowed to put on commercials in com-

petition with broadcasters."

George W. Green, president of Continental Television, a Vikoa subsidiary, said he sees CATV program origination and commercials as less of a threat to local television broadcasters than radio stations.

He cited as "very encouraging" the proposed requirement that extra CATV channels be made available to the community as common carriers. Mr. Green said he has been approached by owners of sunup-to-sundown AM stations who have wanted to originate CATV programming "since they already had the staffs on hand."

He said that Continental has leased a channel to such an AM station, where its staff reads newscasts and provides other local programming, such as bingo games. "We didn't know how the FCC would react to this," Mr. Green said, "but now they seem to be encouraging it."

Mr. Baum hinted at future increases in CATV rates, saying: "I don't know what's sacred about a \$5 rate. It's just a number everyone has settled on." He also said, "I can't see pay TV as a threat, but as a boon" to CATV, and he predicted that in drafting regulations on CATV ownership, "I imagine they will propose some sort of regional ownership limitations." Mr. Green added that it "would be a bit difficult to impose a low ceiling [of viewers] on CATV systems when the networks are easily reaching 25-million homes."

Asked about the proposed rulemaking: "Are you benefiting from this?" Mr. Baum replied, "fantastically." When an analyst said: "You people all seem pretty happy about this, what more could you want?" Mr. Baum replied: "The 100-market zones could be 20 miles rather than 35." Later, privately, Mr. Green also said it had been hoped that the major-market restrictions would be cut back to the top-50 markets.

Also participating in the analysts' briefing was John Cole, of Cole, Zyrstra and Raywid, communications law firm, who explained details of the proposed rulemaking.

Independently, the brokerage house of E. F. Hutton & Co. issued an "early analysis of the CATV question" in which analyst Paul Kagan said: "It appears on first analysis that the FCC has made six key proposals, of which three appear to be bad for CATV and three appear to be good."

He said: "The net effect of the proposals is to again put off the day CATV is to come of age as a national TV force."

Listed by Mr. Kagan as disadvantages are:

- The rule "which has the effect of continuing the distant-signal ban in the



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major cities. . . ."

■ The unspecified proposal "to limit the size of CATV companies, which would effectively thwart the growth of the large multiple-systems operators who are spearheading the industry."

■ The proposal for controlled over-the-air TV "which is anathema to the cable."

Advantages of the proposed rulemaking as seen by Mr. Kagan:

■ "The new distant-signal ban opens the way for CATV into large cities once Congress clears up the copyright controversy . . . this means large-city CATV franchises will continue to be sought."

■ "CATV has also been given a clear mandate to originate programing and sell advertising, factors which could lead to new incentives for consumers to hook up to TV cables and to new sources of revenues for systems operators."

■ "Broadcasters are to be prevented from owning a CATV system in a city in which they also own a television station."

He concluded: "We believe patient CATV investors may benefit greatly from this development," adding that "now it appears the FCC . . . has recognized the economic practicality and technological necessity of new forms of television communications. In an effort to placate the broadcasting establishment it has again delayed CATV, but it seems to be delaying the inevitable."

NY cables get OK to originate

But city bans commercials, 'entertainment' movies and extra subscription fee

After almost four months of wrangling and delays, New York City last week granted program-origination permission to three CATV firms with a compromise that, at least temporarily, seemed to satisfy both cable operators and opponents of origination but left largely unresolved a wide grey area of programing acceptability.

An amendment to the grant restricts CATV origination to "local public-service programs of a social, artistic and cultural nature" and bans "purely entertainment motion pictures."

A week earlier the FCC had proposed rules requiring CATV's to originate programing, without limiting the kinds of programs they could originate (BROADCASTING, Dec. 16; see also special report beginning on page 17).

In New York the origination per-

mission was granted by the city's board of estimate by a vote of 14 to 8 Thursday (Dec. 19).

The decision was immediately hailed by major figures on both sides of the origination controversy—but their individual interpretations of "artistic and cultural nature" and "purely entertainment motion pictures" indicated that there may be heated clashes over what qualifies for cable feeds.

The decisions on qualification is left to the director of franchises, Morris Tarshis, who told BROADCASTING, "My mind is not fixed. There is no argument that I will not listen to." He conceded that "the biggest problem will be movies."

Charles F. Dolan, president of Manhattan Cable Television, the firm that had been pushing hardest for a wide-range of programs origination, immediately issued a statement saying, "We are delighted that the board of estimate has authorized Manhattan Cable Television to originate the kinds of programs that we believe will make television viewing more interesting and more rewarding."

At the same time, Martin H. Newman, chairman of the executive committee of Metropolitan Motion Picture Theaters Association, issued a statement "commending" the board of estimate for "restricting CATV program origination." The theater owners spearheaded opposition to origination proposals, including the gathering of more than 2 million signatures on petitions at movie houses and the rallying of large blocks of citizens to protest the origination proposal at a board meeting last October (BROADCASTING, Oct. 28).

Irving Kahn, chairman and president of Teleprompter Corp., which operates the other major CATV system in Manhattan, hailed the board decision as "an important victory for the public over those selfish interests—theater operators and TV station owners—who attempted to block this action." He said "it gives us just what we asked for and will add a new dimension to the service we provide to the people of New York City."

Mr. Kahn pledged that "on the basis of today's action, we will begin an immediate, accelerated effort to make our system in upper Manhattan a facility for local neighborhood expression, virtually on a block-by-block basis."

In addition to imposing the vague "social, artistic and cultural" criteria, the origination grant specifically prohibits carrying of commercials on the CATV lines or any extra charge to customers for the origination services.

Mr. Kahn said his company is not bothered by the prohibition on feature films or other events carried by broadcasters, such as major sports events. He said the board's amendment "is ab-

solutely consistent with our position. We told the board and stated publicly time and again that we had no desire, under present conditions, to originate programing that would only duplicate what the TV stations and networks can do."

Mr. Kahn added that "we propose a role similar to that of a neighborhood newspaper—a forum where public officials and candidates for office may be heard, where neighborhood issues may be discussed, where educational institutions, civic organizations and ethnic groups may have an opportunity for expression."

Manhattan Cable's Mr. Dolan also said, "Our company is not at all troubled by the ban on 'purely entertainment motion pictures.' We believe there are more than enough of this type now available in the theaters and on commercial television." He pledged "our company's complete cooperation in following the programing guidelines which have been thoughtfully laid down."

However, a confrontation over permissible programing is expected shortly involving Manhattan Cable, which has been pushing since August to begin origination including symphony concerts and a package of motion pictures.

No detailed origination plans were revealed by Teleprompter or the third CATV system granted origination permission, CATV Enterprises, a smaller operation that has begun laying cable in northern Manhattan and a small section of the adjacent Bronx.

Manhattan Cable's Mr. Dolan said, "very shortly we will begin telecasting live from Carnegie Hall the concerts of Leopold Stokowski and the American Symphony orchestra. Columbia University basketball games and other local sports events will be scheduled promptly."

What is expected to cause conflict is Mr. Dolan's further announcement that "we will telecast motion pictures uninterrupted by commercials." He said "these will be films which have the cultural and artistic qualities which the board's action requires."

Mr. Dolan revealed that the company has hired film critic Judith Crist to provide introductory and closing comments to each of the films, which the firm intends to show twice each evening at 7 p.m. and 10 p.m.

The films are in a package that Manhattan Cable negotiated with Janus Films Inc., and include such acknowledged classics as Orson Welles's "Citizen Kane" and "The Magnificent Ambersons," as well as many more recent "art house" films by acclaimed international directors such as France's Francois Truffaut and Japan's Akira Kurosawa.

A clear question remains over wheth-

er the films—which all formerly played commercial theaters—will be declared “purely entertainment” or “artistic.” The theater owners’ Mr. Newman stressed that “by banning the CATV companies from programing entertainment motion picture films exhibited in motion picture theaters and later on network and other free television stations, the public interest will be protected in that the subscribers to the CATV services will not be deluded into thinking that they will receive without extra charge entertainment motion pictures of the kind that they see in motion picture theaters or on free television.”

Mr. Newman said that he “looks to the director of franchises . . . to strictly enforce the restrictions in accordance with the intent of the consent granted for program origination to the CATV companies by the board of estimate so that the public interest may be fully protected.”

The man in question, Mr. Tarshis, told BROADCASTING that although “I anticipate the first type of things to be shown will be the Philharmonic and many community activities,” he also expects “some problems and repercussions” over the movie question.

He said that it will be “up to myself to determine whether any program falls outside” the intent of the grants but that he “may ask the board for guidelines” if dispute arises.

Before the board handed down its ruling, New York Mayor John V. Lindsay and three aides—Mr. Tarshis, Corporation Counsel J. Lee Rankin and the city’s director of radio communications, Seymour N. Siegel—were in Washington earlier in the week conferring with the FCC on the elimination of any conflicts between the board ruling and the FCC’s proposed CATV rulemaking.

Shortly before the board voted on the origination grant, it also was presented a two-page written statement of policy on cable television by Thomas P. F. Hoving, chairman of the National Citizens Committee for Broadcasting.

Among a series of recommendations on CATV policy, Mr. Hoving’s statement called for temporary licensing of systems “so that if CATV channels are misused and performance does not live up to promise, the CATV franchise should be revoked” and a recommendation that “CATV companies should not only be permitted but required to originate programing and to carry independent community programing.”

Mr. Hoving endorsed recommendations of the mayor’s advisory task force on CATV and telecommunications, upon which the board’s action appeared, in large part, to be based.

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Local and live all the way

On a shoestring budget, amid heavy competition, a new UHF puts do-it-yourself to ultimate test

The nation's 166th commercial UHF station went on the air two Saturdays ago. After nearly five years of anxious gestation, channel 16 in the Pacific Coast city of Ventura, some 65 miles northwest of Los Angeles, began broadcasting. How KKOg-TV made it on the air with minimal capital, no established programming, with a virtually untried staff, in one of the country's most television-glutted markets—the difficulties encountered, the hazards that remain—have possible pertinence to every broadcaster and to all those who may some day claim and implement the 167 commercial UHF construction permits still outstanding or the hundreds of other channels nobody has yet applied for.

Not that KKOg-TV's experience is typical. This has to be one of the wildest, most implausible new-station projects in the history of broadcasting. The contention needs only to be documented by a single illustration. On the basis of capitalization of some \$260,000, in a compact, one-story building that used to house a glass company, with a staff of 40, mostly young people who have had little or no on-air or programming experience, and without the present ability to do remote mobile telecasts, KKOg-TV is attempting to offer some 65 hours of live—not video taped—programming every week. With the exception of some filmed segments that are to be limited to merely emphasizing or supplementing a live program (only film obtained free of charge will be so used), no filmed or taped programs, no syndicated shows, will be aired. No other television station in the country, no network, probably has ever before attempted to rely totally on live programming.

That KKOg-TV stretches for the blue sky is both a result of economic necessity and—even more so—of starry-eyed conviction. The station doesn't have the financial resources to go the conventional route of independent UHF operations—depending on reruns of feature films, syndicated strips and live sports. But KKOg-TV seems sincerely dedicated to a more idealistic programming approach. The station wants to direct its programming towards the specific interests and activities of its po-

tential viewers. KKOg-TV, the only television station authorized by the FCC in Ventura county, means to be totally locally oriented.

Says station general manager Julian F. Myers: "We want to pervade the life of the people of this area. We want to do this in a way so entertainingly and provocatively that people must watch our station to be aware of what's going on around and among them. Our goal is to involve channel 16 to an unprecedented degree in almost everything that goes on in our market."

Julian Myers is also president and principal stockholder in New Horizons Broadcasting Corp., the licensee of KKOg-TV. A publicist for MGM, Columbia Pictures, Technicolor and 20th Century-Fox for more than 20 years, Mr. Myers is used to thinking big and to speaking in no smaller terms.

"We want to build the most important chain of UHF's on the West Coast," he stresses. "None would be more than 300 miles east of the Pacific. That's the gold coast as far as I'm concerned. By December 1973 we intend to have seven radio and seven television stations."

That, admittedly, is an ambitious plan for an organization that had enough trouble getting on the air with its first venture, KKOg-TV.

"I'm putting my life on the line with this station," Mr. Myers has said, with only slight exaggeration. In the hectic months preceding air date, his marriage of some 25 years was destroyed.

Mr. Myers is a compulsive note-writer. It's his way of spurring his staff and himself on to greater devotion. His five-room, waterfront home in Ventura Keys (until recently it served as staff headquarters), as well as the station's offices and studios in downtown Ventura are plastered with handwritten and typewritten signs espousing words of wisdom and encouragement.

"Yesterday is for the history books. Today is okay. Tomorrow is our target, concern and success," reads one. Another says: "Man's ideas are like fires—they go out when left unattended."

For months now, Mr. Myers has been inserting a stream of homely

little display ads in the local newspapers. One read: "Thank you, all our advertising friends. All of you who have signed to help bring your own television station, KKOg channel 16, to our wonderful world here, we will never forget you, I promise. Julian F. Myers, president/manager."

Visitors, local newspaper readers, listeners, prospective advertisers, just passers-by have been continually informed that KKOg-TV stands for "Kali-fornia's Koast of Gold." The station's call letters are pronounced COG and employees are constantly reminded to refer to the call that way. "KKOg will cog into the lives of residents of California's Koast of Gold," reads some of the station's promotional copy.

Dial the letters that spell "nite fun," and you reach the station's switchboard. Blue and gold selected as the station's colors, are painted on just about everything that involves KKOg-TV and Julian Myers personally.

Corny? Gimmicky? Unbelievable? Mad? That's all been part of the story of KKOg-TV ever since January 1964, when Mr. Myers first decided to put a UHF on the air.

A profitable real-estate transaction, involving some property he owned on the Ventura coast, gave Mr. Myers the financial base from which to actively pursue his dream of obtaining a UHF channel.

The implementation of the all-channel receiver law in April 1964 gave impetus to his efforts. He engaged the Washington law firm of Arnold & Porter for legal counsel and enlisted the technical help of consulting engineer Robert E. Bullock. In July 1966, after two years of sweating it out, Julian Myers's application was accepted by the FCC. The application called for channel 16 in Ventura (the channel allocation originally was for nearby Oxnard), with 39.9 kw visual (later modified to 35.5 kw) and 8 kw aural (modified to 6.92 kw). Antenna height above average terrain would be 1,652 feet (modified to 1,640 feet), above ground 201 feet.

Some five months later, in December 1966, the CP for channel 16 was granted to Julian Myers. That had been the longest summer of his life. He had

taken a licking on the stock market and his financial base was cracked. Subsequently, he received FCC permission to transfer stock in the licensee.

Mr. Myers interested his brother and nine friends in buying into the station as an investment. He sold 81,000 shares at \$1 a share and bought 41,000 shares himself. Each of the 10 other investors bought 4,000 shares for an aggregate of 40,000 shares. This still left Mr. Myers, with his 41,000 shares, in control of the station.

Each investor also loaned New Horizons \$12,000. The stock purchase of \$4,000 each and the loan of \$12,000 each made for total individual investments of \$16,000.

The loan pays 7% quarterly. The full face value is payable in five years. Any defaults on the interest and the entire note becomes due.

One of the original investors dropped out before the papers were signed. Subsequently, five of the remaining investors, including Mr. Myers, each put up an additional \$3,300 and split among themselves the unit that was turned back. The investment was anted up last May. The investors, besides Mr. Myers, are: Charles Aidikoff, president of Charles Aidikoff Screening Rooms, Los Angeles; Earl Bellamy, movie and TV director; F. Eugene Paisley, plumbing contractor; Rodman Myers, Detroit attorney and brother of Julian Myers; Harvey Willens, owner of a typographic house in Detroit; Erwin Harvith, with Star Filter Co., Detroit; actor Ray Walston's wife Ruth; Hollywood builder-architect Frank Dubsy, and Robert Bunzel, president of Tri-Video Inc., Los Angeles, electronics equipment firm.

Last June, Julian Myers closed the privately owned business in Beverly Hills that he had started after leaving 20th Century-Fox. He had run Julian F. Myers Inc., public relations and advertising, for six years.

Next sacrifice to be made was the established and comfortable Myers' home in Encino, a San Fernando Valley suburb of Los Angeles. Mr. Myers had been commuting to Ventura four days a week. But, he decided, if it was going to be a local station he

Estimated operating statement for first five years of operation and estimate of channel 16's value

Revenue

Based on seven-hour daily schedule, from 4 to 11 p.m., 84 potentially saleable minutes daily and income from "information" programming from 9 a.m. to 4 p.m.

First year

50% of time sold, at average net price of \$15 per minute:

Estimated revenue:	\$229,950	
Operating costs	189,865	
Net profit from "live" programming	40,085	
Add: Income from "information" programming	89,425	
Total net income		\$129,510
Loan and interest payment		8,400
Net cash profit		121,110
Less: Federal taxes		35,687
Net cash		85,423

Second year

60% of time sold, at average net price of \$20 per minute:

Estimated revenue:	367,920	
Operating costs	226,565	
Net profit from "live" programming	141,355	
Add: Income from "information" programming	89,425	
Total net income		230,780
Loan and interest payment		8,400
Net cash profit		222,380
Less: Federal taxes		106,495
Net cash		115,885

Third year

70% of time sold, at average net price of \$23 per minute:

Estimated revenue:	493,626	
Operating costs	256,265	
Net profit from "live" programming	237,361	
Add: Income from "information" programming	89,425	
Total net income		326,786
Loan and interest payment		8,400
Net cash profit		318,386
Less: Federal taxes		156,607
Net cash		161,779

Fourth year

75% of time sold, at average net price of \$25 per minute:

Estimated revenue:	574,875	
Operating costs	272,565	
Net profit from "live" programming	302,310	
Add: Income from "information" programming	89,425	
Total net income		391,735
Loan and interest payment		8,400
Net cash profit		383,335
Less: Federal taxes		189,197
Net cash		194,138

Fifth year

80% of time sold, at average net price of \$27 per minute:

Estimated revenue:	662,256	
Operating costs	267,400	
Net profit from "live" programming	394,856	
Add: Income from "information" programming	89,425	
Total net income		484,281
Loan and interest payment		128,400
Net cash profit		355,881
Less: Federal taxes		222,160
Net cash		133,721

Note: Federal income taxes calculated at existing rates and taking into consideration the new law for restoration of investment credit.

**Projected operating costs for
first five years of operation**

	<i>First year</i>	<i>Second year</i>	<i>Third year</i>	<i>Fourth year</i>	<i>Fifth year</i>
Payroll expenses					
1-General manager-sales aide	\$20,000				
1-Sales head	10,000				
1-Director-writer-announcer	7,500				
1-Announcer-writer-sales	7,500				
1-Writer-announcer-technician	7,500				
1-Technician-director-announcer	7,500				
1-Technician-announcer-director	7,500				
2-Office workers	9,000				
1-Set artist-maintenance man	7,500				
1-Associate general manager part time	5,500				
Total	\$89,500	\$89,500	\$89,500	\$89,500	\$89,500
Additional employees					
Second Year-2		15,000			
Third Year-3			22,500		
Fourth Year-4				30,000	
Fifth Year-5					37,500
Salary increases		2,000	4,000	6,000	8,000
Program expenses					
Outside personalities and royalties	14,000	17,000	20,000	23,000	26,000
Wire service news and photos	6,000	6,000	6,000	6,000	6,000
Sets and props	2,000	3,000	4,000	5,000	6,000
16mm raw film	3,300	4,300	5,300	6,300	7,300
Miscellaneous	1,000	1,500	2,000	2,500	3,000
Total	26,300	31,800	37,300	42,800	48,300
Equipment payments					
Due RCA on contract	32,565	32,565	32,565	32,565	
Additional equipment		10,000	20,000	20,000	30,000
General and administrative					
Plant and equipment maintenance tubes, parts and consultant's fee	7,000	8,000	8,000	8,000	8,000
Building	1,000	1,000	1,000	1,000	1,000
Power	2,000	2,300	2,600	3,000	3,500
Postage, telephone and telegraph	7,000	8,000	9,000	9,000	9,000
Insurance	3,000	3,200	3,400	3,600	3,800
Accounting and legal	4,000	4,500	5,000	5,500	6,000
Other office expense	1,500	2,000	2,500	2,500	2,500
Transportation	5,000	5,500	6,000	6,000	6,000
Publicity and promotion	2,000	2,000	2,000	2,000	2,000
Leases	5,000	5,000	6,000	6,000	7,000
Taxes and licenses	2,000	2,200	2,400	2,600	2,800
Miscellaneous	2,000	2,000	2,500	2,500	2,500
Total	\$189,865	\$226,565	\$256,265	\$272,565	\$267,400

operated, there was no question that he had to be a local resident. He moved to Ventura Keys, a new suburban development a few miles from downtown Ventura.

After considerable negotiation, Mr. Myers took a lease on a transmitter site on Red Mountain, four miles north of and two miles inland from Ventura. Three other broadcast towers were already there. He put a \$13,000 down payment on an RCA transmitter and antenna. All the station's principal equipment was to come from RCA. Most of the equipment handles monochrome now but it has color capability.

He negotiated, cajoled, entreated for weeks with a family of four brothers and sisters before getting his desired

studio building. A lease (a 15-year one) wasn't signed until Sept 24 of this year. The building required complete renovation. But the new construction on the one-story, double building, made a total of 6,150 square feet of space available. This provided sufficient room for two modest-sized sound stages, a lobby or reception area, a small, private office for the general manager, a bullpen for the rest of the staff, a control room, two rest rooms and little else. There are no carpets on the floor and the furniture is sparse.

The station is flanked on one side by the temporary quarters of the Greater Ventura Chamber of Commerce and a branch office of Beneficial Loans. On the other flank is the West-

ern Title Guaranty Co. Across the street is the Greyhound bus terminal and Dottie's Coffee Shop and Donut House. It's not exactly the high-rent district, but it's respectable.

But location has been the least of KKOg-TV's problems. There have been a steady stream of obstacles and delays. The studio building, for example, missed line of sight with the transmitter by 85 feet. So a microwave relay had to be arranged.

Then, too, just this year alone, the station had announced starting dates for May 30, Sept. 28, Nov. 23 and Dec. 7. Each time the target date was passed with apologies, disappointments and embarrassments.

As of last month, for further examples, the studio building was just a shell. The cameras didn't arrive until the last week in November.

All of this uncertainty didn't inspire confidence in the marketplace. KKOg-TV was a tough sell even without the complications. At the very least, the market receives the seven VHF signals from Los Angeles plus KEYT (tv) Santa Barbara. Also coming into various areas of the market are three UHF signals from Los Angeles.

Ventura and Santa Barbara counties and northwest Los Angeles county, KKOg-TV professed coverage areas, further are served by as many as six community antenna television systems. Oxnard-Ventura has a total of six AM and FM stations, Santa Barbara 10 radio stations, Thousand Oaks, one FM. It is, to understate the case, a competitive marketplace.

Still, Julian Myers and his advertising people see a decidedly positive side in their market's vital statistics. They figure that 96,030 Ventura county households have TV sets and that two-thirds of these homes, or 64,020, have UHF capability. Their research tells them that the average household in the market includes three and a half persons, adding up to 224,070 persons in Ventura county capable of viewing UHF. They add to this 188,600 persons in Santa Barbara county who have UHF capability and 66,666 persons in adjoining areas of Los Angeles county with UHF. A total of 47,000 persons in the three counties, they say, are without UHF but are receiving it on cable TV. In all, KKOg-TV claims that more than 526,000 viewers are capable of receiving its signal.

The station's signal span is supposedly 70 miles along the Pacific Coast, from West Malibu to just north of Santa Barbara. Included are the communities of Oxnard, Ventura, Thousand Oaks, Conejo Oaks, the Simi Valley, Camarillo, Westlake, Ojai, Port Hueneme, Santa Paula, Carpinteria and an estimated 50% of Santa Barbara county. The Oxnard-Ventura

metropolitan area is said to be the third fastest growing one in the country and the Santa Barbara area reportedly is close behind in rate of growth.

For the most part, until recently, advertisers in KKOg-TV's immediate coverage area have had a "we'll wait and see attitude. But apparently, gradually, the station's sales staff has been breaking down the resistance. According to Mr. Myers and Ken Owens, director of advertising sales, \$75,000 worth of advertising was on the books as of Nov. 26 and the station went on the air in mid-December with more than \$100,000 in sales reported. For the most part these were one-year contracts; some were for even a longer period.

The estimate is that 75% of the people signed to advertise on the station never have been in the broadcast medium before. Many may not have been approached before. As many as 90% of the charter advertisers are local retailers. A random look at the first batch of contracts bears this out: a radio and hi-fi equipment store, church groups, yacht sales, motorcycle dealer, carpet store, restaurant, exercise place, steak house, clothing store, tire retailer, night club, gas station, automobile towing, coffee shop, seller of hair pieces, key and bike store, gift shop. Many, maybe as many as 40%, are car dealers, and almost all of the various advertisers do business in Ventura county.

From the beginning, KKOg-TV projected that national business "would just be the fat." Still, Savalli/Gates, Los Angeles, has been retained and is actively pursuing national sales.

KKOg-TV's announcement rate (the rate card is to be pasted in the station's window) runs the short and modestly priced range from \$35 to \$8.75 a spot, depending on frequency and time periods. The top, triple A, one-time program rate is \$290. The station frankly admits that its rates are meant to be competitive with radio (see chart, this page).

In the immediate, as well as long, run, however, KKOg-TV will live or expire by virtue of its programming. The task of providing hour after hour of live programming looms as staggering. The broadcast day, in the latest of many proposed schedules, begins at 8 a.m. on Sundays, at 10:55 a.m. on Saturdays, and at 3:30 p.m. weekday afternoons. Sign off is at 11 each night.

The programs, all under the supervision of executive producer Don Schiller, are geared to feature local Ventura county news events, projects and civic doings, with something for the ladies in the way of fashions, community and family happenings; business and stock market reports and service club news for the men; games and participation

shows for the children. There are pet shows, sand and sea sports and travel programs, a gardening show, Spanish language and bi-lingual programs.

The concept for *Hollywood and You*, a four-times-a-week, prime-time program, calls for two Hollywood professionals, one from in front of the camera and one from behind it, to be quizzed by a changing panel of four local residents. *You Americans*, another prime-time show, would have foreign correspondents assigned to the Hollywood beat telling how they view America and Americans.

Englishman Ray Masters conducts a weekly half-hour program during which viewers are invited to phone-in and talk about their problems. Bobby Gee, who once owned a modeling agency, is the hostess of a fashion program. Gary Loyd Dyer, the 21-year-old, 325-pound manager of a local hamburger place called the Galley Drive-In, is host of a daily, 50-minute children's show, *Prince Gary's Kingdom of KKOg*. Dressed in clown's outfit, Mr. Dyer, who has extensive community theater experience, entertains before a live studio audience, singing songs, reading stories, playing games, conducting a dance time and a treasure hunt, passing out colors and favors, drawing cartoons, handling puppets, giving hints to mothers.

Youthful Dan Bunzel, the son of a shareholder in the station, is news director. With a staff of two and the UPI wire service he attempts to localize the international and national news. When a new draft quota is announced for the country, for example, KKOg-TV news tries to interpret what this would mean specifically to young men in Ventura county. The plan is not to ever have the news read but instead for it to be communicated on a person-to-person, eyeball-to-eyeball basis.

"Total daily involvement television," is how Julian Myers refers to KKOg-TV's programming format.

Everybody seems to get into the act. Sherry Wilson, the station's administrative assistant, is the hostess of a weekly *Fun with Sherry* show. William M. Kerrigan, general manager of the Ventura Port District is scheduled to do a weekly surfing and ocean sports show. William Clark, assistant to the general manager at the station also produces shows. Professors from local colleges are called upon for commentary and for handling of programs of their own. Bill Smith and Garreth Broom, young, eager, enthusiastic men, work behind the cameras, direct, produce.

The staff is the station's real strength. At last count, the ever-changing total was 40; 29 full-time employees and 11 part-time. The average age is under 35. They are attractive, truly dedicated men and women, boys and girls. Each

KKOg-TV Ventura National Television Rate Card #1

Announcement rates

Times	60 Sec.	30 Sec.	20 Sec.	10 Sec.
AAA 7-11 p.m. Monday-Friday				
5-11 p.m. Saturday-Sunday				
1	\$35.00	\$28.00	\$21.00	\$17.50
13	33.25	26.50	20.00	16.75
26	31.50	25.25	19.00	16.00
52	29.75	23.75	18.00	15.25
104	28.00	22.50	17.00	14.50
156	26.25	21.00	16.00	13.75
260	24.50	19.50	15.00	13.00
312	22.75	18.25	14.00	12.25
500	21.00	16.75	13.00	11.50
AA 3:30-7 p.m. Monday-Friday				
11 a.m.-5 p.m. Saturday-Sunday				
1	26.00	20.00	15.00	13.00
13	24.75	19.00	14.25	12.50
26	23.50	18.00	13.50	12.00
52	22.25	17.00	12.75	11.50
104	21.00	16.00	12.00	11.00
156	19.75	15.00	11.25	10.50
260	18.50	14.00	10.50	10.00
312	17.25	13.00	9.75	9.50
500	16.00	12.00	9.00	8.75

Weekly package rates

Times	60 Sec.	30 Sec.	20 Sec.	10 Sec.
AAA 7-11 p.m. Monday-Friday				
5-11 p.m. Saturday-Sunday				
3X	29.75	23.75	18.00	15.25
5X	28.00	22.50	17.00	14.50
10X	26.25	21.00	16.00	13.75
AA 3:30-7 p.m. Monday-Friday				
11 a.m.-5 p.m. Saturday-Sunday				
3X	22.25	17.00	12.75	11.50
5X	21.00	16.00	12.00	11.00
10X	19.75	15.00	11.25	10.50

Consecutive week discount

13 Weeks 5%	26 Weeks 10%	52 Weeks 15%
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Combinability

Spot announcements and programs may be combined to earn 'number of weeks' discount, only.

Program rates

Times	1 Hour	1/2 Hour	1/4 Hour	10 Min.	5 Min.
AAA 7-11 p.m. Monday-Friday					
5-11 p.m. Saturday-Sunday					
1	\$290.00	\$174.00	\$116.00	\$101.00	\$73.00
13	276.00	165.00	110.00	96.00	69.00
26	261.00	156.00	104.00	91.00	65.00
52	247.00	148.00	98.00	86.00	62.00
101	232.00	139.00	92.00	81.00	58.00
156	217.00	130.00	87.00	75.00	54.00
AA 3:30-7 p.m. Monday-Friday					
11 a.m.-5 p.m. Saturday-Sunday					
1	220.00	132.00	88.00	77.00	55.00
13	209.00	125.00	84.00	73.00	52.00
26	198.00	118.00	80.00	69.00	49.00
52	187.00	112.00	75.00	65.00	46.00
104	176.00	105.00	70.00	61.00	43.00
156	165.00	99.00	65.00	57.00	40.00

Rate Card of Leading Ventura Area Radio Station

Time rates National and Local rates same

AA—Mon-Sat 6-9:30 a.m. & 4-6:30 p.m.

A—All other times.

Spot announcements

—Class AA—		—Class A—	
1 min	20/30 10 sec	1 min	20/30 10 sec
Spec. pos\$	15 12 11	13 11 10	
Class AA			
Per wk:	1 ti 6 ti	12 ti 18 ti	24 ti 30 ti
Per yr:	1x 52x	104x 208x	312x 500x
1 min	\$ 14 13	12 11	10 9
20/30 sec	11 10	9 8	7 6
10 sec	10 9	8 7	6 5
Class A			
1 min	\$ 12 11	10 9	8 7
20/30 sec	10 9	8 7	6 5
10 sec	9 8	7 6	5 4

Program time rates

1x	1 hr	1/2 hr	1/4 hr	10 min	5 min
	120	80	50	35	20

has multiple assignments. They work long, long hours at creating the programs. They constantly alternate from in front of to behind the cameras. They even have been called upon to sell, on several occasions assaulting a sales target area in mass.

Helping to program the station are 50 "advisers" from the Hollywood area and 15 from Ventura. This is another Julian Myers creation. Under this concept such Hollywood notables as actor Bob Crane, actress Linda Kaye Henning, entertainer Roger Williams, trade editor Syd Cassyd, director Lamont Johnson would meet maybe twice a year for discussion of programming policies. The Ventura advisers would meet perhaps quarterly for the same purpose. They also are invited, says Mr. Myers, "to call any time of the year, night or day, and say, 'look, you're doing this right or you're doing that wrong.'"

According to Kkog-TV's projections, the station figures to run up costs of some \$190,000 in its first year of operation, with costs mounting annually to a peak of about \$273,000 in the fourth year. But by the fifth year, estimated costs would have peaked out and come down to little more than \$267,000 for the year (see table, page 28). That means a possible \$250,000 net to overcome right from the start, yet Julian Myers is convinced that the station will turn the trick. Such a phenomenon would count heavily on receiving substantial income from so-called "information" programming (see table, page 27).



Mr. Myers

As of the end of the first school month of the 1968-69 school year, active enrollment in elementary, secondary, county college and adult education classes in Ventura county reportedly

totalled 121,654. Kkog-TV believes it can receive 50 cents per student per year by carrying in-school programming to the county educational system during the daytime hours not now being programmed.

Julian Myers thinks that over the course of the first year, it will take \$20,000 a month, or a gross of about \$240,000 a year, for the station to turn the profit corner. While conceding that currently "our cash flow isn't even enough to pay our outflow," he is predicting a quick success for the station. "I believe we will be in the black the first year, I honestly believe we will," he assures.

Kkog-TV began broadcasting at 2:15 on the gray, rainy afternoon of Dec. 14. The station's construction permit, already extended twice, was due to expire that day. Some five minutes after going on the air, Kkog-TV lost its picture. Video was restored after a 15-minute delay but there was still to be several instances of audio failure during the first two hours.

A young woman, a staff member, witnessing the labor pains of a newly born creative thing, had a thought: "Our song should be the theme from *Mission: Impossible*," she suggested. "And we should remind people that this station will self-destruct in five minutes."

The situation isn't necessarily that dire. If Kkog-TV's candle does not last the night, it will not go out for want of loving care.

(The foregoing article was reported and written by Morris Gelman, senior editor, Hollywood.)

BroadcastAdvertising

New status for 30's on TV

Most Blair stations price 30-second spots at half the minute rate in nonprime time

Approximately 90% of the 70 TV stations represented by Blair Television will restructure their rates for nonprime, 30-second announcements at 50% of their minute rates, it was announced last week ("Closed Circuit," Dec. 16).

Jack W. Fritz, vice president and general manager of broadcasting for Blair, said Blair recommended the move to its represented stations after studies of availability requests showed "a steady swing to the 30's as the length most preferred by agencies for many of their clients."

He said the rate-card revisions will

become effective after Jan. 1.

Most of the Blair stations, according to Mr. Fritz, have been pricing 30's at 60% of the minute rate. He reported that the new rate for nonprime 30's has been discussed with leading agency media officials, who understandably reacted favorably.

Among the benefits to spot advertisers and their agencies in the new 30-second rate structures as cited by Blair Television were these:

- Multiproduct advertisers will find it economically possible to reach target audiences more precisely for a specific brand. The piggyback minutes fre-

quently tended to nullify the high flexibility of spot TV because of the economic necessity to pair disparate products.

- Smaller budget accounts (or brands) will have improved access to spot television.

- Local advertisers will be able to take advantage of the inherent economy of the 30-second spot—even those advertisers limited to a single brand or service.

- Advertising agencies will find spot TV easier to buy since the piggyback minute and its attendant problems should phase out in a relatively short

period of time.

■ There will be a marked reduction in the complex commercial traffic-handling problems of agencies, stations and representatives, resulting in greater scheduling efficiency and an important reduction in billing discrepancies.

Mr. Fritz acknowledged there may be increases in the minute rate at some stations but said that the new 30-second price structure is not related to this adjustment.

"As a matter of course, our stations review their rate structures twice a year and there may be some slight increases," he explained. "But you must remember that the minute rate must remain competitive in a market."

Mr. Fritz added that prime time is not included in the change-over of rates because the large volume of spots in that sector are in 10-second and 20-second lengths.

The popularity of the 30-second spot was pointed up in a recent study of the Television Bureau of Advertising. It showed that in September, 30-second spots accounted for 19% of local announcements and of network spots.

Other station representatives had no immediate comment on the Blair move.

15 advertisers buy on ABC Radio

**Pontiac, Chrysler Corp.,
American Motors, DuPont,
GE all get in the act**

ABC announced last week the purchase of time on its radio networks by 15 different advertisers, with the majority of schedules including all four networks.

Emery Industries, Cincinnati, purchased weekday news programs on all four networks from April 14 to May 22 for Sanitone dry cleaning process. Agency is Howard Swink Inc., Marion, Ohio.

Also utilizing newscasts on all four networks starting in January is Renuzit Home Products, Philadelphia. Agency is Ringold-Kalish-Walpert, Philadelphia.

DuPont, Wilmington, Del., will sponsor news, features and sports on all four networks from April through November. The agency is BBDO, New York.

DuPont's Lucite paint, represented by N. W. Ayer & Son, has also purchased schedules on three ABC Radio networks. Lucite will sponsor news, sports and features on the American Entertainment, Information and Contemporary networks from mid-February through March 1.

Reader's Digest Association Inc., Pleasantville, N. Y., will advertise on all four networks' news and sports pro-

Business briefly:

U. S. Time Corp., through Warwick & Legler, both New York, will sponsor *Comedy Is King II*, starring Alan King, on NBC-TV Jan. 16, 10-11 p.m. EST.

Coca-Cola Co., Atlanta, through Marschalk Co., New York, has purchased sponsorship in seven NBC-TV night time programs; **American Home Products Corp.**, through Cunningham & Walsh, both New York, **Singer Co.**, through J. Walter Thompson, both New York, have bought into six NBC-TV shows and **Eastern Air Lines**, through Young & Rubicam, both New York, has bought time in five prime-time shows on the network.

Dodge Division of Chrysler Corp., Detroit, has bought time on NBC Radio's daily *Joe Garagiola Sports Show*.

United Air Lines, through Leo Burnett, both Chicago, and **Oldsmobile Division of General Motors Corp.**, Lansing, Mich., through D. P. Brother & Co., Detroit, will sponsor a special featuring the Harlem Globetrotters, on CBS-TV Jan. 31, 7:30-8:30 p.m. EST.

General Foods Corp., White Plains, N. Y., is using spot TV to support the introduction of a new "chunk" form of instant Yuban premium coffee. First distribution will be in Northeast. Agency: Grey Advertising, New York.

Electric Co.'s Advertising Program (ECAP), through N. W. Ayer & Son, both New York, is sponsoring *Down on*

the Farm, an NBC-TV special, Jan. 25, 7:30-8:30 p.m. EST. The show will concentrate on what farm life used to be in the past and what it appears to be for the future.

Pharmaco Inc., Kenilworth, N. J., through Warwick & Legler, New York, will run a 30-second commercial in network and spot TV in 59 markets starting this week to introduce its new Feen-a-Mints soft mints laxative.

Xerox Corp., Rochester, N. Y., through Needham, Harper & Steers, New York, will sponsor the Royal Shakespeare Company production of *A Midsummer Night's Dream* on CBS-TV Feb. 9, 9-11 p.m. EST.

Four advertisers have ordered separate 26-week schedules on CBS Radio's *Arthur Godfrey Time* for 1969: **Sanford Ink Co.**, Bellwood, Ill., through Presba-Muench Inc., Chicago; **Champale Inc.**, through Richard K. Manoff, both New York; **3M Co.**, St. Paul, through Young & Rubicam, New York, and **Party Tyme Products Inc.**, through MJC Advertising, both New York.

Bassett Furniture Industries, Bassett, Va., through VanSant, Dugdale, Baltimore, will be using four-color, one-minute spots on CBS this spring. Day-time spots will run on *Dick Van Dyke*, *Secret Storm*, *Lucy*, *Beverly Hillbillies* and *Guiding Light*. Prime-time commercials are scheduled for *Walter Cronkite News*, *Thursday Night Movie* and *Smothers Brothers' Comedy Hour*.

grams during January. Agency is Schwab, Beatty & Porter, New York.

A news and sports schedule on all four networks for December, January and February has been purchased by the Pontiac Division of General Motors through MacManus, John & Adams, Bloomfield Hills, Mich.

P. Lorillard, New York, has purchased news and sports on all four networks for 52 weeks starting Jan. 1. Agency is Lennen & Newell, New York.

American Motors through Wells, Rich, Greene, New York, will be on three networks. During January, American Motors will sponsor news and sports on American Entertainment and the American Contemporary, and news, sports and features on the American Information.

Quaker State Oil Refining Corp., Oil City, Pa., will sponsor news on the American FM, American Information and American Entertainment networks from May 5 through Oct. 25. Kenyon & Eckhardt, New York, is the agency.

State Farm Insurance, Bloomington, Ill., has purchased spots on the Information network's *News Around the*

World, *Lou Boda Sports*, *World of Sports*, and *Tom Harmon Sports Show*, as well as the Entertainment network's *Joseph C. Harsch Commentaries* and the 7:30 a.m. *News*. The schedule will run from Dec. 30, 1968 through Dec. 28, 1969. Agency is Needham, Harper & Steers, Chicago.

Florists' Transworld Delivery, Detroit, through Post-Keyes-Gardner, Chicago, has purchased December schedules on two networks. FTD will sponsor news and *Howard Cosell Sports* on the Contemporary network, and features, news and *World of Sports* on the Information network.

McDonald's Corp., Chicago, will be on the Information network's *Weekday News*, *Weekend News*, and *World of Sports* in a campaign from May 28 through Sept. 6. D'Arcy Advertising, Chicago, is the agency.

General Electric Co., New York, through BBDO there, will advertise its lighting products with news and features on American Information from Feb. 17 through March 15, with a second flight from Sept. 15 through Oct. 11.

Sterling Drugs, New York, will spon-

sor *Weekday News* and *Weekend News* on the Contemporary network in flights scheduled for December and January. Agency is Thompson-Koch, New York.

Chrysler Corp. has purchased a schedule on the American FM network news programs beginning Jan. 1 and running through March 28. Young & Rubicam is the agency.

Geritol disclaimer not enough, says FTC

The Federal Trade Commission has told the J. B. Williams Co., New York, to get its "tired-blood" TV commercials for Geritol off the air by Jan. 31, or face civil contempt action in court.

The FTC found that the company and its agency, Parkson Advertising Agency, New York, had violated the FTC order of Nov. 24, 1967, in that Geritol commercials after that date still left the viewer with the impression that Geritol is a generally effective remedy for tiredness.

The FTC dismissed the company's argument that a disclaimer in each of the Geritol commercials complied with the order. The disclaimer, read in the audio portion of the Geritol commercials, said: "The great majority of tired people don't feel that way because of iron-poor blood and Geritol won't help them." The FTC said the disclaimer was negated and "rendered meaningless when it is viewed in the whole context of the advertising, and further, that the disclosure itself is made insufficient by the use of such general terms as 'millions' and 'many' immediately following it" and referring to the number of people said to have iron-poor blood.

The FTC emphasized its point by saying: "Indeed, the visual impact of

several of these commercials, in the primarily visual medium of television, is so strong that it is doubtful that any audio disclaimer run in conjunction with the visual images would be sufficient to protect the viewing public from being left with the erroneous over-all impression that Geritol is a generally effective remedy for tiredness."

The FTC commissioners, at a public hearing Nov. 14, screened eight Geritol commercials said now to have violated the order, and heard oral argument on them (BROADCASTING, Nov. 18). The FTC described some of the commercials as showing "the transformation of a wan, lackadaisical housewife into a veritable tigress."

As of late last week neither J. B. Williams Co. nor its agency had any comment on the latest FTC action.

NCAA stops beer spots with goal line stand

An attempt to allow beer advertisers to sponsor National Collegiate Athletic Association football games on ABC-TV has narrowly missed its mark, it was disclosed last week.

Though ABC officials are not divulging details of network problems with NCAA sponsorship, they acknowledge that the list of advertisers could be lengthened, and that the schedule hasn't been sold out. One potential area they would like to see opened up is that of beer sponsorship. ABC will telecast its fourth year of NCAA football next season.

Under NCAA, a two-thirds approval of the association membership is required for a fundamental change in authorization of sponsorship. Beer sponsors are now not allowed to be associ-

ated with NCAA. A recent referendum of the membership on the question found 211 in favor of permitting beer advertisers, but 115 against. The percentage in favor was 64.7, just below the two-thirds mark. The referendum was presented to NCAA membership by its television committee.

KRON-TV favors weekend for antismoking spots

KRON-TV San Francisco told the FCC last week that prime-time viewing hours are not the most effective time to broadcast anticigarette announcements, because daytime and particularly weekend hours are most likely to attract the young people who should be the primary target of the spots.

The station's argument was in response to a petition filed with the commission last month by attorney John F. Banzhaf III, executive director of Action on Smoking and Health, in which he urged denial of license renewal to KRON-TV because of alleged violations of the fairness doctrine as it applies to cigarette advertising. Mr. Banzhaf said at that time that his charges were based on monitoring of the station during prime time in a five-day period (Nov. 11-15), in which the station was alleged to have broadcast 1,520 seconds of cigarette commercials and 120 seconds of antismoking messages (BROADCASTING, Dec. 2).

KRON-TV replied that if Mr. Banzhaf had considered the full seven days of that week, he would have found that the time devoted to anticigarette announcements was 57.5% of that devoted to cigarette advertising. From October 1967 to October 1968, the station added, the figure was 48.1%.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports, network-TV dollar revenue estimate—week ended Dec. 8, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Dec. 8	Total dollars week ended Dec. 8	1968 total minutes	1968 total dollars
	Week ended Dec. 8	Cume Jan. 1-Dec. 8	Week ended Dec. 8	Cume Jan. 1-Dec. 8	Week ended Dec. 8	Cume Jan. 1-Dec. 8				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 271.4	\$ 209.9	\$ 5,023.1	\$ 336.0	\$ 16,339.9	108	\$ 545.9	3,905	\$ 21,634.4
Monday-Friday 10 a.m.-6 p.m.	1,409.3	60,147.3	2,917.5	135,801.9	2,383.4	111,245.4	963	6,710.2	43,886	307,194.6
Saturday-Sunday Sign-on-6 p.m.	1,453.9	53,004.2	3,541.4	56,304.2	1,025.3	32,059.3	342	6,020.6	12,646	141,367.7
Monday-Saturday 6 p.m.-7:30 p.m.	263.2	18,216.2	756.3	28,830.0	879.1	29,416.1	100	1,898.6	4,504	76,462.3
Sunday 6 p.m.-7:30 p.m.	70.8	5,410.9	327.1	10,895.5	224.8	9,221.8	18	622.7	1,007	25,528.2
Monday-Sunday 7:30-11 p.m.	6,169.9	236,331.5	7,602.5	289,181.5	7,716.5	291,729.0	446	21,488.9	21,538	817,242.0
Monday-Sunday 11 p.m.-Sign-off	254.7	17,432.9	40.8	6,499.0	401.7	22,175.1	74	697.2	3,910	46,107.0
Total	\$9,621.8	\$390,814.4	\$15,395.5	\$532,535.2	\$12,966.8	\$512,186.5	2,051	\$37,984.1	91,396	\$1,435,536.2

Agency appointments:

■ Doyle Dane Bernbach, Chicago, will handle Manpower Inc., Milwaukee-based temporary help firm. Manpower has annual ad budget of over \$1 million. DDB said it has not yet been determined how much, if any, of the budget will go into broadcasting. Fromstein Associates, Milwaukee, handled Manpower for the past 13 years.

■ Warwick & Legler, New York, has been named to handle the Netherlands Flower-bulb Institute, Amsterdam, Holland, in the U. S. The company is primarily a print advertiser, but may conduct a test-market television campaign in the fall of 1969. The previous agency was Solow-Wexton Inc.

■ Geyer-Oswald Inc., Chicago, has been signed by La Choy Food Products, Archbold, Ohio, effective March 15. La Choy plans large campaign with billings in excess of \$1.5 million.

■ Smith/Greenland Co., New York, has been named by Graphic Products Inc., subsidiary of Transogram Inc., New York. Billings are approximately \$1 million.

■ Speer, Young & Holander, Los Angeles, has been appointed agency for Holiday Airlines. Plans include radio promotion.

■ Delehanty, Kurnit & Geller Inc., New York, has been named to handle investment firm of Thomson & McKinnon, that city.

■ Riedl Associates (Riedl & Freede Inc.), Clifton, N. J., has been appointed for Cott Corp. soft drink, subsidiary of National Industries Inc., New York.

■ Red Barn System Inc., Fort Lauderdale, Fla., has appointed J. M. Mathes Inc., New York. The self-service restaurant chain is an affiliate of Servomation Corp., New York. Billings are estimated at approximately \$600,000 with 75% in broadcast.

Also in advertising:

Office move ■ Geyer-Oswald Inc., New York, has moved its northern California office in San Jose to San Francisco, Maritime Plaza. Firm also will open a new service office in Palo Alto to handle accounts as far south as the Monterey Peninsula.

L&N expansion ■ Lennen & Newell/Pacific has completed arrangements to acquire Burke & Thomas, Seattle. After the merger, the agency's operation in Seattle-Tacoma will bill more than \$4 million. The combined operation will be under the direction of Verne Reynolds, manager of L&N's Seattle office. William Burke, former president of Burke & Thomas, becomes a vice president of L&N/Pacific.

Consultant ■ Taft Broadcasting Co., Cincinnati, has named Hiram Strong Inc., Chicago, as its retail advertising consultant. Firm has 20 years experience in broadcasting.

Rep appointments:

■ KTVI(TV) St. Louis: Harrington, Righter & Parsons Inc., New York.

■ KSON San Diego, Calif.: Alan Torbet Associates Inc., New York.

■ WWOM-FM New Orleans, KNOB-FM Los Angeles, KLIQ-AM-FM Portland, Ore., and KAFM(FM) Salina, Kan.: Gert Bunchez & Associates, St. Louis.

■ National AgRadio Group, Silver Spring, Md.: Barney Ochs Co., Atlanta.

Corinthian picks reps for its TV division

Corinthian Broadcasting Corp. last week officially announced its decision to split up the national sales representation of its five TV stations; KXTV(TV) Sacramento, Calif., and WISH-TV Indianapolis were assigned to Blair Television, and WANE-TV Fort Wayne, Ind., KOTV(TV) Tulsa, Okla., and KHOU-TV Houston were assigned to Harrington, Righter & Parsons ("Closed Circuit," Dec. 9).

James C. Richdale Jr., president of the company's Corinthian Television Stations Division, who made the announcement, said the changes would become effective Jan. 1.

All five stations have been represented since 1960 by H-R Television, which has had an entirely separate division handling them. H-R officials last week maintained the silence they have kept since reports of the impending move first circulated. Reports persisted, however, that they were negotiating toward acquisition of another rep firm, possibly the Hollingbery Co., or an arrangement with others.

Borden, Y&R complete split

Young & Rubicam and Borden Inc., both New York, are ending a 40-year relationship with Y&R resigning about \$3 million in business remaining at the agency. Approximately \$2.5 million in TV-radio billing was included

in products from Borden foods and bakeries divisions. Edward L. Bond Jr., Y&R chairman and chief executive officer, said that Borden products had been resigned because Y&R had not been assigned enough billing to operate profitably. Earlier this year Borden moved its Comstock foods and its milk and ice cream divisions to Richard Manhoff Inc., New York, and Tracy-Locke, Dallas, respectively.

Game maker increases post-Christmas TV budget

Milton Bradley Co., Springfield, Mass., is increasing its budget in network and spot TV for the first quarter of 1969 by 150% over the corresponding period of 1968 to a total of \$500,000, it was reported last week. Bradley will promote five of its games on CBS-TV and ABC-TV Saturday-morning children's games and in selected major markets.

Bradley's advertising spending in 1968 topped \$4 million, overwhelmingly in television. The first quarter is traditionally the period in which there is the lightest advertising spending of the year. The agency for Bradley is Harvey & Carlson, New York.

Real saturation schedule

Ford Division of Ford Motor Co., Detroit, in one of the largest weekend buys in network radio, will sponsor the

entire 16 hours of NBC's *Monitor* on Saturday and Sunday (Jan. 4-5). The "Ford weekend" will inaugurate a 52-week sponsorship of *Monitor's News on the Hour* by Ford. The order was placed through J. Walter Thompson Co., Detroit-New York.

GT&E's commercial has unchanging message

General Telephone & Electronics, which does not interrupt its TV programs for commercials, will carry a "non-commercial commercial" for Christmas during the close of the Vladimir Horowitz concert telecast on CBS-TV on Wednesday (7:30-8:30 p.m.).

At the beginning of the hour, GT&E will carry a product commercial. The program continues uninterrupted until the close when the "non-commercial" is presented. The entire visual is a moving shot of the big-dish antenna at a satellite station against the background of the setting sun. The narrator talks about advances in communications, including the development of satellites and concludes:

"Centuries from now the most important thing to say will be the same as it is today, the same as it's been for thousands of years, the simple message, 'Peace on earth; good will toward men.'"

The agency for GT&E is Doyle Dane Bernbach, New York.

NAB in time bind on one-to-customer

FCC to be asked for extra six weeks to finish statistical rebuttal to ownership rulemaking

The "final" deadline is little more than a month away, but the National Association of Broadcasters has yet to line up a research group to provide the information for a major rebuttal by broadcasters to the FCC's controversial "one-to-a-customer" rulemaking.

Jan. 28 is the date the commission established for filing reply comments after NAB had requested a postponement last September. The association said it needed the time to develop information concerning the incidence of concentration of control of media in local markets and the opportunity, if any, that broadcast stations have for manipulating opinion in their markets.

Now NAB is preparing to ask the commission for a further extension of time, said to be about a six-week delay, to complete the study. The extension, if granted, would push the proceeding into March—a year after the commission first proposed it (BROADCASTING, April 1 et seq.).

The commission's proposed rule would prohibit any licensee of any full-time station from acquiring another station of any kind in the same market. Not unexpectedly, broadcasters reacted with shock and outrage at the proposed rule in comments filed with the commission.

But comments filed by the Department of Justice that would extend the rule spurred the broadcasters to seek research as a means of compiling a strong opposition case. Justice had suggested the commission consider breaking up multiple-station holdings within a market at license-renewal time, and urged it to apply the rule to newspaper-broadcasting combinations in the same market. Several meetings between Washington communications lawyers and NAB produced a go-ahead on the research project, resulting in the request to the commission for a delay in the proceedings.

At that time NAB had indicated it would probably request a further extension because it said it would need three months to formulate a program and hire a research firm, let alone do the study. But the commission had said the Jan. 28 deadline was "sufficient" and no further extension of the time would be granted.

The association's executive commit-

tee was told last week that the death of Howard Mandel, NAB vice president for research (see page 57), would delay the research project and would necessitate the time-extension request. Mr. Mandel was understood to have received tentative proposals from two universities—Ohio University and the University of Minnesota—which would undertake the research project, and was examining them with his staff in order to set up parameters of the proposed study so that a firm proposal could be made.

The Ohio University tentative proposal, which was offered to NAB in mid-November, would examine (and refute) two contentions on which the proposed rule is based: that the ownership of more than one medium within a market constitutes economic concentration which results in anticompetitive practices, and that the diversity of information available to the public is reduced when consolidations of ownership within a market occur.

The question of anticompetitive forces at work would be resolved, the proposal said, by demonstrating a lack of different relationships between audience delivery and revenues for stations owned in common with other media in a market and stations independently

owned. The information question would be resolved by examining whether common ownership results in restricted news presentations or "observable" slanting of information, and whether common ownership per se results in control of information (the study proposes to concentrate on Zanesville, Ohio, where WHIZ-AM-FM-TV is under common ownership of the local newspaper and functions without local competition from a separately owned counterpart).

The proposed research would be under the direction of Robert L. Coe, a former ABC-TV station-relations vice president, and Dr. James G. Saunders, both of whom are with the university's Broadcast Research Center and have conducted other studies for the broadcasting industry. As outlined in the proposal the research of the economic question would take about 60 days to complete; the information control question would take longer, from at least 120 days to about 180 days, with the total research project budgeted at \$48,500.

Christian Broadcasting gets C&U's 5 FM's

The FCC last week approved a donation of five FM's to Christian Broadcasting Network Inc. by C&U Broadcasting Corp.

The five stations make up the Northeast Radio Network, which provides a 24-hour FM service to a major portion

Pioneers seek \$750,000 for reference center

The Broadcast Pioneers last week launched a campaign to raise \$750,000 to establish and operate the projected Broadcast Pioneers Reference Center.

Roger W. Clipp and Ward L. Quaal have been named co-chairmen of the drive by G. Richard Shafto of Cosmos Broadcasting, president of Broadcast Pioneers Educational Fund. Mr. Clipp, who retired as vice president in charge of the radio and TV division of Triangle Publications, is president of Broadcast Management Inc. Mr. Quaal is president of the WGN Continental Broadcasting stations.

The fund drive was described as the final step in the establishment of the Broadcast Pioneers History Project, which under the leadership of William S. Hedges, retired vice president of NBC, has been assembling source ma-

terials and other memorabilia from all areas of broadcasting.

The materials—those already assembled and those to be collected—will be housed in the reference center, space for which is being provided rent-free by the National Association of Broadcasters in its new headquarters building in Washington.

Mr. Shafto estimated that the \$750,000 being sought in the current campaign should cover the costs of designing, furnishing and equipping the center, as well as its operating costs for seven years. The center will be available to researchers and others from schools and colleges, many of whom already have been referred to the History Project files.

The BPEF was created by Broadcast Pioneers to preserve the historical material on hand and to be collected. Campaign fund headquarters have been set up at 2 East 54th Street, New York 10022.

of rural upstate New York. In addition to providing this service to its own five outlets, the network makes available a program service—predominantly news—to a number of rurally located AM and FM stations in the same general area.

The assignment of their licenses occurred as a result of the purchase of C&U by Continental Telephone Co. The commission approved the acquisition on condition that C&U dispose of the five stations within a reasonable period of time. The firm then agreed to assign the licenses to Christian, which is a nonstock, nonprofit corporation formed primarily for religious purposes.

The five stations are WEIV(FM) Ithaca, WJIV(FM) Cherry Valley Township, WMIV(FM) South Bristol Township, WORV(FM) DeRuyter Township, and WBRV(FM) Wethersfield Township, all New York. All programming originates from WEIV and is fed by wire to the four stations which operate essentially as satellites.

Christian Broadcasting Network Inc. is licensee of WXRI-FM Norfolk and WYAH-TV Portsmouth, both Virginia, and has a construction permit for UHF channel 46 in Atlanta.

The commission approved the assignment in a 4-to-2 vote, with Commissioner Robert T. Bartley dissenting and issuing a statement in which Commissioner Nicholas Johnson joined. The statement said that an assignor which already owns three broadcast stations would receive five more "in a package deal," and that "considerable overlap is involved between the FM stations being transferred."

ABC rejects claim it buys affiliates

Network also disavows charges concerning its books and rates

ABC denied last week that it had attempted to "buy" any affiliate of Mutual Broadcasting System for its four American Radio networks, or that it had ever misrepresented the situation to the FCC.

ABC also introduced sworn affidavits from its treasurer and comptroller denying that there had been any juggling of the network's bookkeeping in order to show that it operated at a loss for several years.

And, again with a supporting affidavit, ABC took exception to the charge that it had offered combination rates and internetwork discounts for its four radio networks, contrary to its assur-

ance to the FCC that it would not do so.

The denials were contained in a new petition filed with the FCC in the ongoing dispute between Mutual and ABC over the latter's operation of its four specialized networks. Mutual has charged that the four-network system, which went into operation last January when the commission granted a one-year waiver of its chain-broadcasting rule, has been operated in violation of the terms of ABC's temporary authorization. MBS has requested that the commission rescind its waiver of the rule, which prohibits networks from serving more than one affiliate in the same market at the same time (BROADCASTING, Nov. 4 et seq.).

The ABC-MBS battle of words now encompasses the original Mutual pleading, ABC's opposition, Mutual's reply, and ABC's special response. In accordance with FCC rules, which call for only three filings in such cases, ABC added its final statement to the dispute only after special authorization by the commission.

ABC's petition was directed to specific charges in Mutual's case pleading.

Among these charges was an allegation that ABC, in two letters to MBS affiliate wwok Charlotte, N. C., urged the station to join ABC and made a specific financial offer. The two letters, both over the signature of former ABC executive Thomas F. White, were submitted as evidence. At that time, Mutual also noted that ABC Radio President Walter A. Schwartz had previously told the commission that ABC never offered the station any sum to join one of its networks.

ABC responded with an affidavit in which Mr. Schwartz said that he had made every reasonable effort to substantiate the accuracy of his statement. And in conversations with Mr. White, he indicated that he had no recollection of the offer, Mr. Schwartz said. In any case, Mr. Schwartz said, the offer as presented in the letters is not improper; there was no guarantee to wwok, he said, and compensation to the station would have been dependent upon sale of commercial availabilities and clearance of programs. The level of compensation was reasonable for a market of Charlotte's size, Mr. Schwartz added.

Sworn affidavits by ABC's comptroller and treasurer served as the basis for denial of Mutual's charge that ABC had juggled its bookkeeping to indicate falsely that its radio operation was hard-pressed. The comptroller, John J. Regazzi, said that the books were "prepared in conformity with generally accepted accounting practices applied on a consistent basis from year to year." The treasurer, Martin Brown, stated that the losses shown were traceable



"Letter Perfect"

Without overdoing the phrase, some 634,000 North Alabamians say this about WAPI as they listen day by day to the music, wit, controversy, news, sports and special events served by personalities with a flair.

Two of these are presented here . . . attractive, articulate radio professionals responsible for WAPI's key "drive-time" and "housewife" programming.

Charlie Davis
5:30 to 9:00 A.M.

Ron Carney
9:00 A.M. to Noon
3:00 to 6:00 P.M.

Any of the research figures you choose to use point-up their popularity. And, any Henry I. Christal office will enthusiastically tell you why WAPI is "LETTER PERFECT" for your advertising message.



1070

50,000 W

BIRMINGHAM

WAPI radio represented by
Henry I. Christal Company, Inc.

to increased direct and indirect expenses.

Another affidavit, by Richard Sheppard of MacManus, John and Adams, said that in Mr. Sheppard's experience when he negotiated the sponsorship arrangements for General Motors Corp. with ABC, the prices were offered separately for each network, and there was no discount that would not have been available had General Motors elected to purchase only a single network rather than a bulk buy.

The affidavit was in response to a charge in the last MBS petition that, "in connection with ABC network sales to Del Monte and to General Motors Corp. only a single combination price was submitted and that ABC's three AM networks were not individually priced."

CATV's concern for U questioned

KFMB-TV says Mission Cable is retaliating against court ruling on San Diego imports

KFMB-TV San Diego, seemingly more in annoyance than in fear, has asked the FCC to dismiss a petition that the commission hold a hearing on KFMB-TV's license-renewal application to determine whether the station should bear part of the burden of protecting UHF television in the market (BROADCASTING, Nov. 25).

The anti-KFMB-TV petition was filed by Mission Cable TV, which is controlled by Cox Broadcasting Corp. and which is one of several CATV systems restricted by a commission landmark ruling last June from expanding areas into which they could import Los Angeles signals.

KFMB-TV, whose petition led to that commission action, last week called the "Cox petition" a "retaliatory tactic [that] is an abuse of the commission's processes that should not be tolerated." It noted that the other VHF in the market, Time Inc.'s KOGO-TV, is not mentioned in the petition. Time Inc., KFMB-TV pointed out, owns the other major CATV system in the market, "Cox's ally" in the case, and did not participate in the commission's proceeding. The Time Inc. CATV system is Southwest-ern Cable Co.

KFMB-TV said the petition, "which is perhaps most charitably described as frivolous," should be dismissed—"not only because it seeks essentially to re-litigate the San Diego proceeding but also because Cox lacks standing "because the issues it suggests are not appropriate in a renewal case" and "be-

cause the substantive points . . . are meritless."

Mission had argued that CATV alone should not be burdened with the responsibility of protecting UHF growth—the rationale of the commission's decision. Rather, Mission said, KFMB-TV should be expected to help also, "since it has devoted such valuable assistance . . . in establishing the need for protection of UHF in San Diego (at least from CATV)."

But, KFMB-TV said, this claim rests on the assumption "that UHF is threatened by normal VHF operations because it is threatened by unlimited CATV activities. "And this assumption, KFMB-TV added, is contrary to the basic premises underlying the all-channel receiver law and the commission's CATV rules, as well as the commission's "explicit findings" in the San Diego case.

Furthermore, KFMB-TV said, whatever validity the Mission argument has, it is not unique to KFMB-TV but applies as well to stations like KTVU(TV) Oakland, Calif., WSB-TV Atlanta, WHIO-TV Dayton, Ohio; WSOC-TV Charlotte, N.C., and WHIC-TV Pittsburgh. "Since those stations are all Cox-owned VHF stations in intermixed markets," KFMB-TV added, "it is understandable why Cox has not made its suggestion for VHF financial and other support to UHF stations in a rulemaking petition or other context where the suggestion could be considered on an across-the-board basis."

KFMB-TV wrote off as of small consequence "the only new wrinkle" in the Mission petition—the company's offer to pay KCST(TV), the only operating UHF in the market, \$50,000 a year for three years to help it provide attractive programming. The offer made after the hearing examiner in the San Diego case issued an initial decision favorable to the CATV systems, was part of an effort to reach agreement with the San Diego stations under which they would have requested the commission to terminate the hearing.

The amount offered, KFMB-TV said, "is a drop in the bucket compared with the damage that would be inflicted on UHF stations in San Diego were CATV allowed to extend Los Angeles signals throughout the market without limit."

KCST, which supported KFMB-TV's pleading in a separate filing, said developments demonstrated that its "wisdom" in turning down Mission's "paltry" offer "was prophetic." The station was acquired by Western Telecasters Inc. for \$1,108,000 in October 1967. Western has spent \$1,360,000 on improving the station's facilities, and since the station went back on the air in January 1968, the licensee has lost \$650,000.

McLendon bid for WCAM questioned

Broadcast Bureau says group is not prepared to meet local needs

The FCC's Broadcast Bureau last week recommended denial of McLendon Corp.'s application to acquire city-owned WCAM Camden, N. J.

In proposed findings and conclusions filed after a hearing on the proposed acquisition, the bureau said that McLendon had failed to make an acceptable determination of community needs and interests in Camden and had not even attempted to differentiate between Camden's needs and those of the larger Philadelphia market, which also receives the station's signal.

It appears, the bureau said, that McLendon would identify with Philadelphia rather than its proposed city of license, if it acquired the station.

The bureau found precedent for its argument in what it depicted as a similar pattern characteristic of some of McLendon's earlier activities. "Previously," the bureau said, "in each case where McLendon had or proposed a station for a community near a major city, it has treated that station as either a major-city station or an area station."

Cited as an example was KABL Oakland, a McLendon station under scrutiny by the FCC two years ago because it allegedly identified by word and implication with its larger neighbor, San Francisco. The station escaped a \$10,000 fine recommended by Chief Hearing Examiner James D. Cunningham when the commission ruled that it had complied with the letter if not the spirit of FCC station-identification rules. The station was fined \$2,000 for sponsorship-identification violations (BROADCASTING, Dec. 19, 1966).

In the Camden case, according to the Broadcast Bureau, McLendon conducted 20 interviews in ascertaining Camden's needs, assuming—incorrectly, the bureau said—that they represented a reasonable cross-section of the listening public in that area. By a "striking coincidence," the bureau said, the result showed that they favored a "good music" format associated with other McLendon stations. However, the bureau added, the respondents also favored more news about southern New Jersey and fewer commercial interruptions—and McLendon, it was alleged, would actually offer them less local news than programed on WCAM by the present licensee—the city of Camden.

The fact that government representatives spoke highly of the prospective licensee also failed to impress the Broadcast Bureau, because, it said, the

city was "extremely eager" to assign the license.

Another issue in the hearing was whether McLendon had engaged in trafficking during the course of its extensive broadcast activity. (The company owns 10 AM and FM stations and one television station). However, the bureau concluded that neither numerous sales of broadcast properties nor profits on the transactions by themselves constitute trafficking. The criterion, it was argued, is whether the licensee has a "credible, consistent, adequate and uncontradicted" explanation for his activity.

Ohio group to buy piece of UA's Cleveland UHF

Ohio Radio Inc., group broadcaster, intends to exercise its option to purchase one third of the construction permit for WUAB(TV) Lorain-Cleveland, Ohio, from United Artists Broadcasting Inc.

The option was provided in the 1965 agreement when Radio Ohio withdrew its application for the channel 31 outlet

in competition with UA. The price is dependent on the value of UA's stock at the time the transaction is consummated. UA also has a construction permit for KUAB(TV) Houston, and its corporate parent, Transamerica Corp., seeks to merge with Metromedia Inc.

Ohio Radio owns WLKR-AM-FM Norwalk, WKTN-FM Canton, WRWR-FM Port Clinton and WAWR-FM Bowling Green, all Ohio. It is also applicant for a new AM at Bowling Green.

ABC resists shift to San Diego U

It says it would lose \$1 million a year if forced to disaffiliate from Tijuana V

ABC and XETV(TV) Tijuana, Mexico-San Diego urged the FCC last week to reject petitions seeking the breakup of their 13-year affiliation arrangement. ABC said such a breakup would only put it further behind in its effort to compete with CBS and NBC.

The petitioners see themselves as gaining if the commission grants their request to deny ABC's application for an extension of authority it has had since 1955 to transmit network programs to the Mexican station. They are KCST(TV) (ch. 39) San Diego (BROADCASTING, Nov. 18) and two San Diego CATV systems which filed subsequently in a joint pleading—Mission Cable Inc. and its subsidiary, Pacific Cable Inc. The cable systems are under the corporate umbrella of Cox Broadcasting Corp.

KCST believes that if the application is denied, ABC will pick it up as its San Diego affiliate. The other stations in the market, KFMB-TV and KOGO-TV, are already network-affiliated. And, like XETV, they are VHF's.

The CATV systems' petition is an outgrowth of last June's commission decision restricting their authority to import Los Angeles signals—a decision based on the commission's concern for the development of UHF in San Diego. Accordingly, the cable systems suggested that if ABC did affiliate with KCST, thus enhancing that station's economic prospects, the commission might ease the restrictions it placed on the San Diego cable systems.

In a separate petition, Mission has asked the commission to hold a hearing on the license-renewal application of KFMB-TV San Diego, to determine what help that VHF could provide UHF in the market (see page 36). As an alternative to its request for denial of the ABC application, Mission is asking that it be set for hearing in consolidation

with the KFMB-TV renewal matter.

ABC, in its response last week, said that denial of its application would have adverse effects on the San Diego public as well as on ABC. Assuming it did affiliate with KCST (and it pointed out it might seek secondary affiliations with the VHF stations in the market), ABC said, its programs would reach 110,300 fewer television homes in the market than it does now. ABC based this on the relative coverage of XETV and KCST and on the CATV activity in importing signals of network-owned KABC-TV Los Angeles.

Furthermore, ABC said, a study by its research department shows that a transfer of the XETV affiliation to KCST would result in an annual loss to ABC "in excess of \$1 million." Since the network is already losing money, ABC said, such reduction in revenues "would be a serious setback."

And its competitive position with respect to CBS and NBC. ABC said, "would be further weakened not only by the loss of revenues but by the impairment of national ratings which would result from its reduced audience in San Diego, the 50th ranking market in the country."

ABC noted that the commission has in the past refused to intervene in network affiliation affairs to reduce ABC's "competitive disadvantage." (In September, the commission rejected a plea by ABC President Leonard Goldenson for protection against NBC raids on ABC affiliates in two-VHF markets.) Thus, it said, it would be "ironic" if the commission should intervene in the San Diego situation "to increase that disadvantage."

ABC and XETV also challenged the bases of the petitions to deny ABC's application. A principal assertion in the KCST petition was that the commission had originally granted ABC authoriza-

tion to transmit its programs to XETV "only because a third station was not available in San Diego."

XETV, in a petition in which its U.S. sales agent, Bay City Television Inc., joined, said that that was only one factor underlying the commission's 1955 decision. XETV said the commission was concerned with making ABC programs available to San Diego residents—and the forced affiliation of ABC with KCST, it added, would deprive "a substantial number" of those persons of the network's programs.

ABC and XETV also rejected a KCST argument based on a court decision handed down after San Diego stations appealed the original commission grant. KCST said the decision is to be regarded as requiring the commission to examine XETV's nonnetwork programming to determine whether the public interest would be served by strengthening XETV's U. S. audience through ABC service. The commission itself in 1958 "apparently" misread that decision, according to ABC.

ABC and XETV asserted the decision said only that the commission should deny permits to avoid giving greater exposure to objectionable foreign programs—such as, XETV added, "lottery programs, obscene films, or fraudulent advertising messages."

In any case, the Tijuana station said, the argument made by KCST, and adopted by Mission, that it carries nothing but ABC and syndicated programming, with no live or local public service programming, "is false and distorted."

XETV, in attacking the CATV systems' petitions, said that "whimsy, rather than logic, is Mission's principal commodity." XETV said Mission apparently is "still smarting" from the commission decision restricting CATV systems' activities in San Diego.

But if Mission feels that the commission should compel VHF stations to share network affiliations with UHF outlets or compel networks to affiliate with prescribed stations, it has chosen the wrong vehicle, XETV said.

ETV's get new lower-rate offer

Microwave plans interconnection service with rates it says are lower than AT&T's

A proposal to provide additional or alternative reduced-rate interconnection service for noncommercial educational radio and TV stations was submitted to the FCC last week.

Microwave Communications Inc. said, in a petition filed with the commission, that special-service common carriers and CATV microwave systems could interconnect both public broadcasting stations and university facilities at substantially lower rates than those charged by AT&T for its trial service, which went into effect this month (BROADCASTING, Dec. 9). The service would also be available 24 hours a day, seven days a week, Microwave said, in contrast to the AT&T service, which is provided two hours a day, five days a week.

Microwave said it "welcomes" the advent of AT&T service but wants to enlarge available facilities. The firm said that this would be in keeping with the intent of Congress in passing the Public Broadcasting Act of 1967. According to Microwave, Congress explicitly authorized "one or more systems of interconnection."

The proposal would make the towers and sites of special-service common carriers and CATV microwave systems available at no charge. Public-broadcast stations and university facilities could then attach their own transmitting equipment. Since the cost of this equipment is not a principal contributor to the total cost of interconnection, Microwave said, the over-all financial strain on these stations will be minimal. They would be spared the more substantial expense of path layouts, engineering, towers and other construction, the firm said.

The cost for comparable facilities would be \$118 per month per site, Microwave said, as opposed to \$43.50 for each occasion of use on the AT&T system. Microwave's estimate of the over-all monthly cost is \$38,940—for service that would include 71 educational systems not covered by AT&T—compared to a total AT&T charge listed at \$130,500 by Microwave.

The petition, which styled itself as a proposal to the Corp. for Public Broadcasting and the Interuniversity Communications Council (Educom), lists

other advantages to all involved. It said that both CPB and Educom would get full control and use of a complete nationwide interconnection network; that the system would foster dissemination of new educational services through an exchange of educational programs and sharing of resources such as libraries and laboratory research, and that it would relieve the burden on existing carriers, customers and stockholders presently caused by the impact of provision of service at rates below cost.

Elaborating on the question of AT&T's capacity to handle reduced-rate interconnection, Microwave said that the service is an imposition on the AT&T rate structure, and the company cannot place this burden on its shareholders without "impairing its financial integrity," Microwave said.

Microwave proposed to the FCC that it eventually grant licenses to special-service common carriers and CATV microwave systems only on condition that they provide this service as necessary. The firm also called on the commission to initiate studies pertaining to educational needs, sharing of channels, and related questions of operation and control.

WMAQ-TV in top spot

Total revenues of WMAQ-TV Chicago will run between \$24 million and \$25 million for 1968, topping all other TV outlets in that market, *Chicago Daily News* advertising columnist George Lazarus estimated last week. He said WGN-TV there is closing the gap with \$23.3 million. His estimates for other Chicago outlets: WBBM-TV, \$22.5 million; WLS-TV, about \$14 million; WFLD-TV, \$2 million, and WCJU-TV, \$1 million, the latter two UHF's.

Changing Hands

Announced:

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

■ WAME Miami: Sold by Stephanie Wyszatycki to Jack Roth for \$1 million. Mr. Roth owns KONO, KITY (FM), San Antonio, Tex.; and WRIZ Coral Gables, Fla. An application to sell WRIZ is pending FCC approval. Mr.

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Roth also has applications pending FCC approval to buy WKMR Dearborn and WKHM-TV Jackson, both Michigan, and WWOX Charlotte, N. C. He is also applicant for a new FM at Miami. WAME is full time on 1260 kc with 5 kw.

■ WSDR Sterling, Ill.: Sold by Sam and Lillian T. Bartlett and Robert Callighan and others to Thomas L. Davis, Robert M. Baker, George J. Jansen and others for \$450,000 plus the value of net quick assets over \$100,000. Messrs. Davis, Baker and Jansen own the construction permit for WESP(FM) Charlotte Amalie, V. I. Mr. Davis owns 50% of KLEE Ottumwa, Iowa; and 50% of WGLB-AM-FM Port Washington, Wis. WSDR is full time on 1240 kc with 500 w day and 250 w night.

■ KHOB-AM-FM Hobbs, N. M.: Sold by Charles R., Neil R. and James D. Scott to L. Dickson Griffith for \$379,876. Mr. Dickson owns 25% of a travel agency. KHOB is a daytimer on 1390 kc with 5 kw. KHOB-FM is on 95.7 mc with 36 kw.

■ WKID Urbana, Ill.: Sold by Robert F. Meskill and others to L. Frank Stewart and others for \$246,750. Mr. Stewart owns an electronics company. WKID is a daytimer on 1580 kc with 250 w. Broker: Hamilton-Landis & Associates.

■ KCFI Cedar Falls, Iowa: Sold by Donald Blanchard and others to Robert F. Goodwin and others for \$240,000. Mr. Goodwin is manager of business services for WMAL-AM-FM-TV Washington. KCFI is a daytimer on 1250 kc with 500 w. Broker: Hamilton Landis & Associates.

■ WFMI-AM-FM Montgomery, Ala.: Sold by Charles S. Blackledge and others to Henry Rau for \$150,000. Mr. Rau has controlling interest in WATO-AM-FM Oak Ridge, Tenn.; WDOV-AM-FM Dover, Del., and WNAV-AM-FM Annapolis, Md. He has minority interest in WARK-AM-FM Hagerstown, Md., and owns Delaware Teleservice Co., a CATV operation serving Dover, Camden, Wyoming and Smyrna, all Delaware. WFMI is a daytimer on 1000 kc with 5 kw. WFMI-FM is on 98.9 mc with 10 kw.

Approved:

The following transfer of station ownership was approved by the FCC last week: (For other FCC activities see

"For the Record," page 56).

■ KBLL-AM-TV Helena, Mont.: 56⅓% sold by Paul MacAdam and A. W. Scribner to Tim Babcock for \$201,421.45 (see page 41).

Cable TV

■ Cleveland, Miss.: Sold by TV Cables Inc. to Cypress Communications Corp. Sellers are Joseph and Marguerite Wolfe and William F. Cress. The system serves more than 3,000 subscribers in Cleveland, Drew and Ruleville, all Mississippi. The agreement also includes a microwave relay company, subject to FCC approval, and CATV systems in northern Mississippi. Cypress, a publicly held company, operates CATV's in Florida, New Hampshire, Vermont and Pennsylvania. It also owns KTXL(TV) Sacramento, Calif., and is seeking FCC approval to purchase WILD Boston; WAMO-AM-FM Pittsburgh; WUFO Amherst, N. Y., and WOAH Miami. The Cleveland CATV system will increase the number of Cypress subscribers to 48,000. No price was disclosed. Broker: Malarkey, Taylor and Associates.

ABC theater burns

ABC's Hollywood Palace theater, on Vine Street just off of Hollywood Boulevard, was damaged by fire on

Dec. 13. The blaze, believed to have been set off by electrical failure, caused damage estimated at \$85,000. The theater's electrical system, two cycloramas, scenery and furniture were among the damaged items.

More on free time for candidates

Political experts see TV as main campaign medium, but part on how to use it

A group of nationally recognized political observers last week agreed that television has become the dominant factor in the American political process and that network TV time should be made equally available to all "serious" candidates for major office. But they raised strenuous objections to a series of proposals for radical change in the national campaign-and-election system.

Panelists at a meeting Thursday night (Dec. 19) of the Center Club—dinner-discussion subsidiary of the Center for the Study of Democratic Institutions—were predominantly opposed to the bulk of election reforms proposed in a paper prepared for the center magazine by Harry Ashmore, former newspaper



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editor who is now executive vice president of the center.

Among Mr. Ashmore's proposals are a requirement that broadcasters give free time to candidates, that paid political advertising be banned and that a "federal bureau of elections" be created (BROADCASTING, Dec. 16).

To the disapproval of the largely affluent, middle-aged, pro-Eugene McCarthy, antitelevision audience, panelists generally agreed that television is the single most important political weapon today and that it is not necessarily bad.

Mr. Ashmore himself agreed with the frequently stated contention of panelists Blair Clark, Mr. McCarthy's campaign manager, and Stephen A. Mitchell, the senator's convention manager, that the Democratic candidate's unsuccessful bid for the presidential nomination would not have been at all possible without television.

While most panelists agreed that some provision should be made to provide national candidates access to television, there was no consensus as to how it should be done or quarrel with statements that regulations should be set for political appearances.

Historian Arthur Schlesinger Jr. said, "I would be willing to have the government buy the time. But the politicians should have it to use as they want." He said that in addition to this minimum time, "what is available in the way of private money [for a candidate to purchase advertising] should be allowed."

While generally attacking the "packaging" of political candidates, most professional advisers on the panel also defended the role of television experts in advising candidates and the wisdom of the public viewing them.

Walter Devries, of the John F. Kennedy School of Government at Harvard University, said, "what you see in that tube—on that little screen—is the dominant factor in deciding what is going to happen."

He added that "what difference does it make if you have 30 minutes on NBC if you don't have access to the services" of key advisers. "There is no more equal access in this country unless you have enough money to buy Joe Napolitan or Charlie Guggenheim," he added.

Mr. Napolitan, media adviser to Vice President Humphrey, and Mr. Guggenheim, producer of campaign documentaries for late Senator Robert F. Kennedy, were also on the panel.

Mr. Napolitan said use of TV time "should be left to the discretion of the candidate, not some bureaucrat." Mr. Guggenheim said that in watching political specials for the Republican and Democratic nominees on the eve of last Nov. 5's election "you had a feeling of production with Nixon," while

Mr. Humphrey's broadcast "was like an unmade bed." Yet at the same time, Mr. Guggenheim contended, the audience could sense the artificiality of one and the reality, if disorganization, of the other.

In response to audience complaints about television distortion, Mr. Guggenheim restated his belief "that as Jefferson said, there is a wisdom in the American people to seek out the truth."

The panelists also generally objected to Mr. Ashmore's major proposals for political reorganization, such as abolition of state primary elections in favor of one national primary on a single day in July.

Among the other panelists at the session were Herbert Kaplow, NBC Washington correspondent, who concentrated on covering President-elect Nixon during the campaign; Richard Rovere, Washington correspondent for the *New Yorker* magazine, and Frank Mankiewicz, news aide successively to Senator Kennedy and Senator George McGovern.

NAB sets budget of \$2.9 million

\$130,000 tagged for research; beefed-up government affairs duties prompt some of raise

The National Association of Broadcasters executive committee has girded itself for a tough year to come in the research business by putting its stamp of approval on a \$130,000-plus budget for research, a major portion of which already has been allocated for firm commitments. The \$130,000 figure represents but a small portion of the record \$2.9 million operating budget that was approved by the association's finance committee during last week's committee activity at NAB headquarters.

Four sessions involved the executive, finance, building and American Value committees, occupied two full days, and encompassed a number of decisions on a wide range of topics, most of which are subject to NAB board approval in Puerto Rico next month (Jan. 13-17).

Media reports:

New affiliate ■ KULR-TV Billings, Mont., will become a primary ABC-TV affiliate Jan. 1. The station also carries NBC-TV and CBS programming. KULR-TV is licensed to Harriscope Broadcasting Corp..

New agency ■ WBBM-TV Chicago names Hurvis, Binzer & Churchill, Chicago, as agency effective Feb. 1 replacing Edward H. Weiss & Co. there.

NAB is said to have profited by this year's hectic rush to approve reallocation of research funds in order to make an immediate defensive spectrum study (the Herman Land report) to assist the President's Task Force on Communications Policy (BROADCASTING, Jan. 29). Accordingly, NAB has currently allocated about \$67,500 of its new \$130,000 research budget for firm commitments, including research grants, local audience measurement research (about \$35,000) and a proposed one-and-a-half year study on viewer attitudes toward broadcasting (about \$45,000 of which half will come from this budget, half from the 1970-71 budget). The remaining \$62,500 is set aside for "high priority" projects such as one-to-a-customer, pay-TV, CATV, copyright and satellites.

The finance committee approved an operating budget of \$2.9 million for 1969-70, an increase of about \$100,000 in expenses over 1968-69, attributable to a beefing up of the government affairs staff. The new budget anticipates over \$3 million income, including projected income from the new NAB building and convention income. Excess in the new budget will be about the same as 1968-69: \$100,000.

In a move begun by the NAB board this year (BROADCASTING, Feb. 5), the executive committee has proposed that six sites should be selected on a permanent basis for the fall conferences. The committee has proposed four permanent sites in Atlanta, Chicago, Denver and San Francisco (usually the locales of the more successfully attended conferences) with the other two conferences to be held in either Dallas or New Orleans, and in Boston or Philadelphia. The NAB board this year removed Washington and St. Louis from the list of cities where 1968 conferences had been scheduled.

In addition the committee has proposed that a labor relations workshop, a popular and well-attended session in previous conventions, be reinstated at the 1969 convention to be held in Washington March 24 to 26, 1969. The workshop was an early casualty in staff planning for the convention (BROADCASTING, Nov. 18), but numerous requests from NAB members prompted its revival. It is tentatively scheduled for Sunday afternoon, March 23 from 2:30 p.m. to 4:30 p.m.

In other matters the executive committee reached no decision whether to appeal the appellate court decision upholding the commission's application of the fairness doctrine to cigarette advertising. It further took under advisement a proposal by Lee Loevinger, a former FCC Commissioner, that broadcasters set up grievance machinery under NAB auspices where they would hear public

gripes about broadcast news ("Closed Circuit," Dec. 2). The committee asked the NAB staff to research the proposal in conjunction with the Radio-Television News Directors Association.

The building committee was told that NAB will begin occupying its new headquarters at 1771 N Street, N.W. during February. Under the terms of its lease NAB must leave its temporary quarters at 1812 K Street N.W. by Feb. 28.

Montana governor gains control of KBLL-AM-TV

The sale of controlling interest in KBLL-AM-TV Helena, Mont., from Paul McAdam and A. W. Scribner to Montana Governor Tim Babcock was approved by the FCC last week.

The price for 56⅔% of the stations was \$201,421.45.

Originally, Messrs. McAdam and

Scribner and Bob Magness, the remaining stockholder, had applied to sell the stations to Mr. Babcock and Willard L. Holter. However, Mr. Holter, who owns KLTZ Glasgow and controls KYLT Missoula, both Montana, dropped out of the partnership and the assignment was never consummated.

KBLL is a daytimer on 1240 kc with 1 kw day and 250 w night. KBLL-TV, which is affiliated with NBC and ABC, is on channel 12 with 973 w visual.

Programming

Violent talk at violence hearings

TV lambasted as corrosive force as commission searches for ties between media and violence

The President's Commission on the Cause and Prevention of Violence set the television networks up for a grilling last week with a string of preliminary witnesses who charged television with just about every evil short of murder by its own hand.

The most intemperate witness summoned by the commission, during three days of hearings in Washington, was FCC Commissioner Nicholas Johnson who denounced both the motives and actions of the nation's broadcasters. He even suggested that television networks be sued for damages for the "psychic harm" done to "millions of children" who watch Saturday-morning shows.

Aside from Mr. Johnson, the commission also heard a critical evaluation of television from Robert MacNeill, now with the British Broadcasting Corp. in New York, formerly with NBC and author of "The People Machine."

Also testifying, with some censure of TV, were Norman Isaacs, executive editor of the *Louisville* (Ky.) *Courier-Journal* and *News* (WHAS-AM-FM-TV) and Ben Bagdikian, critic and analyst of the news media and now with the Rand Corp.

The commission even had two U. S. attorneys from Chicago, not earlier scheduled, appear to testify to what they contended were staged incidents for TV cameras during the Chicago disturbances last August. One of the events was mentioned in the Walker report, issued earlier this month: two others were new.

Amid the torrent of criticism, two witnesses took calmer views. FCC Chairman Rosel Hyde said the government had no business intruding into

broadcast programming. John F. Dille Jr., president of the Communicana station-newspaper group, pointed to the progress being made in both broadcast and print journalism and said it would be as wrong to underplay violence in American life as to overplay it.

The violence hearings began last Wednesday; they are a continuance of sessions held last October when the commission heard from Dr. Joseph Klapper, director of CBS's Office of Social Research; Robert D. Kasmire, NBC vice president, and Alfred R. Schneider, ABC vice president (BROADCASTING, Oct. 21).

The critics of broadcasting appeared last Wednesday and Thursday in advance of scheduled testimony by the networks on Friday.

The violence commission was established by President Johnson last June after the killing of Senator Robert F. Kennedy. Dr. Milton Eisenhower, president emeritus of Johns Hopkins University, Baltimore, is chairman.

Among the major suggestions made last week was the establishment of a citizens commission on broadcasting, by Mr. Johnson; a public organization to review news-media practice by both Mr. Isaacs and Mr. Bagdikian, and the proposal, again by Mr. Johnson, that broadcasters be held legally accountable for the emotional damage their programs might inflict on viewers or listeners.

In testimony prepared for delivery Friday (Dec. 20), however, Dr. Frank Stanton, president of CBS Inc., pointed out that violence often is an essential ingredient of entertainment programs and is frequently a built-in element of news programs.

He stressed that while TV "must not pander to a taste for violence," it must reflect "the often violent and disjointed character of the contemporary world" if it is to serve as a medium of popular culture and of news and information.

Discussing entertainment programming, Dr. Stanton told the commission that some people claim there is too much violence on television and some say there should be none at all. He said he could not agree with either of these viewpoints, and added:

"Throughout history, violence has had a prominent place in art, drama, and literature. Within the broad limits of good taste, we want to be realistic, dramatic and interesting—and we should not arbitrarily exclude any legitimate theatrical device. But we draw the line on scripts which use violence for its own sake and not for reasons of dramatic unity or value."

Dr. Stanton reported that before a program is finally cleared for presentation on CBS-TV, the program is judged both for its creative values and its suitability, with special attention to taste and violence.

He testified that CBS-TV is careful to select both its action-adventure series and its feature films with these two criteria in mind. Dr. Stanton voiced the view that action-adventure does not play a disproportionate role at CBS-TV and suggested that to ban arbitrarily all such series from the air "would violate the basic imperatives of art and be inconsistent with the reality that such programs strive for."

Turning to the news sector, Dr. Stanton said television must cover the news

honestly and faithfully and when it is violent "we cannot sanitize the facts." He noted that some critics have complained that television is bringing the horrors of the Vietnam war too vividly into the American home, and made this observation:

"But the fact is that the responsibility for the decisions made in Washington and culminating on a battlefield 10,000 miles away begin and end in the living room. Because the final responsibility rests with the people, they must have the facts—the bad news as well as the good, the unpleasant as well as the pleasant."

Additional testimony was scheduled for delivery by Leonard H. Goldenson, president of ABC Inc., who was to describe the general functions of the company's news department, and Elmer W. Lower, president of ABC News, who was to provide further details on how the news department fulfills that function.

Mr. Goldenson said television is receiving the brunt of criticism directed against the news media because it has matured during a most difficult time in the nation's and world's history. He reported that some critics have claimed that by their emphasis on the war in Vietnam, television news departments have "conditioned" the American people to accept war as part of our modern way of life.

"Others contend that broadcasters are over-exposing the militants and the extremists, thus encouraging those who seek to foment racial and civil strife," Mr. Goldenson continued. "Still others argue that we should emphasize the 'good things' and play down developments and events which, on occasion, place our society, or a high public official, or a particular city, a region, or even our nation, in an unfavorable light."

But Mr. Goldenson asserted that he was convinced that television has comported itself with distinction. He said he was equally convinced that with its incisive visual portrayal of events, television has contributed "immeasurably to public understanding and knowledge of the great issues of our time."

Mr. Goldenson told the commission that ABC welcomes responsible criticism of its news endeavors. But he added the company rejects any attempt to abridge the freedom of its news department to report the news as it sees it.

"We are not infallible and we do not claim perfection in our news presentations, though we strive hard for it," Mr. Goldenson stated. "The right of free speech which must be preserved for all news media includes the right to be wrong on occasion. That is the price we must pay to preserve a free press and free speech in America. And,



Chairman Hyde

in my opinion, that price for that bulwark is cheap indeed."

Mr. Lower's statement described in detail the variety of news and documentary news programs that are carried on ABC-TV and ABC Radio and, more to the point, provided statistics on the amount of news coverage devoted to violence and the policies the company has adopted to place controversial stories in perspective.

Mr. Lower said he had his staff prepare a study of an entire year's news coverage, from Sept. 1, 1967, to Aug. 30, 1968, to determine the types of news ABC was carrying. He reported that 91% of the material broadcast dealt with various subjects having nothing whatsoever to do with violence, and only 9% was even remotely associated with violence.

"Even within the 9%, the actual presentation of violent acts was very rare," Mr. Lower pointed out. "I would like also to point to our coverage of the Democratic convention and the surrounding events. Only 1.1% of our total coverage was devoted to film or tape of the disorders involving the police and dissenters."

"Having now screened all of our coverage in Chicago," Mr. Lower remarked, "I am convinced that, viewing our whole report, there is no question that it was fair and balanced."

Mr. Lower insisted that television cannot arbitrarily delete stories, adding that "there should not be a dual standard of what is permissible in newspa-

pers and on television." He said television soon would lose its credibility if it did not provide the news to the American viewers who turn to the medium for information on national and world events.

In his sometimes savage indictment of television, Mr. Johnson all but blamed the medium for the ills of the country. "... Television's influence has affected, in one way or another, virtually every phenomenon in our present-day society," the often critical FCC commissioner stated. He submitted a 70-page document to the violence group, although he skimmed through it in about 30 minutes in his appearance which lasted a good two hours.

Americans, he said, receive more of their education from TV than from grade and high schools. "By the time the average child enters kindergarten he has already spent more hours learning about his world from television than the hours he would spend in a college classroom earning a B.A. degree," he observed.

He called TV the "common ingredient" in a great many of the social ills of the times. And, he added, "One cannot understand violence in America without understanding the impact of television programming upon that violence."

In a series of comments, he asserted that broadcasting is not what it was expected to be when the Communications Act was drafted in 1934, that broadcasting is run by corporations whose predominant goal is "maximizing their profits" (and Mr. Johnson repeated that phrase at least a dozen times in his text), that broadcasting programs are chosen for the largest audiences they can command.

Mr. Johnson caustically rebutted the claim that entertainment programs have no impact on the audience, yet have established TV as the advertising medium with the greatest impact.

Citing TV's \$2.5 million annual revenues from advertisers, the FCC commissioner said TV "cannot have it both ways."

"They cannot," he said, "point with pride to the power of the medium to affect the attitudes and behavior associated with product selection and consumption, and then take the position that everything else on television has no impact whatsoever upon attitudes and behavior."

Listing his observations of what is learned about life from TV ("success comes from the purchase of a product—a mouthwash or deodorant... how do you resolve conflicts? By force, by violence, by destroying 'the enemy.'") Mr. Johnson impassionedly asked:

"What are these network executives doing? What is this America they are building? What conceivable defense is

there for the imposition of such standards and travail upon 200-million Americans. . . ?”

On news, Mr. Johnson said that “by and large, I think we ought to stay out of their business . . . ,” but he then castigated broadcasters for their reliance on the First Amendment and “journalistic integrity.”

This, Mr. Johnson called “nonsense.” Journalism can be free, he said, but it need not be irresponsible, or free of check or criticism from professional critics, a concerned public or responsible officials.

In discussing censorship, Mr. Johnson characterized broadcasters’ arguments as “a blend of mammon and mythology.” In essence, his argument was that there are numbers of exceptions to the First Amendment imposed on broadcasters by Congress and the FCC and upheld by the courts (equal time, public discussion of controversial issues, disclosure of payment for messages).

Nowhere in his statement, however, did Mr. Johnson mention that the U.S. Court of Appeals for the Seventh Circuit had declared that broadcasters are entitled to freedom of the press and that the FCC’s fairness-doctrine rules governing personal attacks are unconstitutional.

But, Mr. Johnson added, “in general and for now” he would prefer occasional abuse “by a responsible broadcasting industry capable of reform” than license revocations for irresponsibility. He said he doesn’t want the FCC taking action against stations because of violence in dramas, children’s cartoons and other programing, or because of showing of movies that some people find objectionable.

But, he emphasized, “some independent expert entity” should make program evaluations and these should be “expert, candid, hard hitting and generally available to the American people. . . .”

Such a group, he said, “should investigate and report the impact of radio and television entertainment programing, should criticize what the broadcasting establishment is doing and should make its views known to the people.”

In addition, he said, the FCC can do more. He said he sees nothing wrong with the FCC using its powers to compel disclosure “to insure that the public learns about fraud, corporate censorship, or falsehood in media practices that are protected by the First Amendment.” And, he added, “economic, corporate power over free speech is today, in my opinion, an even greater limitation than those feared by the drafters of the Bill of Rights.” He alleged in support of this contention that the tobacco industry and broadcasters for years succeeded in keeping off the airwaves any mention of cigarette smoking and can-



Commissioner Johnson

cer and heart disease; that the auto industry and broadcasters remained silent on the subject of auto safety; that broadcasters and cable TV systems in coal mining states blacked out information about “black lung” disease.

The lack of black ownership of broadcast stations (only six of 7,350 stations are owned by Negroes, he said), the lack of access by the black community to the microphone and TV camera, or information about the co-operative movement are forms of “corporate censorship,” he charged.

He even questioned the propriety of reporting the war in Vietnam by broadcasting companies that are subsidiaries of companies that are major defense contractors.

Mr. Johnson said that litigation by the private citizen or citizens’ groups might have an impact on broadcast programing.

He also saw worth in citizens’ participation, particularly in appearances before the FCC in adversary roles, in public-service requirements on broadcasters, requiring a given proportion of gross income to be invested in programing, requiring each network to provide a given proportion of its prime time each evening every week to public-service programing, the same for local stations, particularly for local programing, prohibiting commercial interruption during some programs, establishing standards for size of news staff or news budget as a proportion of gross income. He discussed the moves made by the FCC to accomplish greater diversity

and referred to such pending proposals as one-facility-to-an-owner, and the limitation on networks’ ownership of non-news programs to not more than 50% of their program schedule.

Returning to his remarks about imposing liability on networks, he commented: “Perhaps the networks’ concern about the quality and impact of their programing could be intensified in this way, either by principles of liability found in the common law or from new legislation.”

After reviewing liability by manufacturers and referring to the fact that some states recognize “psychic” or emotional injury, Mr. Johnson asked: “Why shouldn’t a television network be liable for the psychic harm it does millions of children who watch the Saturday morning ‘children’s programs?’” “Legal liability,” he said, “has been an effective instrument of reform in the past, and is at least worth an examination as a means of improving the most extreme instances of injurious programing.”

Mr. Johnson’s major proposal was that a citizens commission on broadcasting be established, free of government or broadcasting influence, to analyze and evaluate broadcasting standards, media-grievance machinery, the economic structure of broadcasting, employment practices, the effectiveness of government agencies having responsibilities to broadcasting, community-broadcaster relations, training in areas of critical social significance, and to issue grants and make awards to stimulate public-interest programs.

Such a “Citizens Commission on Broadcasting,” he estimates, would need from \$1 million to \$10 million a year, and should have between 50 and 200 professional people on its staff. Funds should come from foundations, he said, and perhaps from such federal agencies as the National Science Foundation, the National Institutes of Health and of Mental Health, the National Foundations on the Arts and Humanities, the Corp. for Public Broadcasting, and the Department of Health, Education and Welfare.

Such an institute, Mr. Johnson said, should have the authority to publicize its findings, request data and reports from government agencies, appear as a party for the public interest, and should be required to publish an annual report.

Reaction by the violence commissioners to Commissioner Johnson’s statement was one of of overwhelming approval. At one point the vice chairman of the commission, Judge A. Leon Higginbotham Jr., urged Mr. Johnson not to hurry his summary of his lengthy statement, saying it “may be the nub of our analysis.”

The discussion ranged far afield at points, but mostly it focused on the FCC’s performance in enforcing licens-

ing standards and Mr. Johnson's role in the process ("I only have one vote," he explained, and although he can sometimes find another, he's found it hard to count up to four, he explained).

Mostly, however, in response to questioning, he focused on criticisms of the commission, letting his statement handle the full attack on the commercial broadcasters.

During a colloquy on what the commission actually does, especially in regard to license renewals, he noted that "antenna painting is felt strongly about at the commission. Programing not so much." What supervision does the commission exercise over levels of broadcast violence? "Clearly none. There's no official mechanism to see what's going out.

"No one at the commission is watching TV," he added.

In a surprise move late Thursday (Dec. 19) the violence commission called two witnesses of the Chicago Democratic convention disorders to testify on several alleged news-staging incidents.

The witnesses, whose stories were brought out by crisp questioning by violence commission counsel Philip W. Tone, Chicago attorney, and subject to brisk interrogation by commission members, were Thomas A. Foran, U. S. attorney for the northern district of Illinois, and James J. Casey, assistant U. S. attorney for the same district. Both men were on duty as in-

vestigators during the convention disturbances.

Mr. Casey described the filming of a man on Aug. 25 ostensibly being treated for injuries and then seemingly uninjured after the filming stopped.

Mr. Casey said he identified the CBS trademark on the filming equipment used. He said he felt the scene he had witnessed was "not authentic," but that he was unable to investigate further when he was separated from the participants by a police skirmish line.

When asked if he had seen the footage in any broadcast coverage, he said no. Mr. Tone added that a commission examination of aired material had failed to turn up the sequence.

Mr. Foran described two incidents not mentioned in the violence commission's Walker report on the Chicago disturbances (BROADCASTING, Dec. 9, 2). One incident, on Aug. 26, involved a demonstrator who put a bandage up to the side of his face as cameras filmed him, then dropped the bandage when the filming was completed. He said the man had no cuts or apparent injuries. He identified the CBS "eye logo" on the film crew's equipment.

In the other episode, on Aug. 28, Mr. Foran said he observed a demonstrator in the middle of Michigan Avenue light a trash fire, ignite a sign saying "Welcome to Chicago" and then signal a semicircle of still and motion-picture photographers standing by who

began filming.

The lead-off witness before last week's hearings mixed brickbats and bouquets for television—brickbats for TV's entertainment and some news practices, bouquets for other aspects of public-affairs coverage and what it might become.

Mr. MacNeil clearly considered TV news the medium's major function and prime redeeming feature of a broadcasting system "that spends most of its energies and talents depicting a mythological America (in which, incidentally, violence is sanctified) and relatively little energy and talent informing its captive audience about the real America."

Mr. MacNeil said his complaint "is that television has become the chief instrument of journalism in this country while playing that role peripherally and fleetingly. The medium remains overwhelmingly a machine for entertainment (if that is not stretching the word) designed for one purpose: to deliver a responsive audience to advertisers."

Although he stopped short of indicting television as the cause of violence in American life, he said that television's entire programing shapes viewers' thinking. And "the adventure serials, the police serials, the westerns, sometimes seem like one long commercial for violence."

He said it was difficult to believe "that a generation exposed to thousands upon thousands of hours of such material from infancy does not bring some residue from it to real life." The point was later questioned by Dr. Walter Menninger, a psychiatrist and violence-commission member, who observed that most people are able to separate fantasy from reality.

Contrasted with televised entertainment was news and current-affairs programing, which, Mr. MacNeil noted, "is often very good." Inspired by the networks, he added, standards are improving throughout the industry. Yet, he went on to say, there is plenty of room for improvement, both in quality and quantity.

"More coverage of incidents like Chicago would presumably send more congressmen scrambling after some form of censorship," a development to be resisted at all costs, he urged later. "More exposés of government dereliction like the hunger story [the CBS documentary, *Hunger in America*] would not make the executive branch any happier." More of that sort of effort was his prescription, and he said he thought there would be more "when electronic journalists are able to throw off or ignore some of the pressures that now limit their journalistic freedom or cause them to behave unprofessionally."

Debate over Chicago appears to lose steam

It may be that the public's interest in what happened in Chicago last August during the Democratic convention is on the decline but in any case, stations seemingly were not eager last week to perpetuate feuds between Mayor Richard J. Daley and his opponents.

A one-hour reply program to the Chicago mayor's one-hour special was telecast on Dec. 15 on Metromedia's five television stations (BROADCASTING, Dec. 16). Offers to make it available to any other TV station in the country had received 15 or 16 requests for the program through the two distribution sources in New York. The American Civil Liberties Union said it had received requests from about 13 or 14 stations. ACLU has about 30 prints of the program available for showing. Reeves Videotape Center, which also made the program available, said it had orders from two stations.

The Mayor Daley one-hour version of the August incidents in Chicago was broadcast Sept. 15 and Sept. 16 on about 150 stations (BROADCASTING, Sept. 23) and Metromedia at that time agreed to grant an hour to ACLU, the

National Mobilization Committee to end the War in Vietnam, the Youth International Party and supporters of Senator McCarthy.

Metromedia spokesmen, while noting that the company is not handling distribution of the program outside of its owned stations, speculated that the intense pre-program independent "publicity" of the Daley show probably accounted in large part for so many stations carrying it. The reply show, they said, while made available to whomsoever wanted, hardly received the national attention the other program got before broadcast.

Only one Chicago TV station, WCIU-TV, has agreed to air the rebuttal film of the American Civil Liberties Union and others to Chicago Mayor Richard J. Daley's hour program giving the city's version of the Democratic convention disorders.

WCIU-TV plans to air the film, *The Seasons Change*, at 10 p.m. Dec. 28 followed by an hour of discussion. WGN-TV Chicago, which earlier aired the Daley film, last week turned down the ACLU rebuttal on the grounds it already has given sufficient coverage to all sides of the issue. The Daley film itself was a rebuttal to national TV coverage of the convention disorders.

Freedom, he indicated, was the key to counteracting antisocial trends—especially by providing news reported in depth and in context—and was the best reason for keeping governmental pressures off television news operations. Newscasters, he said “have to show what is going on, everything that is going on. They can do that with more time on the air for deeper analytical programs.

“They will not do it as a result of meddling by Congress in the content of news programs and the waves of intimidation that go down through the networks when that is suggested. Broadcast news has two enemies: politicians who want to interfere with it and commercial interests in its own television industry who do not want it interfering with their profits. It cannot stand up to both simultaneously.”

Mr. MacNeil emphasized he considered that it is the system, not the practitioners, by and large, “which is culpable and could be changed” (although he had some lumps for the “handsome, but empty-headed character, with no news training, pontificating off the Teleprompter . . .”).

To change the system he recommended steps toward “formal recognition of journalism as an essential and necessary function of broadcasting,” with freedom as the goal. To this end he specified “insulation from the more damaging pressures of showbusiness television” (such as the star and fee systems for newsmen and front-office pressures against certain documentary subjects).

If necessary, he said, television news should be “compartmentalized in separate companies.”

Several members of the violence commission—the congressional component of the panel—took issue with suggestions that Congress keep hands off. Senator Roman L. Hruska (R-Neb.) expressed displeasure with “pontificating” newsmen and asked, if newscasters were to be free of internal business pressure and free of government, “to whom would they be bound?” By being a true fourth estate, replied Mr. MacNeil, to the American public.

Representative Hale Boggs (D-La.), another member of the panel, also noted that even if government pressure were removed, there would remain pressures

from the commercial side of broadcasting.

Senator Philip A. Hart (D-Mich.), also on the commission, said he couldn’t see a solution. “If crisis is profitable,” he asked, isn’t the manager of capital invested in broadcasting “caught in an economic trap?” Later in questioning of other witnesses, he re-emphasized his quandry but added that the only solution he could see to improve the caliber of broadcast programs was for Congress to put every effort behind strengthening public noncommercial broadcasting.

John F. Dille Jr., president of the Communicana group of stations and publisher of the *Elkhart* (Ind.) *Truth*, told the commission that violence is shown in both entertainment and news programs, but he said he doesn’t know when it becomes excessive.

“Violence,” he said, “in our time is a reality.” For newsmen to shun violence, he observed, would be to “tell it like it isn’t.”

Still unresolved, he said, is the question of whether exposure to violence leads to more violence. And, he added, he had the impression that progressive changes in society have not taken place except with some degree of violence.

“Our primary duty must be to expose reality. That is our moral duty,” he said. And, he continued, is it morally bad to expose violence? And contrariwise, is it morally bad to fail to expose violence?

In discussing the operating procedures of network affiliates, Mr. Dille, who is a former chairman of the joint boards of the National Association of Broadcasters, explained that broadcasters do not have “total” control of content like newspapers. Although networks preview programs and supply information, this is principally at the beginning of each season, he said; there is no chance for the affiliate to prescreen every episode in a series. Affiliate committees, however, he stressed, play a significant role in effecting liaison with networks, taking up complaints and using their influence to change or modify program formats or content.

He said there is “quite limited” criticism of violence on the air from the public and most of this has been related to entertainment programs, not news.

As far as news coverage by the broadcast medium is concerned, he said: “I believe the performance is creditable under extraordinarily difficult circumstances, that it is constantly improving, that it knows it has a long way to go and intends to move steadily forward.”

Rosel H. Hyde, chairman of the FCC, maintained what was obviously the unpopular view—that the FCC does not have the authority, in fact is forbidden, to look at the programing content of broadcast licensees—and even if it did have such authority, it should not,

that such a move would be bad public policy.

In his succinct, four-page statement, Mr. Hyde noted that the FCC is forbidden by the First Amendment and by Section 326 of the Communications Act from engaging in any action smacking of censorship. Mr. Hyde spent about 45 minutes testifying.

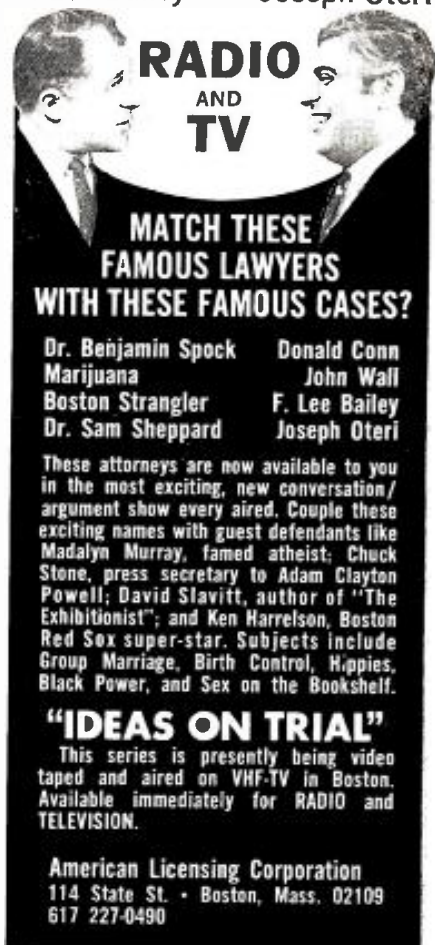
He said the commission feels that greater access and more diversity is the better way to meet the problems of society, so that broadcasters provide for community needs and desires, and, through diversity, for varying voices in the community.

The FCC, Mr. Hyde said, is not seeking legislation to empower it to act on violence in programing, but, he said in response to a question, if there is evidence that a licensee is broadcasting an excessive amount of violence to the detriment of his public-interest requirements, the FCC could order a hearing on license renewal.

The chairman stressed that the FCC does not have the resources to maintain surveillance of more than 7,000 broadcast stations, but he added even if it did he does not think this would be good public policy.

He said that he would oppose any rule or law that would force the FCC to

F. Lee Bailey Joseph Oteri




McGovern praises 'Hunger' for spurring Hill action

The chairman of Congress's newest committee—a Senate panel set up to probe problems of hunger and nutrition—had some kind words last week for a controversial documentary on domestic hunger produced by CBS-TV that mostly has raised hackles on Capitol Hill.

The program, *Hunger in America*, telecast May 21, has been attacked in numerous speeches, and its content has been the subject of the several congressional investigations—the latest by Federal Bureau of Investigation's personnel on loan to House Appropriations Committee (BROADCASTING, Dec. 16).

Senator George McGovern (D-S.D.), however, in announcing the first hearings last week for his new Senate panel, the Select Committee on Nutrition and Human Needs, went out of his way to praise the program. An

aide said Senator McGovern reviewed a recording of the program last Monday morning (Dec. 16).

In a news conference that afternoon, Senator McGovern cited the CBS program for its role in bringing the existence of domestic hunger "dramatically and effectively" to the American people.

Departing from his text, he added that his own view of the CBS documentary was that it "surely must be considered one of the most valuable pieces of documentary reporting in 1968." The program, he noted, "did much to prompt the creation of the select committee."

Senator McGovern's panel was authorized in the final days of the 90th Congress, before adjournment in October. The committee, he said, will focus on the underlying problems of hunger, but is not expected to conduct still another investigation of the CBS program. "We don't intend to investigate other investigations," Senator McGovern explained.

oversee the programming content of broadcast stations.

Albert E. Jenner Jr., a Chicago lawyer and a member of the violence commission, was critical that the FCC does not play a stronger role and said he was "disturbed" that the FCC waits for complaints to be made against stations before taking action. Mr. Hyde answered that the FCC does not just wait, it examines all renewal applications with care.

Mr. Isaacs stated that the communications media "all too often" do not operate with a sense of public responsibility. In recent years, he said, the mass media have helped create, or helped escalate, an incident by their presence.

The press today is facing a "great credibility gap," he said. He said TV network officials were astonished at the public disbelief of pictures of the Chicago riots and the Democratic national convention.

Mr. Isaacs suggested that some sort of press council, like that in Great Britain, might be a good thing for the news media in the United States. This should be voluntary, not government imposed, and would help in raising standards, he said.

Mr. Isaacs said he didn't feel threatened by the American Bar Association's Reardon Report which deals with press-bar relations, or the ABA's Canon 35 which bars cameras and microphones from courtrooms. When smaller and less obtrusive equipment is developed, he added, he would be in the forefront for the right to take them into the courtroom.

Mr. Isaac's main suggestion, aside

from the press-council idea, was that the news media make greater use of pooled coverage or rely more on wire-service reports. He also said that all media must agree to act to correct errors or distortions, that more responsible restraint is needed in the coverage of crime and violence.

Television, he said, is at the mercy of ratings; newspapers are not that pressed by competitive forces (the Louisville newspapers are a monopoly in that city). TV coverage of the Chicago rioting, he said, was incomplete in that it did not show the provocations against the police.

Mr. Isaacs received only one adverse comment to his suggestions; this was from Mrs. Patricia Harris, former ambassador to Luxembourg and now a Howard University law professor, who said she wasn't sure the pool coverage idea was a good answer. She said she would prefer several stories on an event from different reporters in order to insure balanced coverage.

Mr. Bagdikian, a former editor of the *Saturday Evening Post*, told the commission that one reason sex and violence were so prevalent in news reports—aside from their obvious commercial appeal—was that sex and violence news is relatively easy and inexpensive to collect. "The police and courts are centralized collecting points . . . and are convenient one-stop supermarkets for this kind of item," he said.

One reason why crime and accident reports are heavily reported on Sunday-afternoon radio, he explained, was reliance of most radio stations on wire-service copy. The full wire service, he noted, only operates six and one-half

days a week. As there are (with one exception) no Sunday afternoon newspapers, the usual army of reporters and editors is out of commission from 2 a.m. to 4 p.m. Sunday. In their absence "the national news system is fed by lonely Sunday-morning sentinels who call every local and state police station in their telephone zone to collect accidents, crimes and personal disasters."

"The standard ought not to be whether news is disturbing but whether it is significant," he said. But the content of entertainment programming must be considered along with that of news, he urged, especially concerning its effect on children.

The drive for maximum profits, he told the panel, "is an almost automatic formula for sex and violence." Yet nonnews programming does not have the limitations of news. There is time to think and experiment, with all of human imagination and knowledge from which to draw, he said.

During questioning by the commission, Mr. Bagdikian said he was hopeful that technological progress in opening up a diversity of television channels would work to change the character of television, in the way television changed the radio and motion-picture businesses.

To guide reforms, he also said, an ad hoc body similar to the violence commission would be far preferable to a continuing government body.

To enhance the FCC's power over public-interest performance, he urged local hearings during station license renewal proceedings, to gain the feelings of the communities involved. Barring that, he suggested letting licenses be granted to the highest bidder, with the proceeds funding a continuing study of the mass media, with no power except that of making findings and recommendations public.

Jack Valenti, president of the Motion Picture Association of America, and one-time aide to President Johnson, principally discussed the motion picture industry's new ratings system, initiated Nov. 1.

But during questioning from members of the violence commission, several questions were raised about the sale to TV of movies rated "R" or "X". Under the MPAA standards, "R" is for films restricted for those over 16, unless the under-16 person is accompanied by a parent or guardian: "X" rating means no one under 16 is admitted at all. Other ratings are "G", suggested for general audiences, and "M" suggested for mature audiences. Of the 150 features reviewed since the rating system went into effect, Mr. Valenti said, 22% were rated "R" and only 4% "X".

Mr. Valenti said that the sale of film feature films to TV was a buyers-and-sellers arrangement. He stated that no

plans were in view to restrict the type of movies sold to TV. This brought the comment from Senator Hruska that TV was in a sense an exhibitor, like theaters, and why shouldn't films on TV be rated?

A surprise rebuff to WXUR critics

FCC examiner concedes some deficiencies but says overall record is acceptable

Nineteen civil-rights, labor and church groups in and around Media, Pa., not to mention the FCC's Broadcast Bureau, were still recovering last week from the jolt delivered by an FCC examiner on Dec. 13.

On that day, Examiner H. Gifford Irion, in an initial decision he said was of "considerable importance" to all broadcasters, recommended a grant of the license-renewal applications for WXUR-AM-FM Media (BROADCASTING, Dec. 16). The stations are owned by the Faith Theological Seminary which, in turn, is headed by the fundamentalist radio-preacher, Dr. Carl McIntire, long a *bete noire* of the liberal element.

The stations have been the center of controversy since the seminary filed its application to acquire them in 1964. Individuals and groups in the area, familiar with Dr. McIntire through his conservatively oriented *20th Century Hour*, opposed the sale. Many said he was "intemperate" and would be a "divisive influence" in the community.

The commission approved the transfer of the stations' ownership in March 1965, but only after stressing in its order its understanding that "the licensee will make a good-faith effort to ascertain and serve the needs and interests of its area (rather than to serve its private interests); that it will abide by the requirements of the fairness doctrine . . . and that it will not slant the news or in any way distort factual material" (BROADCASTING, March 22, 1965).

Shortly after the stations changed hands, area residents and groups began filing complaints with the commission

alleging the owners were not living up to the promises the seminary had made. Even the Pennsylvania House of Delegates, in a resolution, condemned WXUR and Dr. McIntire.

Finally, the 19 groups—the Greater Philadelphia Council of Churches, the American Jewish Congress, the AFL-CIO of Pennsylvania, and the National Association for the Advancement of Colored People, among them—filed their petition to deny the stations' license-renewal applications.

They said WXUR was "one-sided, unbalanced and weighted on the side of extreme right-wing radicalism" and that "on most controversial public issues, the station has represented only one side—the extreme right radical viewpoint—and has failed to apply to those issues a 'reasonable standard of fairness and impartiality.'"

The commission designated the renewal applications for hearing—on, among other issues, alleged fairness-doctrine violations. After hearings that began on Oct. 2, 1967, and concluded on June 26, the commission's Broadcast Bureau filed proposed conclusions agreeing with the complainants' contentions.

The examiner, however, did not. "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," he said.

He concluded that the seminary acquired the stations to provide an outlet in the area, which is near Philadelphia, for Dr. McIntire, and to provide programming to meet what it found, after a survey, was an underserved need for religion, especially "conservative fundamentalist religion." But WXUR, he feels, did not neglect other needs.

As for Dr. McIntire, the examiner found him to have been "extremely circumspect in complying with the mandates of the rules." Mr. Irion said Dr. McIntire notified persons attacked on his program and invited them to re-

spond.

The decision is subject to appeal to the commission by any of the parties, or the commission itself could review it on its own motion.

There is a connection between WXUR-AM-FM and WGCB Red Lion, Pa., which brought a suit challenging the constitutionality of the fairness doctrine that is now before the Supreme Court. John H. Norris, manager of the Media stations, also manages WGCB-AM-FM. His father, the Reverend John M. Norris, owns the Red Lion stations.

There's TV in future of Wolper's new company

Producer David Wolper, who last October cut his ties with the television production company he formed and headed for 10 years, is going to return to making television documentaries as an independent producer after he sits out a year-long moratorium on his TV activities.

As a condition of his sell-out to Metromedia Inc. (Wolper Productions is now Metromedia Producers Corp.), Mr. Wolper agreed not to be involved in television sales or production for one year, or until October 1969. He plans, however, to eventually return to the production of TV documentaries—he won pre-eminence in the medium through his documentary films for television—possibly in 1970.

Mr. Wolper will produce "maybe two documentaries a year," as well as a limited and selective number of theatrical feature films annually. He has formed his own feature motion picture company with an announced initial \$45 million schedule of movies.

Mr. Wolper will remain based in Hollywood and will continue as a substantial private stockholder in Metromedia. Mel Stuart, who joined Mr. Wolper in 1959 and supervised many of his TV projects, will continue as vice president of Wolper Pictures Ltd.



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Nixon aides swap ideas with news heads

Eight organization heads invited to session; McDowell wires Klein on broadcast omissions

Top communications officials of the incoming Nixon administration met with a small group of media representatives in New York last week for an informal exchange of views on news gathering and dissemination.

Representatives of eight news media organizations met with Herbert G. Klein, designated director of communications by President-elect Richard Nixon, and Ron L. Ziegler, who will be press aide and special assistant to the President, for four hours on Wednesday evening (Dec. 18). The meeting had been called by Mr. Klein.

Although two broadcasters were present at the session, which was termed an "open session to get acquainted," lack of additional broadcast representation brought a telegram pointing up the importance of broadcast journalism, and noting the "absence of adequate" representation by broadcasters at the meeting.

The media group consisted of Robert McCormick, NBC, Washington, chairman of the Radio-TV Correspondents Association; Eddie Barker, KRLD-TV Dallas, president of the Radio-Television News Directors Association; Allan Cromley, *Oklahoma City Times*, president of the National Press Club, Washington; Vincent Jones, *Rochester (N.Y.) Times Union*, president of the American Society of Newspaper Editors; Margaret Kilgore, president of the Women's National Press Club, Washington; Carroll Kilpatrick, *Washington Post*, president of the White House Correspondents Association; William B. Arthur, editor of *Look* and national president of Sigma Delta Chi, and Charles Rowe, president of the AP Managing Editors Association.

Theodore N. McDowell, general manager of news and public affairs, Evening Star Broadcasting Stations, Washington, and president of the AP Radio Television Association, wired Mr. Klein in advance of the meeting and noted that while print media associations seemed sufficiently represented, "uninvited are the presidents of counter-part broadcast organizations" including APRTA and the National Association of Broadcasters. "If broadcast news organizations are to fulfill their proper role in our free society," Mr. McDowell said, "they must be included in two-way discussions of media problems."

A spokesman said later that Mr. Klein intends to meet with executives of other news media organizations from time to time and purposely wants to keep the groups small so there can be

a free and easy exchange of views.

Mr. Barker noted that he had been invited to the dinner meeting in the St. Regis hotel only after wiring Mr. Klein that he was "distressed" to learn that RTNDA had not been invited to the session and concluding that such an omission was apparently an "oversight."

The RTNDA president said that one subject, which was supported by the print representatives, was to include local broadcast newsmen if any thought is being given to the time-honored practice of presidential briefings to editors.

Although the communications executives in the new administration probably don't understand broadcasting the way they should or the way they understand newspapers, Mr. Barker said, there seemed to be no feeling that the Nixon era will be one in which an attempt will be made to shut out broadcasting.

WBC, NLT to co-produce films for TV, theaters

A co-production agreement has been signed under which NLT Productions Pty Ltd. of Sydney, Australia, will produce a minimum of two feature films annually for five years in association with Group W Films, a division of Westinghouse Broadcasting Co., it was announced last week.

The films will be released theatrically before they will become available for TV. The initial two properties to be produced have been selected: The first is tentatively titled "Squeeze a Flower, Squeeze a Grape"; the second is based on "Wake in Fright," a novel by Kenneth Cook.

Less rigid schedule set by ABC-TV, NBA

ABC-TV and the National Basketball Association last week announced the weekly basketball schedule for the 1968-69 season and indicated that this season maximum flexibility has been built into the TV schedule. Roone Arledge, ABC sports president, said games now can be switched during the season if another NBA contest played at the same time appears to be more meaningful to sports fans.

The professional basketball schedule is made up of 12 regular-season games, five playoff games and the NBA All-Star game in Baltimore on Jan. 14 at 8:30 p.m. EST.

The series sponsorship is a virtual

sell-out, officials said.

This is the fifth season of pro basketball on ABC-TV. Chris Schenkel and Jack Twyman will describe the action.

Dick Cavett gets crack at prime time in May

ABC-TV and Dick Cavett are going to give it another try, with a prime-time version of the *Dick Cavett Show* to start this May. ABC last week announced the signing of a five-year contract with Mr. Cavett, as well as plans for the new show.

The new series will follow the same format as the current 90-minute Cavett show which is vacating its weekday 10:30 a.m. slot on Jan. 24 (BROADCASTING, Dec. 2, 16). The network talk show, a first in prime-time, will be aired initially for one hour, three nights a week, but the network is leaving open the possibility of future expansion. The program will originate in New York.

Elvis swivels NBC into wider NTI lead

NBC-TV last week could claim one of its best rating reports of this season, coming up on top with a 21.4 average in the Nielsen Television Index report for the week ended Dec. 8. The lead was 2.1 points above CBS-TV's 19.3, and substantially over ABC-TV's 15.7.

An Elvis Presley special, *Singer Presents Elvis*, on NBC had a 32.0 rating and ranked number one. Another NBC show, *Rowan and Martin's Laugh-In*, was second with 30.9. Two specials, *Charlie Brown's Christmas* on CBS and General Electric's *Rudolph the Red-Nosed Reindeer* on NBC ranked third and fourth, while a National Geographic special on CBS came in seventh.

Program notes:

Mediterranean beat ■ WTOP-TV Washington has a newsfilm team in the Middle East with one show under its belt and another to come. The first half-hour documentary, *No Salam, No Shalom*, carried Dec. 17, covered training of Palestinian Arab commandos including the death of a trainee, and interviews with Israelis living in the border settlements. The second special, to be aired after Christmas, will be *The Holy City in Time of Crisis*.

Co-development deal ■ Bob Barker Productions Inc., Hollywood, has joined KNXT(TV) Los Angeles to produce a television series, *Educated Guess*. It is projected as a half-hour, Monday through Friday, daytime game show. Bob Barker Productions now has the *Lucky Pair* game series shown on KNXT.

BEVR marketing plans start with Mayo naming

CBS's as yet unshown Broadcast Electronic Video Recording (BEVR) system edged a little closer to the market last week with the selection of Robert C. Mayo as BEVR vice president in charge of marketing services.

The appointment of Mr. Mayo, who has been executive assistant to the president of the CBS Television Services Division, is being announced today (Dec. 23) by Lawrence B. Hilford, vice president and general manager of BEVR, a component of the CBS/Comtec Group.

Mr. Hilford said Mr. Mayo would play an important part in helping to develop plans for marketing BEVR. Those plans are not expected to be completed until "after the first of the year," and the first public demonstration of the BEVR system is not expected to be held until after that.

Mr. Mayo will direct the introduction of BEVR both in this country and overseas, according to Mr. Hilford.

BEVR, a color-TV adaptation of the EVR player demonstrated by CBS earlier this month (BROADCASTING, Dec. 16), has been hailed by CBS authorities as capable of producing TV pictures of 35mm-color quality from 16mm black-and-white film at costs lower than convention color-film and video-tape processes (BROADCASTING, Oct. 23, 1967, et seq).

The announcement of Mr. Mayo's appointment said again that the broadcast version "is expected to have wide television application for advertising agencies, feature-film and film-program distributors, and broadcasters alike."

Both BEVR and EVR in its color version, also not yet demonstrated publicly, use black-and-white film with images recorded photographically on, say, the left side and with the corresponding color information encoded electronically on the right side. In black-and-white EVR, which was the version demonstrated two weeks ago, a second track of video replaces the color coding.

BEVR uses 16mm film on reels, played through a special camera. EVR uses 8.75mm film in cartridges, played on an attachment that displays the images on the screen of a TV set.

Both of the systems were developed by CBS Laboratories under Dr. Peter Goldmark.

Mr. Mayo, the new BEVR marketing executive, was named executive as-

sistant to the president of CBS Television Services early this year after five years as managing director of CBS Europe and CBS Ltd., based in London. Before that Mr. Mayo served as an account executive for CBS-TV for eight years.

Ampex on highways for TV-gear pitch

Ampex Corp., Redwood City, Calif., is taking its broadcast equipment wares on the road for practical demonstrations. In a sales campaign that is already underway, Ampex plans to visit more than 500 commercial and educational broadcasters in the next six months.

In hopes of putting Ampex color television equipment into the hands of broadcasters for their on-the-air evaluation, two completely outfitted color TV vans will cover some 20,000 miles, stopping at TV stations for demonstrations. A 40-foot color TV van currently is touring the South and in January will tour the Midwest and North-

east. The van contains such Ampex color equipment as a studio camera, high-band videotape recorder, slow-motion disk recorder, back-pack videotape recorder and hand-held monochrome camera.

A second, 30-foot van will leave Ampex early in January to visit TV stations in California, the Pacific Northwest and the Rocky Mountains.

KPRC-TV adds four vans for mobile-unit duty

KPRC-TV Houston has expanded its color mobile facilities with an addition of a four-van unit patterned after NBC's.

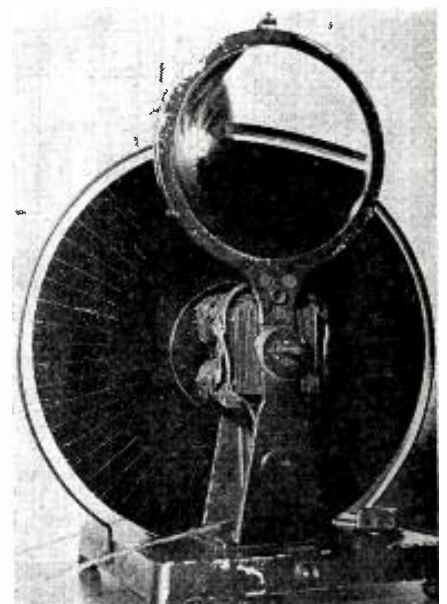
One unit will contain up to five GE color cameras, three with 18:1 zoom lenses, and one monochrome camera for visual insertions.

A control unit with switching and 12-channel audio facilities, high band color video-tape unit and utility and lighting unit will be housed in three separate trucks.

Fully equipped the entire mobile unit will cost approximately \$700,000.



FCC Chairman Rosel H. Hyde looks over a model of an RCA television receiver that was first demonstrated at the New York's World Fair in 1939. The set is part of a collection, tracing the history of the first 25 years of television broadcasting, that is on display in the lobby of the commission building, in Washington. The sets being exhibited date back to 1929, and include one of the first ever built, the receiver with the largest screen sold



commercially (30 inches), and early color receivers. The exhibition was assembled by and is being presented through the cooperation of the Smithsonian Institution.

The oldest set (right photo) on display is this Jenkins Model 102 Radiovisor, built around 1929. The model employs mechanical scanning and produced a definition of 60 lines at 20 pictures per second. It sold for \$69.50 and was designed for the experimenter.

Fifth global TV satellite launched

Intelstat III-A to be over South Atlantic; capabilities include four television channels

The first of a new series of communications satellites, each capable of providing 1,200 two-way voice circuits or four TV channels, was launched successfully last week. Intelstat III-A, with an expected five-year life, was officially turned over to the Communications Satellite Corp. last Thursday as it orbited in its first-stage transfer route around the earth, from 165 miles to 750 miles above the earth. On Saturday, Comsat was scheduled to signal the satellite's apogee motor to fire, kicking it into a circular orbit 22,300 miles above the Atlantic Ocean. It will then be positioned into synchronous orbit over the eastern coast of Brazil.

This is the first of four Intelstat III satellites scheduled to be put into service over the next seven months. In February a new satellite will be positioned over the Pacific Ocean; another over the Atlantic in April and the fourth over the Indian Ocean in July.

Last week's launch was the second for the Atlantic satellite; last September the first Intelstat III was aborted when the Thor-Delta launch rocket went out of control. An inquiry by the National Aeronautics and Space Administration determined that a failure in the rocket's electrical guidance system caused it to begin to wobble and break up. It was destroyed 108 seconds after launch.

The Intelstat III series of communications satellites have been made for Comsat by TRW Inc. under a \$32-million contract. Comsat is paying NASA \$5 million for each launch of a satellite. Comsat, an American corporation, acts as manager for the 63-nation International Telecommunications Satellite Consortium (Intelsat).

At present there are four communications satellites in operations, two over the Atlantic and two over the Pacific. Each provides 240 two-way voice circuits or a single TV chan-

nel. The first was Early Bird which became operational in 1965.

The new satellites will be linked to 22 earth stations in 14 countries, with three of the stations built in the last year—Etam, W. Va.; Cayey, P. R., and Tulancingo, near Mexico City. By 1973, Comsat estimates there will be 70 earth stations in 62 countries.

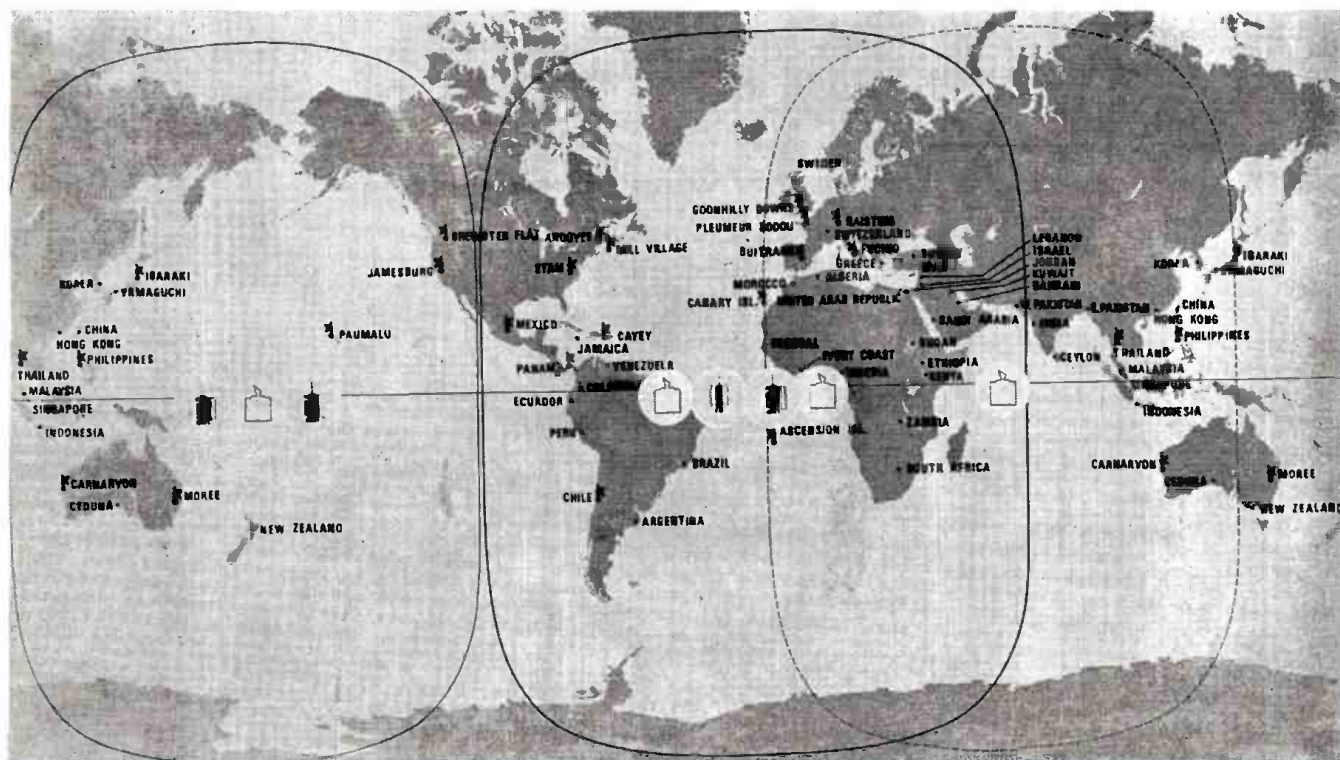
Ontario premier wants coverage of proceedings

The premier of Ontario has urged that live television and radio-TV coverage of legislature proceedings should be considered.

Premier John Robarts said: "In each session there are a number of debates in which the people of Ontario would be better informed . . . with live broadcasting."

The premier said he is prepared to establish a committee of the legislature to discuss the idea and to seek the views of the various communications media.

He urged that the house and representatives of the media could decide which debates would merit live coverage.



By next summer, when the four Intelstat III communications satellites are operating, there will be four space relay satellites over the Atlantic, three

over the Pacific and one over the Indian Ocean—providing 10 Atlantic, six Pacific and four Indian Ocean TV channels. The schematic above shows

the satellites and the areas they cover. Starred are the existing 22 earth stations in 14 countries. Three were built in the last year.

India plans to expand use of commercial radio

Commercial broadcasting, introduced in India last year as an experiment, has been labeled a success by a government spokesman.

All India Radio started using paid advertising in November 1967 in a pilot project at Bombay, Poona and Nagpur (BROADCASTING, Nov. 20, 1967).

K. K. Shan, minister for information and broadcasting in India, said that the demand for time has since grown to the extent that there is a shortage of availabilities.

The minister said: "There is a general appreciation that a new medium full of potentialities for economic and commercial betterment of the country has become available for advertisement of goods and services."

Currently, 75 minutes of commercials are being permitted each day.

Mr. Shah said that as a result of the project's success, paid advertising will be extended to stations in Calcutta, Delhi, Madras and other major cities in India.

Miami TV rebuked for Bahamas series

The parliament of the Bahamas is now considering legislation which could seriously affect the right to report news in the Bahamas.

Last month Keith Davidson, special reporter for WCKT(TV) Miami, presented the first in a series of three reports on the ramifications of the so-called powers and privileges bill. The bill, he said, "allows the Senate and House of Assembly to call before it anyone who in their opinion publishes a report that is false or misleading in a material respect."

The WCKT report pointed out that penalties are not specified, but said the bill states that whatever decisions are reached by the House and Senate "shall not be inquired into in any court," eliminating the possibility of there being any appeal.

WCKT said Bahamas Premier Lynden Pindling and Deputy Premier Arthur Hanna, who introduced the bill, refused

to be interviewed by the station.

But the *Nassau Guardian-Observer* attacked WCKT in a front-page editorial, "Channel 7, Stay Home."

The editorial said: "We have a suggestion for the meddlesome Miami television crew which roared into Nassau last week bent on filming an international expose! Go home—and stay there!"

Four British firms form electronics combine

A major new group of electronics companies has been formed in Britain under the name GEC-Marconi Electronics Ltd. The move brings together the electronics interests of The General Electric Co. Ltd. (not related to General Electric Co. in the U. S.), Associated Electrical Industries Ltd., English Electric Co. and Elliott Automation.

The new holding company will have Robert Telford as its managing director. Mr. Telford also will continue as managing director of The Marconi Co. Ltd., Chelmsford, Essex, England.

The new grouping, which claims to be Britain's largest electronics organization, will maintain existing trade names and companies in order to secure the maximum advantage in markets around the world.

GEC-Marconi Electronics Ltd. will direct the activities of its individual companies in the areas of radar, airborne navigation and communications systems, radio and television, and radio and space communications, including satellite systems. One company in the new group, English Electric Co., has a 52% interest in Canadian Marconi Co., which owns CFCF, CFQR-FM, and CFCF-TV, all in Montreal.

Canada seeks cigarette control

Bills proposing to either control or prohibit cigarette commercials on radio and TV have been sent to the committee on health and welfare in the Canadian House of Commons. Four bills dealing with the smoking habit have been referred to the committee.

In addition to radio and TV advertising, the bills deal with labeling and a possible extension of the Food and Drug Act to include tobacco products.

Abroad in brief:

Hands across Pacific ■ Sandler/Shinsha, a joint American-Japanese commercial production company, has been formed in Tokyo by Sandler Films, Hollywood, and Tohokushinsha, a Japanese conglomerate firm. Sandler Films has worked with the Japanese company previously on an informal basis. The Hol-

lywood production house will provide a permanent Tokyo-based staff to turn out film commercials for television and industrial films.

A first in Indonesia ■ NBC International has made its first sale of TV programs to Indonesia, raising to 106 the number of foreign markets in which company product is being shown. NBC series sold to Television Indonesia are *Bonanza*, *I Spy*, *Abbott & Costello*, *Funny Manns* and *Gumby*.

From Holland ■ The Netherlands Information Service, New York, is offering two new Radio Nederland programs free to noncommercial U.S. radio stations. One series of six half hours is *Netherlands Church Organs of the 18th Century*, the other eight half-hours is *The Baroque in Holland*.

Advertising

Ever heard of "Sitting Ducks Anonymous?"

If you're part of the communications industry, you're considered fair game for anyone with a grievance, real or imagined. You can be sued for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. But if and when you are, there's someone to turn to: Your Employers Special Excess Insurance Policy. (It's kind of a "Sitting Ducks Anonymous Club" for those who'd much prefer to be sitting pretty.) To join? Simply decide on the amount you could afford in case of a judgment against you...we'll cover any excess. For details and rates, write to: Dept. A, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.



Westinghouse-MCA Inc. postpone wedding date

Westinghouse Electric Corp. and MCA Inc. have agreed to extend the time allowed for the closing of their proposed merger until after Dec. 31, it was announced jointly last week by the two companies.

It was explained that the extension was agreed upon in order to allow additional time, if necessary, for consideration of the proposed transaction by the Department of Justice. No deadline was set.

In a separate announcement, Lew R. Wasserman, president of MCA, said the company's board of directors had declared its regular quarterly dividend of 15 cents on the company's common

stock, payable on Jan. 10, to stockholders of record on Dec. 26. Mr. Wasserman reported that MCA's earnings for the fourth quarter are expected to be significantly below those of the fourth quarter of 1967 because theatrical revenues from several motion pictures were lower than anticipated.

Filmways stockholders approve stock increase

Stockholders of Filmways Inc. meeting Thursday (Dec. 19) in New York, authorized an increase of common stock from two million to five million at the same par value and elected a board of directors.

Stockholders voted to increase by 80,000 the number of shares available for employee stock options and to allo-

cate 15,000 common shares for a stock bonus plan. Also confirmed was the transfer of Filmway's corporate headquarters to Delaware.

Stockholders amended the firm's certificate of incorporation to include such enterprises as the production and sale of all types of TV programs, film laboratories, the production of phonograph records, book and magazine publishing, ownership and operation of radio and television stations. Filmways is awaiting FCC approval of its purchase of Cascade Broadcasting Co. TV properties (BROADCASTING, Sept. 30).

The nine elected directors: John Booth; Leonard Gruenberg, chairman of the board; Allan C. Greenberg; Jack Katz; Lee Mosell; L. Douglas Nolan; Martin Ransohoff, president and chief executive officer; Richard St. Johns, and Al Simon.

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	Ex-change	Closing Dec. 19	Closing Dec. 12	Closing Dec. 5	High 1968	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	68	71 $\frac{3}{4}$	74 $\frac{1}{2}$	76 $\frac{1}{2}$	43 $\frac{1}{4}$	4,709	\$353,200
CBS	CBS	N	54 $\frac{1}{4}$	59 $\frac{1}{4}$	58 $\frac{1}{2}$	60 $\frac{1}{2}$	43 $\frac{1}{4}$	23,665	1,307,500
Capital Cities	CCB	N	81 $\frac{1}{2}$	86	87	89 $\frac{1}{2}$	42 $\frac{1}{4}$	2,811	244,600
Corinthian	CRB	N	36 $\frac{1}{2}$	34 $\frac{1}{2}$	34	40 $\frac{1}{2}$	22 $\frac{1}{4}$	3,384	114,600
Cox	COX	N	61	61 $\frac{1}{2}$	60 $\frac{1}{2}$	64 $\frac{1}{2}$	43 $\frac{1}{4}$	2,879	167,000
Gross Telecasting	GTI	O	33	33	33	37	28	400	13,200
Metromedia	MET	N	53 $\frac{1}{2}$	53 $\frac{1}{2}$	55 $\frac{1}{2}$	57 $\frac{1}{2}$	34 $\frac{1}{4}$	4,862	262,500
Pacific & Southern		O	21	22 $\frac{1}{2}$	23 $\frac{1}{2}$	24	6	1,614	37,100
Reeves Broadcasting	RBT	A	35 $\frac{1}{2}$	36 $\frac{1}{2}$	31 $\frac{1}{2}$	43 $\frac{1}{2}$	9 $\frac{1}{2}$	1,825	63,600
Scripps-Howard	SH	O	30	31 $\frac{1}{2}$	31 $\frac{1}{2}$	34	24	2,389	76,400
Sonderling	SDB	A	41 $\frac{1}{4}$	40 $\frac{1}{4}$	39 $\frac{1}{4}$	47 $\frac{1}{4}$	23 $\frac{1}{4}$	930	36,700
Taft	TFB	N	40 $\frac{1}{2}$	43 $\frac{1}{2}$	42 $\frac{1}{2}$	45 $\frac{1}{2}$	30 $\frac{1}{4}$	3,363	139,600
							Total	52,831	\$2,816,000
Broadcasting with other major interests									
Avco	AV	N	51 $\frac{1}{2}$	50 $\frac{1}{2}$	50 $\frac{1}{2}$	65	37	14,075	\$710,800
Bartell Media	BMC	A	21 $\frac{1}{4}$	20 $\frac{1}{4}$	17 $\frac{1}{4}$	23 $\frac{1}{4}$	9	2,106	31,900
Boston Herald-Traveler	BHT	O	70	68	71	71	48	569	40,400
Chris-Craft	CCN	N	39	41	39	45	26 $\frac{1}{4}$	1,153	47,300
Cowles Communications	CWL	N	17 $\frac{1}{2}$	17 $\frac{1}{2}$	16 $\frac{1}{2}$	18 $\frac{1}{2}$	12 $\frac{1}{4}$	3,625	54,800
Fuqua	FQA	N	44 $\frac{1}{2}$	46	43 $\frac{1}{2}$	47 $\frac{1}{2}$	32 $\frac{1}{2}$	3,781	162,100
Gannett	GCI	O	41	41 $\frac{1}{2}$	42 $\frac{1}{2}$	44	23	4,736	202,500
General Tire	GY	N	34 $\frac{1}{2}$	35	36 $\frac{1}{2}$	36 $\frac{1}{2}$	23 $\frac{1}{2}$	17,061	612,100
Gray Communications		O	11 $\frac{1}{4}$	11 $\frac{1}{4}$	11 $\frac{1}{4}$	15	9	475	5,500
LIN	LB	O	27 $\frac{1}{2}$	28 $\frac{1}{2}$	29	31	16	1,550	43,800
Meredith Publishing	MDP	N	45	48 $\frac{1}{2}$	50 $\frac{1}{2}$	51	23 $\frac{1}{4}$	2,732	136,300
The Outlet Co.	OTU	N	31 $\frac{1}{2}$	32 $\frac{1}{2}$	30 $\frac{1}{2}$	34	20 $\frac{1}{2}$	1,184	36,900
Rollins	ROL	N	76	78 $\frac{1}{2}$	79 $\frac{1}{2}$	85	43	3,959	329,600
Rust Craft	RUS	A	34 $\frac{1}{2}$	35 $\frac{1}{2}$	36 $\frac{1}{2}$	36 $\frac{1}{2}$	29 $\frac{1}{2}$	1,184	42,300
Storer	SBK	N	59 $\frac{1}{2}$	53 $\frac{1}{2}$	53	62 $\frac{1}{2}$	36	4,188	225,600
Time Inc.	TL	N	103 $\frac{1}{2}$	102	104 $\frac{1}{2}$	109 $\frac{1}{2}$	86 $\frac{1}{2}$	7,018	727,200
Wometco	WOM	N	35 $\frac{1}{2}$	37 $\frac{1}{2}$	33 $\frac{1}{2}$	38	17 $\frac{1}{2}$	3,815	128,300
							Total	73,211	\$3,537,400
CATV									
Ameco	ACO	A	16 $\frac{1}{2}$	17 $\frac{1}{2}$	18 $\frac{1}{2}$	19 $\frac{1}{2}$	7 $\frac{1}{2}$	1,200	\$19,800
Cox Cable		O	20	22 $\frac{1}{2}$	20 $\frac{1}{2}$	25	16	2,500	52,500
Cypress Communications		O	18	20	18 $\frac{1}{2}$	23	12	808	15,400
Entron	NRN	O	10 $\frac{1}{2}$	9 $\frac{1}{2}$	9 $\frac{1}{2}$	10 $\frac{1}{2}$	4	607	6,200
H & B American	HBA	A	22 $\frac{1}{2}$	25	26	28 $\frac{1}{2}$	9 $\frac{1}{2}$	2,956	76,900
Teleprompter	TP	A	66 $\frac{1}{2}$	79 $\frac{1}{2}$	78 $\frac{1}{2}$	83	23 $\frac{1}{2}$	994	75,500
Television Communications		O	16 $\frac{1}{2}$	17	16 $\frac{1}{2}$	—	—	2,090	37,100
Vlkoa	VIK	A	30 $\frac{1}{2}$	34 $\frac{1}{2}$	38 $\frac{1}{2}$	39 $\frac{1}{2}$	12 $\frac{1}{2}$	1,587	60,900
							Total	12,742	\$344,300
Programming									
Columbia Pictures	CPS	N	43 $\frac{1}{2}$	43 $\frac{1}{2}$	44 $\frac{1}{2}$	45 $\frac{1}{2}$	23 $\frac{1}{2}$	4,701	\$206,800
Commonwealth United	CUC	A	22 $\frac{1}{2}$	22 $\frac{1}{2}$	23	24 $\frac{1}{2}$	6 $\frac{1}{2}$	6,087	142,300
Disney	DIS	N	91 $\frac{1}{2}$	86 $\frac{1}{2}$	83 $\frac{1}{2}$	93 $\frac{1}{2}$	41 $\frac{1}{2}$	4,230	336,300

Columbia, SG complete \$24.5 million merger

At special meetings in New York last week stockholders of Columbia Pictures and Screen Gems Inc. approved the consolidation of SG into Columbia.

Columbia, which owns 3,524,834 shares, or 86%, of Screen Gems, will issue one share for each share of the 557,499, publicly owned SG shares. It also will issue up to 12,655 of its shares upon exercise of options by key Screen Gems officials. Based on Columbia Pictures' closing price of \$44 a share on the New York Stock Exchange last Tuesday (Dec. 17), the day of the announcement, the transaction is valued at about \$24.5 million.

The shareholders also approved a proposal to change the corporate name to Columbia Pictures Industries Inc. The company will be made up of Columbia Pictures division, with Columbia's former president, Leo Jaffe, as divisional president, and the Screen Gems division, headed by its president,

Jerome S. Hyams. Both men will be executive vice presidents of the parent company and will report to Abraham Schneider, president and board chairman.

Columbia Pictures stockholders also approved an increase in the authorized common shares to 20 million from 10 million and an increase in the authorized serial preferred stock to five million from two million.

Who traded stock during November

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for November (all common stock unless otherwise indicated):

■ Ampex Corp.—William A. Gross sold 865 shares, leaving 1,315. Robert R. Owen bought 180 shares, giving him a total of 180.

■ John Blair & Co.—John P. Blair sold 5,000

shares, leaving 75,550 held personally, 500 held by wife and 21,000 held as trustee.

■ Capital Cities Broadcasting Corp.—G. R. Chamberlin exercised option to buy 850 shares, giving him a total of 2,550. K. M. Johnson bought 5,000 shares, giving him a total of 10,600 held personally and 44 held by children.

■ Cox Broadcasting Corp.—Garner Anthony bought 900 shares, giving him a total of 2,900.

■ Walt Disney Productions—Donald A. Eschen exercised option to buy 257 shares, giving him a total of 475. Leland L. Kirk exercised option to buy 51 shares, giving him a total of 51.

■ Doyle Dane Bernbach—E. D. Brown Jr. bought 500 shares, giving him a total of 1,000. Charles N. O'Rourke sold 1,000 shares, leaving none.

■ Entron Inc.—W. C. Koplovitz sold 1,500 shares, leaving 2,600.

■ Filmways Inc.—John Nicolalde exercised option to buy 324 shares and sold 324 shares, leaving none. Al Simon sold 1,000 shares, leaving 13,415.

■ Foote, Cone & Belding—Donald S. Lewis sold 600 shares, leaving 11,900 held personally and 944 held in stock purchase plan. Arthur W. Schultz sold 3,600 shares, leaving 25,551 held personally, 1,250 held by wife and 4,187 held in trusts.

■ Fuqua Industries Inc.—J. B. Fuqua through trust bought 200 shares, giving trust a total of 3,046. L. D. Rahilly exercised option to buy 4,828 shares, giving him a total of 17,795 held personally and 4,320 held by family members.

■ Gannett Co.—A. B. Trowbridge bought 100 shares, giving him a total of 100.

■ General Tire & Rubber Co.—Mrs. M. G. O'Neil and children bought 650 shares, giving them a total of 61,053. Mr. O'Neil has

	Stock symbol	Ex- change	Closing Dec. 19	Closing Dec. 12	Closing Dec. 5	High 1968	Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Programing (cont.)									
Filmways	FWY	A	40	40½	41½	42	16½	961	38,400
Four Star		O	6¼	6¾	7¼	10	5	666	4,800
Gulf & Western	GW	N	51½	53	53½	66½	38½	11,680	686,200
MCA	MCA	N	45¼	45	45½	53¼	43	7,764	351,300
MGM	MGM	N	47½	48¾	47½	55	35½	5,759	263,500
Screen Gems	SGE	A	42¾	43	44	44½	22½	3,048	172,500
Transamerica	TA	N	79½	80½	82	87½	43½	28,859	2,489,100
Trans-Lux	TLX	A	56	57½	62	83½	21½	753	48,900
20th Century-Fox	TF	N	35½	37	37	40½	24½	7,035	270,800
Walter Reade		O	16¾	16¾	17	17	7	1,662	27,600
Warner-Seven Arts	WBS	A	44¼	45¾	48½	49½	26½	3,810	186,700
Wrather Corp.		O	20	19¾	18½	20¾	4	1,710	32,500
							Total	89,725	\$5,257,700
Service									
John Blair	JB	O	50	49½	47½	50½	20	1,080	\$53,500
Comsat	CO	N	54½	53¾	57½	64½	41½	10,000	593,800
Doyle Dane Bernbach	DDB	O	31½	28½	29½	41	31	2,104	64,200
Foote, Cone & Belding	FCB	N	16¼	15½	15½	20¼	13	2,157	32,400
General Artists		O	17	15½	14	26	10	610	8,700
Grey Advertising	GRA	O	17½	17	16½	20	12	1,201	19,800
MPO Videotronics	MPO	A	15¼	14¾	15½	17¾	10½	517	7,900
Movielab	MOV	A	11½	11½	11½	17½	11½	1,404	17,000
Nielsen	N	O	36½	36½	36½	40	27	5,130	187,200
Ogilvy & Mather	OM	O	23¾	23¾	23¾	24½	14	1,090	25,100
Papert, Koenig, Lois	PKL	A	12½	6¾	6¾	12½	4¾	791	5,400
Wells, Rich, Greene		O	14¾	14½	17¾	22	15	1,501	24,400
							Total	27,585	\$1,039,400
Manufacturing									
Admiral	ADL	N	20½	21½	22½	25½	16½	5,110	\$107,900
Ampex	APX	N	39¾	41½	38½	42½	26½	9,629	370,700
General Electric	GE	N	97¾	95½	98½	100¾	80¾	91,068	9,072,600
Magnavox	MAG	N	58½	57¾	58¾	62½	36½	15,442	887,900
3M	MMM	N	108½	108½	111½	119¾	81	53,793	6,119,000
Motorola	MOT	N	134¾	132	137	153¾	97	6,122	857,100
National Video	NVD	A	14½	15½	15½	24¾	11½	2,782	45,200
RCA	RCA	N	47½	47½	47½	55	44½	62,606	3,060,000
Reeves Industries	RSC	A	7	6¾	7½	9½	4¾	3,240	22,700
Westinghouse	WX	N	70¾	72½	73½	78¾	59½	38,064	2,869,100
Zenith Radio	ZE	N	56¾	57½	59½	65½	50½	18,860	1,162,200
							Total	306,716	\$24,574,400
Grand total								562,810	\$37,569,200
Standard & Poor Industrial Average			116.63	116.99	117.42	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

253,946 shares.

■ Grass Valley Group—Donald G. C. Hare sold 1,000 shares, leaving 415,300.

■ Gross Telecasting—David E. Simpson as trading account bought 3,374 shares and sold 2,006 shares, leaving 674 held as trading account and 100 held personally.

■ Gulf & Western Industries Inc.—Roy T. Abbott Jr. bought 5,646 shares, giving him a total of 5,746. D. N. Judelson bought 3,546 shares, giving him a total of 58,234.

■ Lamb Communications — Edward Lamb sold 900 shares, leaving 14,400. Edward H. Lamb bought 200 shares, giving him a total of 2,600 held personally and 2,142,141 held through Lamb Enterprises.

■ LIN Broadcasting—Thomas I. Unterberg as partnership bought 44,952 shares and sold 47,850 shares, leaving 3,654 shares as partnership, 6,333 held personally, 100 held by daughter and 100 held by wife. Thomas I. Unterberg as partnership bought \$149,000 of 5½% convertible debentures and sold \$100,000 of 5½% convertible debentures, leaving \$11,500 of 5½% convertible debentures held as partnership and \$15,000 of 5½% convertible debentures held personally.

■ MCA Inc.—Albert A. Dorskind sold 8,000 shares, leaving 14,305. F. E. Witt sold 600 shares, leaving 2,550 held personally and 225 held by wife.

■ Memorex Corp.—Prentis C. Hale as corporation sold 623 shares, leaving 1,884 held as corporation, 2,100 held personally, 2,400 held by wife, 2,100 held by child, 3,000 held as trust and 4,520 held as trustee. Gordon E. Pilcher exercised option to buy 1,000 shares, giving him a total of 1,075.

■ Meredith Corp.—Robert A. Burnett sold 500 shares, leaving 1,000.

■ Metromedia Inc.—David J. Mahoney bought 2,000 shares, giving him a total of 8,528 held personally and 212 held by wife.

■ MGM—E. M. Bronfman as trust bought 3,150 shares, giving him a total of 25,306 as trust, 48,573 held personally, 475,921 held as corporation and 59,047 held as co-trustee. Mrs. Bronfman sold 500 shares, leaving none.

■ MPO Videotronics Inc.—G. Hirschfeld sold 2,000 shares, leaving 34,735.

■ National Video Corp.—Asher J. Cole sold 22,340 shares, leaving 98,200. Mrs. Cole and children sold 1,000 shares, leaving none. Harold Cole sold 4,900 shares, leaving 2,664.

■ A. C. Nielsen Co.—Norman E. Harden bought 200 class B shares, giving him a total of 235 class B shares. Herbert J. Kaselow sold 100 class B shares, leaving none.

■ Papert, Koenig, Lols—T. Levenson sold 300 shares, leaving 27,949 held personally and 500 held by wife. William A. Murphy sold 2,800 shares, leaving 8,130.

■ Rollins Inc.—Earl F. Gelger exercised option to buy 2,250 shares, giving him a total of 12,750.

■ Rust Craft Greeting Cards—Harvey S. Monheim bought 250 shares, giving him a total of 750. C. C. Smith sold 200 shares, leaving none.

■ Screen Gems Inc.—Jackie Cooper exercised option to buy 1,250 shares, giving him a

total of 6,562 held personally and 249 held in employees' plan.

■ Storer Broadcasting Co.—John E. McCoy sold 100 shares, leaving 22,300 held personally, 3,100 held in trust and 100 held by wife and son.

■ Time Inc.—Clay Buckhout sold 100 shares, leaving 466. John F. Harvey sold 300 shares, leaving 3,340. Roy E. Larsen sold 500 shares, leaving 273,261 held personally and 84,612 held by wife. Weston C. Pullen Jr. bought 4,500 shares, giving him a total of 13,015 held personally and 1,400 held in trust.

■ Vikoa Inc.—Robert Baum sold 1,500 shares, leaving 177,044 held personally, 2,912 held as trustee, 119,388 held in trust and 1,250 held as custodian. Theodore Baum sold 1,600 shares, leaving 195,224 held personally, 65,190 held by family and 85,711 held in trusts. Aaron L. Danzig sold 200 shares, leaving 752. Allen Lipp sold 2,000 shares, leaving 3,432.

■ Warner Bros.—Seven Arts—Alan J. Hirschfeld sold 1,100 shares leaving 1,900.

■ Wometco Enterprises—Mitchell Wolfson as trust sold 10,000 class A shares, leaving 38,187 class A shares held as trust, 13,591 class A shares held personally, 35,087 class A shares held as trustee, 3,124 class A shares held as foundation and 117,339 class A shares held as corporations.

■ Wrather Corp.—M. E. Livingston bought 1,000 shares and sold 5,500 shares, leaving 27,775 held personally, 900 held by wife and 175 held by son.

LIN reduces interest in movie distributor

LIN Broadcasting Corp., Nashville, will divest itself of substantial interest in LIN-Medallion Pictures Corp., a subsidiary, in a stock dividend to LIN shareholders.

LIN president, Frederic Gregg Jr., said the subsidiary had failed to contribute to the parent company's profits.

LIN stockholders of record Dec. 30 will receive about 32% of the subsidiary shares on Jan. 7, 1969, or about one share of LIN-Medallion Pictures for each LIN Broadcasting share. Private investors will acquire 55% for cash and notes, and LIN will retain the remaining 13% as a corporate asset.

LIN-Medallion Pictures, the name of which will be changed to American Leisure Corp., distributes motion pictures to theaters and TV stations.

1968. Gross income registered a 47% increase over a year ago, while net income rose nearly 50%.

For the year ended Sept. 24, 1968:

	1968	1967
Earned per share	\$2.17	\$1.11
Gross revenues	115,857,643	79,000,589
Net income	8,216,876	4,114,713
Shares outstanding	3,786,951	3,710,464

Notes: Income per share is based on the average number of shares of common stock outstanding in each year, including 240,819 shares issuable upon conversion of series A preferred stock. Gossett & Dunlap, acquired in March 1968, revenue and income figures for last year are not included.

Chris-Craft Industries Inc., New York, boat manufacturer and group broadcaster, reported an increase in operating revenues but slight declines in operating income and net income for the year ended Aug. 31:

	1968	1967
Earned per share	\$1.89	\$2.12
Operating revenues	89,030,000	86,895,000
Operating income	7,760,000	8,638,000
Income before federal income taxes	6,622,000	7,528,000
Net income	3,488,000	3,984,000
Average shares outstanding	1,215,514	1,402,512

Medical textbook firm joins CBS/Holt group

CBS Inc. last week officially acquired W. B. Saunders Co., Philadelphia, medical textbook publishers.

William S. Paley, chairman, and Frank Stanton, president of CBS, announced the formal acquisition of the company which had agreed last June on terms with CBS for the network's acquisition of the assets and business of the medical publishing firm. The proposal—involving the exchange of CBS stock for Saunders' assets—was subsequently approved by the board of both companies and by Saunders shareholders (CBS's was not required). Saunders will now operate as a division of CBS/Holt Group, which is the publishing and educational-services organization within CBS.

Saunders publishes books used in the medical, dental, nursing and veterinary professions; textbooks used in medical schools and colleges, a series of medical journals and a textbook on physical science for college use.

Teleprompter registers new offering at SEC

Teleprompter Corp., New York, multiple CATV owner, has filed a registration statement with the Securities and Exchange Commission seeking registration of 132,457 warrants.

The warrants, issued in 1962 in connection with Teleprompter's acquisition of Teleprompter Electronics Corp., then Conley Electronics Corp., may be offered for public sale by the stockholders at \$77.50 per share maximum.

Irving B. Kahn is chairman of the board and president; Hughes Aircraft Co. owns 17% of the 1,006,204 shares outstanding and management officials as a group own 15%.

Financial notes:

■ Adams-Russell Co., Waltham, Mass., electronics equipment firm, has applied for listing of its common stock on the American Stock Exchange. Last month it established Auro-Video Co. as a partially owned subsidiary to acquire and operate TV, radio and CATV properties; John T. Wilner, former engineering vice president of Hearst Corp., is president of Auro-Video.

■ Capital Cities Broadcasting Corp. has declared a regular quarterly 12½ cents dividend on its cumulative convertible preferred stock, payable Dec. 13, to stockholders of record Dec. 1.

■ United Artists Corp. has declared a quarterly dividend of 25 cents per share, payable Jan. 24 to stockholders of record Dec. 31.

Company reports:

Outlet Co., Providence, R. I., department store chain, group broadcaster and multiple CATV owner, reported a 23.4% increase in combined sales and broadcasting revenues for the nine months ended Oct. 31:

	1968	1967
Earned per share	\$0.83	\$0.94
Sales and broadcasting revenues	42,569,970	38,322,628
Earnings before federal income taxes	2,042,932	1,901,863
Net earnings	1,117,413	1,088,678
Average shares outstanding	1,229,402	1,055,926

Note: The acquisition of the Touraine Stores Inc. and subsidiaries on Jan. 26, 1968, has been treated for accounting purposes as a pooling of interest. The 1967 figures have been restated to give effect to the pooling. Under the pooling of interest the increase in sales and broadcasting revenues amounted to 11.1%.

National General Corp., Los Angeles, diversified entertainment industry company which has a merger with Warner Bros.—Seven Arts pending, reported new highs in revenues and profits for fiscal

Broadcast advertising



Mr. Allen

Corey Allen, director of eastern sales, CBS-TV, New York, joins Sullivan, Stauffer, Colwell & Bayles Inc. there as VP.

Eli Rosenthal, executive art director, **Christopher Weir**, account supervisor, and **Allen G. Rosenshine**, copy supervisor, BBDO, New York, elected VP's.

Robert G. Bickel, account supervisor, Compton Advertising, New York, elected VP.



Mr. Fisher

Walter C. Fisher, president of Zenith Sales Corp., Chicago, also elected VP-marketing of Zenith Radio Corp. there.

Ronald S. Brello, art supervisor, Young & Rubicam, New York,

joins LaRoche, McCaffrey and McCall there as VP-art and television group head.

Robert E. Marlow, executive VP and general manager, Kerker & Associates Inc., Minneapolis agency, elected president. **Allen R. Sandvik**, VP and account supervisor, elected executive VP and director of client service, and **Matthew S. Ruddy Jr.**, creative director, elected VP. Kerker & Associates was formerly Kerker-Peterson Inc.

Watson Mundy, account supervisor, Benton & Bowles, N. Y., elected VP.

M. David Keil, VP-manager, Chicago office of Young & Rubicam, elected senior VP.

H. W. Grathwohl, VP and director of

advertising, The Noxell Corp., Baltimore, retires. He is succeeded by **L. C. Hall**, advertising manager of Noxell.

Brian A. Moran, personnel director, Chicago office of J. Walter Thompson Co., elected VP. **Fletcher L. Gruthoff**, **Harold J. Handley** and **Richard Thomson**, account supervisors, also elected VP's.

Fred E. Thies, with The Biddle Co., Bloomington, Ill. joins Galvin/Farris/Ross Advertising, Kansas City, Mo., as corporate VP.



Mr. Carr

James J. Carr, account executive, WLWT(TV) Cincinnati, joins parent Avco Broadcasting Corp. there in newly created position of director of TV national sales.

James Copper-smith, manager, Los Angeles office of Metro TV Sales, named to newly created position of VP and West Coast manager.

Carl J. Nelson, executive VP in charge of production, Wilding Inc., joins Film-Makers Inc., Chicago TV commercial production firm, as president. **Leo Cassettari**, VP-general manager, Wilding TV, joins Film-Makers as executive VP.

Roger N. Creaden, with McGovern-Guild-PGW Radio Inc., New York, joins WCIU-TV Chicago, as general sales manager.

Henry R. Flynn and **Joseph E. Mertens**, with Storer Television Sales Inc., New York, appointed director of sales for

West Coast and western sales manager, respectively.

Media

Arnold Weinstein, senior financial analyst, CBS Television Stations Division, New York, appointed manager of accounting.

Harold Woolley, general manager, KCPX-AM-FM-TV Salt Lake City, also named VP of parent Screen Gems broadcast division there.

Harvey L. Glascock Jr. resigns Jan. 1 as chairman of Metromedia Music after 14-year association with various Metromedia broadcast enterprises, including formation of Metromedia broadcast group starting in 1959. Mr. Glascock will form own company, primarily consultancy in broadcast field, and "eventual station ownership."

Sherril Taylor, VP, affiliate relations of CBS Radio, named to National Association of Broadcasters radio board of directors, replacing Clark B. George, president of CBS Radio. Mr. Taylor at one time was NAB VP for radio.

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Area Code 301 • 588-4983

Towner forms consultancy



Mr. Towner

Orrin W. Towner, retired director of engineering for WHAS Inc. (WHAS-AM-FM-TV Louisville, Ky.), has opened an engineering consultancy. Mr. Towner will specialize in field engineering, studio and transmitter facilities design and operational problems for AM, FM and TV.

Address: 11008 Beech Road, Anchorage, Ky. 40223. (502) 245-4673.

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Mr. Appel

Ewald, Detroit, joins McHugh and Hoffman Inc., management consultants, Birmingham, Mich., as member of executive staff.



Mr. Buckendahl

allaro, executive VP and director of sales, Miller International, joins WTSJ-TV San Juan, P.R., as general manager.

H. Russell Smith, president of Avery Products Corp., San Marino, Calif., elected chairman of noncommercial KCET-TV Los Angeles. He succeeds Dr. Lee A. Dubridge, who joins President-elect Nixon's staff as science adviser (BROADCASTING, Dec. 9).

James Parks, station manager, KNBC-TV Los Angeles, joins video-tape and studio facilities division of KTLA-TV there as managing director of sales.

Garry Vorhees, program - operations manager, WTRF-TV Wheeling, W. Va., appointed manager of station operations.



Mr. Sharp

sports director, WEMP Milwaukee, also appointed operations director.

Vernon Wible, with American Television & Communications Corp., Denver, appointed Midwest regional manager. He will be located in Independence, Kan.

Programing

David A. Silvian, executive producer

John D. Appel, assistant general attorney, contracts and rights, CBS Inc., New York, named deputy general counsel.

John E. Bowen III, VP and assistant media director, Campbell-

Harry H. Buckendahl, veteran Oregon broadcaster and manager of KOIN Portland, Ore., retires after 29 years with station. He is succeeded by Andrew E. Jacobs, sales manager.

Augustine L. Cav-

allaro, executive VP and director of sales, Miller International, joins WTSJ-TV San Juan, P.R., as general manager.

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Frank O. Sharp, administrative assistant to Eldon Campbell, VP and general manager of WFBM-AM-TV Indianapolis, retires Dec. 31. Mr. Sharp has been with station 42 years.

Tom Collins, sports director, WEMP Milwaukee, also appointed operations director.

Vernon Wible, with American Television & Communications Corp., Denver, appointed Midwest regional manager. He will be located in Independence, Kan.

and senior producer-director, noncommercial WQED-TV Pittsburgh, joins Logos Teleproduction Center, Arlington, Va., as executive producer. William J. Davis II, manager-production facilities at Logos, appointed director of post-production services. Henry R. Alexander, formerly with Video Tape Unlimited Inc. and Ted Bates & Co., both New York, joins Logos as manager of newly opened New York office at 136 East 55th Street. (212) 682-1818.

George Wilson, with WOKY Milwaukee, appointed program director.

Ed Henning, chief tape technician, Teletronics International Inc., New York, named video supervisor. Company is new tape production firm.

News

Kenneth Bernstein, NBC News Vietnam correspondent, returns to Moscow as bureau chief. Bill Brown, acting Moscow bureau chief, becomes Berlin bureau chief. Mr. Brown succeeds Garrick Utley, who becomes Paris bureau chief. Frank Bourgholtzer, acting Paris bureau chief, resumes as roving European correspondent.

Tony deHaro, reporter, WNBC New York, appointed news manager.

Richard Brasie, political correspondent, WIND Chicago, joins parent Westinghouse Broadcast Co., Washington news bureau, as correspondent.

Jerry Moring, news director, WHNB-TV New Britain-Hartford, Conn., joins WBAL-TV Baltimore as assistant news manager.

Bert Roselle, anchorman, WSB-TV Atlanta, joins KYW-TV Philadelphia in same capacity.

John Fox, with Louisville, Ky., bureau AP, moves to AP broadcast desk in New York.

Michael B. Scanlon, reporter, WFBM-AM-FM-TV Indianapolis, joins staff of Senator Vance Hartke (D-Ind.) as news secretary. Linda S. Borsch, with Senator Hartke's staff, appointed assistant news secretary.

Promotion

Orrin Hammond, director of advertising, Metromedia Inc., New York, named VP-advertising. Roger Ferriter, creative director, named VP-design.

Christopher E. Ridley, assistant to director of advertising and promotion, WABC-TV New York, appointed director of advertising and promotion.

Gary A. Kraut, with PR department, Ketchum, MacLeod & Grove, New York, joins Thomson & McKinnon Inc., there as director of communications.

Marilyn L. Friedel, audio-visual con-

sultant and former executive director, United Communications Corp., Chicago, forms new firm under her name specializing in public relations, sales promotion and marketing. Address: 162 East Superior Street, Chicago 60611. (312) 944-0454.

Garrett D. Blanchfield, promotion-research director, KQV Pittsburgh, joins S. Jay Reiner Co., New Hyde Park, New York, as promotion director and account executive.

Mique Quenzer, producer-director, KGMB-TV Honolulu, appointed promotion and merchandising director, succeeding Dave Donnelly.

Equipment & engineering

Howard Lepple, director of engineering operations, Avco Broadcasting Corp., Cincinnati, elected VP.

Robert P. Hill, general manager, consumer photo division, General Analine & Film Corp., New York, joins CBS Electronic Video Recording Division there as VP for marketing.

Charles C. Snider, VP-international, Consolidated Electrodynamics Corp., Sierra Madre, Calif., joins International Video Corp., Mountain View, Calif., in same capacity.



Mr. Boundy

Roberts division of Rheem Manufacturing Co., Los Angeles, appointed products sales manager for video products.

George W. Henderson, field engineer, Kaiser CATV, Phoenix, appointed chief field engineer.

Allied fields

Arnold Maxin, VP of Robbins Music Corp., New York, named VP of American Society of Composers, Authors and Publishers there.

Mrs. Theodora Zavín, with Broadcast Music Inc., New York, named senior VP, performing rights administration. Others named: Ronald Anton, VP, performing rights administration for East Coast; Herbert Eiseman, VP, performing rights administration, West Coast; Leo Cherniavsky, VP, foreign performing rights administration, and Oliver Daniel, VP, concert music ad-

ministration.

Representative Horace R. Kornegay (D-N.C.), Commerce Committee member who last spring announced his resignation of House seat, effective with start of 91st Congress in January 1969, joins Tobacco Institute Inc., Washington, in early January, as VP and general counsel.

International

Allan B. Yeates, executive VP, Spitzer, Mills & Bates Ltd., Toronto and Montreal, Ted Bates & Co., Canadian associate, elected president.

Leslie H. Peard Jr., management consultant, NBC, New York, joins United Telecasters Sydney (Australia) Ltd., channel 10, as general manager.

Erik Padt, managing director, Holdert agency, Amsterdam, Netherlands, joins Bates International-Europe group (division of Ted Bates & Co.) there as VP.

Aurele Pelletier, manager of CHRC-AM-FM Quebec City, appointed general manager. He succeeds **Henri Lepage**, who retires.

Louis Smith, public information officer, Department of Defense, joins Edward Shaw and Associates, advertising-public relations, Beverly Hills, Calif., as manager of firm's new European office in

Munich, Germany.

Deaths



Mr. Mandel

and was association representative on Broadcast Rating Counsel. Prior to joining NAB in 1964 Mr. Mandel was associate director and research group head at Kenyon & Eckhardt, New York. He is survived by his wife, Jean, son and daughter.

N. C. Rorabaugh, 56, founder and publisher of spot TV and spot radio reports, died Dec. 16 at Phelps Memorial hospital, North Tarrytown, N. Y. In 1939 Mr. Rorabaugh founded *Rorabaugh Report*, publishing service providing radio and advertising interests with estimates on radio spot expenditures. In 1950 he founded *Rorabaugh Report on Spot Television*. Mr. Rorabaugh sold spot radio report in 1952 to James M. Boerst and television re-

Howard Mandel, 50, VP for research of National Association of Broadcasters, died Dec. 15 in Tuckahoe, N. Y., of heart attack. Mr. Mandel had directed all NAB research activities,

port in 1966 to Leading National Advertisers Inc., at same time becoming consultant to LNA. He is survived by his wife, Gertrude, two daughters and son.



Mr. Sweeny

his appointment as chief planning officer in July he was director of FTC's bureau of deceptive practices, and previous to that was legal advisor for radio-TV advertising. He is survived by his wife, Elizabeth, and two daughters.

Bryan Field, 68, veteran sports writer and announcer, died Dec. 14 in Wilmington, Del., following heart attack. Mr. Field was well-known as "voice" of Kentucky Derby, and as announcer of other Triple Crown races, Preakness and Belmont Stakes. He was former sports writer for *The New York Times*. Mr. Field is survived by his wife and two sons.

Charles A. Sweeny, 60, chief planning officer of Federal Trade Commission, died Dec. 11 in Arlington hospital, Arlington Va., of heart attack. Mr. Sweeny had served FTC for

33 years. Prior to

ForTheRecord

As compiled by BROADCASTING, Dec. 11 through Dec. 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Applications

■ *Athens, Ga.—Georgia State Board of Education. Seeks UHF ch. 34 (590-596 mc); ERP 432 kw vis., 43.2 kw aur. Ant. height above average terrain 1,264 ft.; ant. height above ground 1,245 ft. P.O. address: c/o Harvey J. Aderhold, 881 Peachtree Street, N.E., Atlanta 30309. Estimated construction cost \$619,650; first-year operating cost \$55,000; revenue none. Geographic coordinates 34° 1' 24" north lat.; 83° 29' 53" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-36J. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, Washington; consulting engineer John W. Hillegas, Avondale Estates, Ga. Principals: Georgia State Board of Education. Jack P. Nix, chairman et al. Georgia State Board of Education is licensee of *WXGA-TV Waycross, *WVAN-TV Pem-

broke. *WJSP-TV Warm Spring, *WCES-TV Wrens, *WCLP-TV Chatsworth, *WABW-TV Pelham, *WACS-TV Dawson, *WDCO-TV Cochran and *WJIA-TV Atlanta, all Georgia. Ann. Dec. 17.

■ Newark, N. J.—Ultra-Casting Inc. Seeks UHF ch. 68 (794-800 mc); ERP 695 kw vis., 139 kw aur. Ant. height above average terrain 666.4 ft.; ant. height above ground 296 ft. P.O. address: c/o Judson L. Levin, 45 Branford Place, Newark 07102. Estimated construction cost \$1,170,336; first-year operating cost \$547,000; revenue \$500,000. Geographic coordinates 40° 47' 27" north lat.; 74° 15' 23.5" west long. Type trans. Ampex

TA-55-BT. Type ant. Jampro Jzz-5-0-B. Legal counsel Scharfeld, Bechhoefer & Baron; consulting engineer David L. Steel Sr., both Washington. Principals: Hyman Goldman, president (4%). Neal P. Cortell, vice president, Aaron M. I. Shinberg, treasurer (each 26%) et al. Mr. Goldman owns 98% of drug store and 20% of computer systems firm. Mr. Cortell is broadcast consultant. Messrs. Cortell and Shinberg each own 22% of CP for WXPO-TV Manchester, N. H. Mr. Shinberg is member of Massachusetts House of Representatives, owns market research firm and owns 50% of importing company. Ann. Dec. 11.

	EDWIN TORNBURG & COMPANY, INC.
	Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164

Starts authorized

- KECC-TV El Centro, Calif.—Authorized program operation on ch. 9, 186-192 mc, ERP 120 kw vis. Action Dec. 6.
- WSMS-TV Fort Lauderdale, Fla.—Authorized program operation on ch. 51, 692-698 mc, ERP 692 kw vis. Action Dec. 5.
- *KRNE-TV Merriman, Neb.—Authorized program operation on ch. 12, 204-210 mc, ERP 182 kw vis. Action Dec. 10.

Final action

- San Angelo, Tex.—SRC Inc. Hearing Examiner Basil P. Cooper in initial decision granted UHF ch. 6 (82-88 mc). ERP: 100 kw vis., 20 kw aur. Ant. height above average terrain 585 ft., above ground 582. P.O. address: c/o John J. Howard Jr., 150 East Court Ave., Memphis 38101. Estimated cost of construction \$390,000; first-year operating cost \$225,000; revenue \$225,000. Studio and trans. both located San Angelo. Geographic coordinates 31° 26' 50" north lat.; 100° 31' 37" west long. Type trans. RCA TT25-DL, type ant. RCA TF-6BM. Legal counsel Wilner and Bergson, Washington; consulting engineer William B. Carr & Associates, Fort Worth. Principals: SRC Inc. has eleven stockholders with principal holder being The Southwest Republic Corp. (51%). Southwest Republic Corp. is 100% owner of KHFI-AM-FM-TV Austin, Tex. In same action application of San Angelo Independent School District No. 229-903 was denied. Action Dec. 18.

Other actions

- Review board in Waterbury, Conn., TV proceeding, Doc. 18376, granted request for extension of time filed Dec. 16 by Broadcast Bureau, extended to Jan. 6, 1969 time to file responsive pleadings to petition to enlarge and modify issues filed by Connecticut Television Inc. and Impart Systems Inc. Action Dec. 18.
- Review board in Minneapolis, TV proceeding, Docs. 15841-43 and 16782-83, granted petition for extension of time filed Dec. 13 by Twin City Area Educational Television, extended to Jan. 2, 1969 time to file responsive pleadings to petition for partial reconsideration or addition of protective condition filed by Control Data Corporation Nov. 15. Action Dec. 17.
- Review board in Fajardo, P. R., TV proceeding, Docs. 18048-49, granted petition for extension of time filed Dec. 6 by WAPA-TV Broadcasting Corp., extended to Dec. 20 time to file reply to opposition and comments to motion to enlarge issues. Action Dec. 11.

Call letter application

- Roy H. Park Broadcasting Inc., Utica, N. Y. Requests WUTR(TV).

Designated for hearing

- FCC designated for hearing mutually exclusive applications of WRTV(TV) Asbury Park, N. J., and Vikrom Broadcasting Corp. for new TV on ch. 68, Newark, N. J. Action Dec. 12.

Existing TV stations

Final actions

- WTOG(TV) St. Petersburg, Fla.—Broadcast Bureau granted mod. of license covering change in studio location to 365 105th Terrace, N.E., Tri-City Industrial Park, Fla.; granted license covering new station. Action Dec. 12.
- WJJY-TV Jacksonville, Ill.—FCC affirmed grant of waiver of rules to permit identification as Jacksonville-Springfield-Quincy, Ill., station; denied request for reconsideration by KHQA(TV) Hannibal, Mo. Action Dec. 12.
- WCAE(TV) St. John, Ind.—Broadcast Bureau granted mod. of license covering change of name to Lake Central School Corp. Action Dec. 9.
- KVTV(TV) Laredo, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to June 11, 1969. Action Dec. 11.

Actions on motions

- Office of opinions and review in Santa Maria, Calif. (Central Coast Television [KCOY-TV]), TV proceeding, granted request by Key Television Inc. (KEYT) and extended to Dec. 23 time to respond to application for review of the review board's

decision released Oct. 29, filed by Central Coast Television (KCOY-TV) Dec. 2 (Doc. 16430). Action Dec. 16.

- Hearing Examiner Basil P. Cooper in San Diego (Gross Broadcasting Co. [KJOG-TV]) TV proceeding, by agreements reached at prehearing conference Dec. 12, continued evidentiary hearing scheduled for Jan. 21, 1969 to date to be determined at further prehearing conference Jan. 21, 1969 (Doc. 18377). Action Dec. 13.

- Chief Hearing Examiner James D. Cunningham in Miami (Coral Television Corp. [WCIX-TV]), TV proceeding, designated Hearing Examiner Millard F. French as presiding officer (Doc. 18325). Action Dec. 12.

- Hearing Examiner Chester F. Naumowicz Jr. in Fajardo, P. R. (WSTE-TV Inc. [WSTE-TV]), TV channel 13 proceeding, by separate actions scheduled hearing conference for Dec. 13; continued hearing to resume Dec. 19, to Feb. 18, 1969; hearing to be governed by procedures set forth on record of Dec. 13 conference (Docs. 18048-9). Actions Dec. 11 and 13.

Designated for hearing

- FCC designated for consolidated hearing mutually exclusive applications for channel 6 at Pocatello, Idaho, by KTLE(TV) for renewal of license, and Eastern Idaho Television Corp. for new TV station. Action Dec. 12.

New AM stations

Application

- Conyers, Ga.—Carmichael Radio-T. V. Industries Inc. Seeks 1580 kc. 1 kw-D. P.O. address c/o Clifford C. Lowery, 201 McDaniel Street, Monroe, Ga. 30655. Estimated construction cost \$28,625.15; first-year operating cost \$50,000; revenue \$57,000. Principals: Clifford Carmichael Lowery, president (57.14%), Harry S. Downs, vice president (15.37%) et al. Mr. Lowery is employee of drug company. Mr. Downs is educator. Ann. Dec. 11.

Start authorized

- WCOX Camden, Ala.—Authorized program operation on 1540 kc, 1 kw-D. Action Dec. 9.

Final actions

- Atlanta—Eathel Holley and DuPree Jordan Jr. FCC denied request for waiver of rules on applications for frequencies adjacent to class I-A channels: dismissed application for new AM on 1150 kc. 1 kw-D, DA. Action Dec. 12.
- Kernersville, N. C.—Kernersville Broadcasting Co. FCC denied request for waiver of rules on applications for frequencies adjacent to class I-A channels: returned application for new AM on 1170 kc, 250 w-D. Action Dec. 12.
- Edna, Tex.—Cosmopolitan Enterprises Inc. Review board granted 1130 kc, 10 kw, DA-D. P.O. address: Box 1819, Victoria, Tex. Estimated construction cost \$94,000; first-year operating cost \$80,000; revenue \$90,000. Principals: Phillip J. Tibiletti, president, C. E. Ritchey, secretary, Kemper S. Williams Jr., assistant secretary (each 11.64%), Matry L. Hyak, executive vice president, Morris J. Hyak, treasurer (each 16.15%) et al. Messrs. Tibiletti, Ritchey and Williams are attorneys. Morris Hyak owns investment firm. Matry Hyak owns 50% of real estate development firm. Messrs. Hyak own real estate management and development company. In same action review board denied application of H. H. Huntley. Action Dec. 16.

Other actions

- FCC waived rules and accepted for filing applications of Phil D. Jackson and California Northwest Broadcasting Co. for new daytime AM's at Eureka, Calif. Action Dec. 12.
- FCC scheduled for Feb. 10, 1969, oral argument on mutually exclusive applications of John C. Roach for new AM on 900 kc, 1 kw-D, at Calhoun, Ga., and WCGA Calhoun, applicant for renewal of license (Doc. 17695-6). Action Dec. 18.
- Charlevoix, Mich. — New Broadcasting Corp. FCC on own motion set aside grant of application for new AM on 1270 kc, 5 kw-D, to make further inquiry into control by W. Albert Schaller of several newspapers serving Charlevoix and two neighboring communities. Action Dec. 16.

- Review board in Grandview, Mo., AM proceeding, Docs. 18183-84, granted joint petition for approval of agreement and other relief filed Aug. 20 by H-B-K Enterprises and Broadcasting Inc.; agreement approved; application of H-B-K Enterprises dismissed with prejudice; application of Broadcasting, Inc. is retained in hearing status. Action Dec. 13.

- Review board in New York, AM proceeding, Docs. 17454-55, granted joint request for extension of time filed Dec. 13 by New York University and Fairleigh Dickinson University, extended to Jan. 15, 1969 time to file replies to the exceptions to initial decision. Action Dec. 18.

- Review board in Norristown, Pa., AM proceeding, Doc. 14952, adopted order that exceptions to initial decision shall be filed on or before Jan. 16, 1969. Action Dec. 16.

- Review board in Williamsburg, Va., AM proceeding, Docs. 17605-06 and 18375, granted request for extension of time filed Dec. 12 by Virginia Broadcasters, extended to Dec. 23 time to file responsive pleadings to petition to enlarge issues filed by James River Broadcasting Corp. Action Dec. 13.

Actions on motions

- Office of opinions and review in Mishawaka, Ind. (Northern Indiana Broadcasters Inc.), AM proceeding, granted petition by Northern Indiana Broadcasters Inc. and extended to Jan. 16 time to file application for review of the review board's memorandum opinions and orders. released Nov. 15 (Doc. 14855). Action Dec. 13.

- Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, scheduled evidentiary hearing to begin Jan. 6, 1969 (Docs. 18198-9). Action Dec. 11.

- Hearing Examiner Basil P. Cooper in Lebanon, Tenn. (Vernon Broadcasting Co.), AM proceeding, granted petition by applicant, dismissed with prejudice its application: terminated proceeding (Doc. 18178). Action Dec. 13.

- Chief Hearing Examiner James D. Cunningham in Lawton and Anadarko, both Oklahoma and Burkburnett, Tex. (Howard M. McBea, Allan Pratt Page and Bill Thacker), AM proceeding, designated Hearing Examiner H. Gifford Irion as presiding officer; scheduled prehearing conference for Jan. 29, 1969 and hearing for March 12, 1969 (Docs. 18392-4). Action Dec. 10.

- Hearing Examiner Millard F. French in Franklin, N. J. (Louis Vander Plate) et al., AM proceeding, ordered that notice to take deposition upon oral examination, filed Nov. 15 by Lake-River Broadcasting Corp. and Radio New Jersey, not be taken (Docs. 18251-7). Action Dec. 12.

- Hearing Examiner David I. Kraushaar in Medford, Ore. (Medford Broadcasters Inc., R. W. Hansen, W. H. Hansen and Radio Medford Inc.), AM and FM proceeding, accepted for filing amendments to applications of W. H. Hansen and Radio Medford Inc. for new FM at Medford (Docs. 18349-53). Action Dec. 13.

Designated for hearing

- FCC designated for consolidated hearing applications of Faulkner Radio Inc. and Bay Broadcasting Corp. for new AM's at Sildell, La., and Bay St. Louis, Miss., respectively. Faulkner Radio seeks 1190 kc, 1 kw-D; Bay Broadcasting seeks 1190 kc, 5 kw-D. Action Dec. 18.

Existing AM stations

Application

- KUAM Agana, Guam—Seeks amendment to CP to increase power, install new trans., change ant.-trans. location and make changes in ant. system, to change from 610 kc, 10 kw, U, to 630 kc, 100 kw, U; change trans. location to Route 4, 0.8 mile southwest of Inarajan, Agana; change type trans. Ann. Dec. 16.

Final actions

- WENN Birmingham, Ala.—Broadcast Bureau granted CP to change ant.-trans. location to Pratt City-Savreton Road, one mile from Republic Road intersection, Birmingham. Action Dec. 10.
- KCUB Tucson, Ariz.—Broadcast Bureau granted license covering change in trans.

location. Action Dec. 9.

■ **KWYN Wynne, Ark.**—Broadcast Bureau granted license covering changes. Action Dec. 9.

■ **KIOT Barstow, Calif.**—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Dec. 9.

■ **KIEV Glendale, Calif.**—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Dec. 11.

■ **KABL Oakland and KABL-FM San Francisco, both California**—FCC denied requests for waiver of main studio location requirements of rules to permit joint main studio location in San Francisco. Action Dec. 18.

■ **KPOP Roseville, Calif.**—Broadcast Bureau granted license covering new station. Action Dec. 9.

■ **KACL Santa Barbara, Calif.**—Broadcast Bureau granted license covering installation of auxiliary trans. Action Dec. 9.

■ **KCOK Tulare, Calif.**—Broadcast Bureau granted license covering installation of alternate main auxiliary trans. Action Dec. 9.

■ **WOWW Naugatuck, Conn.**—Broadcast Bureau granted mod. of CP to extend completion date to June 11, 1969. Action Dec. 10.

■ **WGAU-AM-FM Athens, Ga.**—Broadcast Bureau granted applications for remote controls. Action Dec. 11.

■ **KMVI Wailuku, Hawaii**—Broadcast Bureau granted application for remote control. Action Dec. 12.

■ **WXLW Indianapolis**—Broadcast Bureau granted license covering changes. Action Dec. 9.

■ **WEKG Jackson, Ky.**—Broadcast Bureau granted mod. of CP to change trans. location to Highway 15, 1.8 miles northwest of Jackson. Action Nov. 29.

■ **WEKY Richmond, Ky.**—Broadcast Bureau granted CP to change ant. trans. location to 0.2 mile off Carnes Lane, south of Richmond. Action Dec. 10.

■ **KCTO Columbia, La.**—Broadcast Bureau granted license covering new station. Action Dec. 9.

■ **WMBC-AM-FM Columbus, Miss.**—Broadcast Bureau granted applications for remote controls. Actions Dec. 12.

■ **KSEN Shelby, Mont.**—Broadcast Bureau granted mod. of CP to extend completion date to April 30, 1969. Action Dec. 10.

■ **WALY Herkimer, N. Y.**—Broadcast Bureau granted application for remote control. Action Dec. 12.

■ **WNEW New York**—Broadcast Bureau granted mod. of CP to extend completion date to June 13, 1969. Action Dec. 10.

■ **WSFW Seneca Falls, N. Y.**—Broadcast Bureau granted application for remote control. Action Dec. 13.

■ **WNCT Greenville, N. C.**—Broadcast Bureau granted mod. of CP to extend completion date to March 12, 1969. Action Dec. 10.

■ **KIHR Hood River, Ore.**—Broadcast Bureau granted license covering increase in daytime power; installation of new trans. Action Dec. 9.

■ **WTEL Philadelphia**—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location for auxiliary purposes only. Action Dec. 10.

■ **WTRN Tyrone, Pa.**—Broadcast Bureau granted CP to change location of auxiliary trans. to same location as main trans., Washington Avenue and First Street, Tyrone. Action Dec. 10.

■ **WKJB Mayaguez, P. R.**—Broadcast Bureau granted mod. of CP to extend completion date to April 1, 1969; and mod. of CP to extend completion date of auxiliary trans. to April 1, 1969. Action Dec. 10.

■ **KAND Corsicana, Tex.**—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Dec. 9.

■ **KNET Palestine, Tex.**—Broadcast Bureau granted license covering increase in daytime power; installation of new trans.; specify type trans. Action Dec. 9.

Initial Decision

■ **WXUR-AM-FM Media, Pa.**—Hearing Examiner H. Gifford Irion in initial decision proposed grant of license renewal applications (Doc. 17141). Ann. Dec. 13.

Other action

■ **WIFE-AM-FM Indianapolis**—FCC set oral argument on license renewal application for Feb. 10, 1969, in Washington (Doc. 16612). Action Dec. 18.

Actions on motions

■ **Chief Hearing Examiner James D. Cunningham in Gaithersburg, Md. (Nick J. Chaconas).** Renewal of license of WHMC, designated Hearing Examiner Arthur A. Gladstone as presiding officer; scheduled prehearing conference for Jan. 24 in Washington; hearing for March 17, 1969 in Gaithersburg, Md. (Doc. 18391) Action Dec. 10.

■ **Chief Hearing Examiner James D. Cunningham in Mankato and Waseca, both Minnesota (Southern Minnesota Supply Co. [KYSM] and Waseca-Owatonna Broadcasting Co.).** AM proceeding, ordered that Hearing Examiner Jay A. Kyle shall prepare and issue initial decision (Docs. 18075, 18078). Action Dec. 11.

■ **Hearing Examiner Herbert Sharfman in Milton, Fla. (Milton Broadcasting Co.).** renewal of license of WEBY, on motion by Broadcast Bureau, permitted bureau counsel to inspect file transcript of editorial, and if desired, to deliver it to him for purpose of making tests and proffer in evidence; scheduled further hearing session for Jan. 3, 1969 to consider, among other things, possibility of additional sessions; time for appealing ruling shall date from release of memorandum (Doc. 17613). Action Dec. 9.

Fines

■ **FCC fined following stations for violation of rules, including failing to file renewal applications 90 days before license expiration dates:** WJFW Rockford, Mich., \$200; KICS Hastings, Neb., \$25; KVLH Pauls Valley, Okla., \$200; KEAN Brownwood, Tex., \$200. Action Dec. 12.

■ **KALV Alva, Okla.**—FCC fined \$200 for failure to make entries in program log. Action Dec. 12.

■ **KWOE Clinton, Okla.**—FCC notified of apparent forfeiture liability of \$500 for presunrise operation with full power. Action Dec. 12.

■ **KBAM Longview, Wash.**—FCC fined \$200 for failure to have equipment performance measurements available for FCC inspection. Action Dec. 12.

Call letter applications

■ **WNNR, Summit Broadcasting Co., New Orleans.** Requests WJMR.

■ **WBOS, Champion Broadcasting System Inc., Brookline, Mass.** Requests WKKW.

Designated for hearing

■ **KRFS Superior, Neb.**—FCC reinstated and designated for hearing application to transfer control of Valley Broadcasting Co. from Robert J. Kelly to William L. Grattopp. Action Dec. 18.

New FM stations

Applications

■ **Truckee, Calif.**—Scope Recording and Broadcasting Co. Seeks 101.7 mc. ch. 269,

2.01 kw. Ant. height above average terrain minus 245 ft. P.O. address: 888 Foster City Boulevard, San Mateo, Calif. 94404. Estimated construction cost \$15,331; first-year operating cost \$14,800; revenue \$28,550. Principals: Dena E. Kannes (70%) and Ronald L. Baile (30%). Mr. Kannes is freelance musician. Mr. Baile owns broadcasting school. Ann. Dec. 9.

■ **Peoria, Ill.**—Peoria Community Broadcasters Inc. Seeks 105.7 mc. ch. 289, 36 kw. Ant. height above average terrain 571 ft. P.O. address: c/o Paul Carnegie. Box 183, Dearborn, Mich. 48121. Estimated construction cost \$46,750; first-year operating cost \$45,000; revenue \$65,000. Principals: Thomas A. Murphy, board chairman (60%), Paul Carnegie, president and W. N. Warren, secretary-treasurer (each 15%). Mr. Murphy is director of transportation systems development company, and Mr. Warren is office manager of that firm. Mr. Carnegie is program director for WKNR Dearborn, Mich. Ann. Dec. 16.

■ **Knox, Ind.**—Kankakee Valley Broadcasting Co. Seeks 99.3 mc. ch. 257A, 3 kw. Ant. height above average terrain 294 ft. P.O. address: c/o Almo Smith, 20 North Main Street, Knox 46534. Estimated construction cost \$17,743; first-year operating cost \$36,000; revenue \$50,000. Principals: Almo Smith, secretary, Michael J. Gurrado and Thomas J. Bell (as a group 100%). Messrs. Smith, Gurrado and Bell have no other business interests indicated. Ann. Dec. 11.

■ **Manhattan, Kan.**—Manhattan Broadcasting Co. Seeks 101.7 mc. ch. 269, 820 w. Ant. height above average terrain 524 ft. P.O. address: Box 1350, Manhattan 66502. Estimated construction cost \$57,318.75; first-year operating cost \$20,000; revenue \$20,000. Principals: Fred A. Seaton, president, Richard M. Seaton, secretary (each 37.5%) et al. Messrs. Seaton each own 45% of KGGF Coffeyville, Kan.; 31.76% of KHAS Hastings, Neb., and .36% interest in KHAS-TV Hastings. They also have interest in several newspaper publishing companies in Coffeyville, Winfield and Manhattan, all Kansas; Hastings and Alliance, both Nebraska; Lead, S. D., and Sheridan, Wyo. Ann. Dec. 11.

■ **Sparks, Nev.**—Edward Henry Schultz. Seeks 98.3 mc. ch. 252A, 3 kw. Ant. height above average terrain minus 535 ft. P.O. address: 128 Keystone Avenue, Reno 89503. Estimated construction cost \$225; first-year operating cost \$7,244; revenue \$8,736. Principals: Edward Henry Schultz, sole owner. Mr. Schultz is employee of Nevada State Department of Highways. He will resign this position if application is granted. Ann. Dec. 9.

■ **Farmington, N. M.**—E. Boyd Whitney. Seeks 96.9 mc. ch. 245C, 29.6 kw. Ant. height above average terrain 301 ft. P.O. address: Box 1529, Farmington 87108. Estimated construction cost \$23,105; first-year operating cost \$25,000; revenue \$30,000. Principals: E. Boyd Whitney, sole owner. Mr. Whitney owns KRZE Farmington. Ann. Dec. 11.

■ ***Oneonta, N. Y.**—Hartwick College. Seeks 89.5 mc. ch. 208, 10 w. Ant. height above average terrain minus 107 ft. P.O. address: c/o Norman Roper, controller, Hartwick College, Oneonta 13820. Estimated construction cost \$4,225.42; first-year operating cost \$1,000; revenue none. Principals: Hartwick College, Charles L. Ryder, chairman of board of trustees. Ann. Dec. 12.



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Summary of broadcasting

Compiled by BROADCASTING, Dec. 18, 1968

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,218 ¹	17	4,235 ¹	65	4,300 ¹
Commercial FM	1,889	46	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	31	392
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.

■ Oil City, Pa.—Brinsfield Broadcasting Co. Seeks 98.5 mc, ch. 253, 3 kw. Ant. height above average terrain 106 ft. P.O. address: 412 Montrose Avenue, Baltimore 21228. Estimated construction cost \$9,000; first-year operating cost \$2,000; revenue \$25,000. Principals: J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. (each 50%). Messrs. Brinsfield own WHRN Herndon, Va.; 45% of WCIR Beckley, W. Va., and own 66% of applicant to purchase WSMD-FM La Plata, Md. They are also applicants for new AM's at Catonsville, Md., Oil City and Corry, both Pennsylvania, and Naples, Fla.; and are applicants for new FM at Peoria, Ill. They also own 50% of real estate holding company. Ann. Dec. 12.

■ El Paso—Sunland Broadcasting Co. Seeks 102.1 mc, ch. 271, 27.9 kw. Ant. height above average terrain 975 ft. P.O. address: c/o I. T. Cohen, 470 South Glenwood Drive, El Paso 79905. Estimated construction cost \$12,125; first-year operating cost \$12,000; revenue \$20,000. Principals: I. T. Cohen, president, Ann H. Cohen, secretary-treasurer (each 25%), Charles Ed Kittel, 1st vice president and Harry W. Anderson, 2nd vice president (jointly 25%) and Summit Saving Stamp Co. (25%). Mr. and Mrs. Cohen own 50% of KIZZ El Paso. Summit Saving Stamp Co., which distributes and redeems saving stamps, also owns 50% of KIZZ. Messrs. Kittel and Anderson are presidents of food companies and officers of KIZZ. Mr. Kittel is officer of Summit Saving Stamp Co. and Mr. Anderson has interest in that company. Ann. Dec. 11.

Starts authorized

■ WYNK-FM Baton Rouge — Authorized program operation on 101.5 mc, ch. 268, ERP 100 kw. Action Dec. 6.

■ WCHO-FM Washington Court House, Ohio—Authorized program operation on 105.5 mc, ch. 288, ERP 3 kw. Action Dec. 9.

Final action

■ Tampa, Fla.—WLCY Inc. Hearing Examiner Chester F. Naumowicz Jr. in initial decision granted 94.9 mc, ch. 235, 52.29 kw. Ant. height above average terrain 414 ft. P.O. address: 11450 Gandy Boulevard, St. Petersburg, Fla. 33731. Estimated construction cost \$37,539; first-year operating cost \$40,000; revenue \$40,000. Principals: N. Joe Rahall, president, Farris E. Rahall, vice president, Sam G. Rahall, secretary-treasurer (each 32.8%) and Ogden R. Davies (1.6%). Principals own WLCY St. Petersburg and have 75% interest in WLCY-TV Largo, both Florida. They also have controlling interest in WNNR Beckley, W. Va., and WKAP Allentown, Pa., and have application for new UHF TV at Bethlehem, Pa. In same action mutually exclusive application of Rust Craft Broadcasting Co. was denied. Action Dec. 17.

Other actions

■ Review board in Pompano Beach, Fla., FM proceeding. Docs. 18020-21, granted request for extension of time filed Dec. 10 by Deerfield Radio Inc., extended to Dec. 17 time to file oppositions to petition to enlarge

issues and petition for mod. or enlargement of issues filed by Almarion Inc. of Florida. Action Dec. 12.

■ Review board in Rockmart, Ga., FM proceeding. Docs. 18314-15, granted petition to enlarge issues filed Oct. 2 by Faulkner Radio Inc. Action Dec. 13.

■ Review board in Albany, N. Y., FM proceeding. Docs. 18210-18212, granted petition for extension of time filed Dec. 12 by Functional Broadcasting Inc., extended to Dec. 19 time to file responsive pleadings to appeal from interlocutory order of hearing examiner filed by WPOW Inc. Dec. 6. Action Dec. 17.

■ Review board in Berwick, Pa., FM proceeding. Docs. 17884-85, ordered held in abeyance action on joint petition under Sec. 1.525 of rules, filed by Berwick Broadcasting Corp. and P.A.L. Broadcasters Inc. Sept. 26, that further opportunity be afforded for other persons to apply for facilities in application of Berwick Broadcasting Corp.; and ordered Berwick Broadcasting Corp. to comply with Sec. 1525(b) (2) of rules. Action Dec. 18.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.), FM proceeding, ordered that Charles J. Frederick shall prepare issue and initial decision (Doc. 17916-7). Action Dec. 12.

■ Chief Hearing Examiner James D. Cunningham in Albuquerque, N. M. (R. Edward Cerles and Jack C. Hughes), FM proceeding, granted petition by R. Edward Cerles for leave to amend application to file financial amendment; amended application is retained in hearing status (Doc. 18213-4). Action Dec. 12.

■ Hearing Examiner Thomas H. Donahue in Rockmart, Ga. (Georgia Radio Inc. and Faulkner Radio Inc.), FM proceeding, continued hearing scheduled for Jan. 21, 1969 to date to be determined later; scheduled further conference for January 9, 1969 (Docs. 18314-5). Action Dec. 13.

■ Hearing Examiner Thomas H. Donahue in Pleasantville, N. J. (WMID Inc.), FM proceeding, in order following conference, reopened record, set Feb. 7, 1969 as date for applicant to furnish counsel for Broadcast Bureau copies of exhibits it proposes to introduce into evidence; scheduled further hearing for Feb. 18, 1969 (Doc. 18005). Action Dec. 11.

■ Hearing Examiner Chester F. Naumowicz Jr. in Gordon and Macon, both Georgia (Heart of Georgia Broadcasting Co. and Middle Georgia Broadcasting Co.), FM proceeding, on informal request of Middle Georgia Broadcasting Co., continued hearing to Dec. 20 (Docs. 18278-9). Action Dec. 11.

Rulemaking action

■ FCC added following communities to FM table of assignments: Lake Havasu City, Ariz., ch. 240A; Livermore, Calif., ch. 269A; Bardstown, Ky., ch. 244A; Lawrenceburg, Ky., ch. 265A; Marksville, La., ch. 249A; South Haven, Mich., ch. 252A; Eupora, Miss., ch. 269A; Sardis, Miss., ch. 240A;

North East, Pa., ch. 265A. To be deleted is Hayward, Calif., ch. 269A, and left to be considered are rulemaking petitions for Bay Shore, N. Y., and Waverly, Tenn. (Doc. 18345). Action Dec. 12.

Call letter applications

■ Friend Radio Inc., Clovis, N. M. Requests KMTY-FM.

■ Flambeau Broadcasting Co., Ladysmith, Wis. Requests WLDY-FM.

Call letter actions

■ St. John's University Broadcasting Inc., Moorhead, Minn. Granted *KCCM-FM.

■ State University of New York, Oswego, N. Y. Granted *WRVO(FM).

Designated for hearing

■ FCC set for hearing applications of Seaborn Rudolph Hubbard and WTTB Vero Beach, Fla., for new FM's at Vero Beach on 93.5 mc, ch. 228, ERP 3 kw; modified multiple ownership rulemaking interim policy. Action Dec. 12.

■ FCC designated for hearing mutually exclusive applications of Lester H. Allen and Salt-Tee Radio Inc. for CP for new FM's at Ocean City, N. J. Applicants seek 106.3 mc, ch. 292, ERP 3 kw, ant. height 300 ft. Action Dec. 18.

Existing FM stations

Final actions

■ Broadcast Bureau granted licenses covering following new stations: KAFF-FM Flagstaff, Ariz.; WBYS-FM Canton, Ill.; *WEKU-FM Richmond, Ky.; KLIN-FM Lincoln, Neb. Actions Dec. 10.

■ Broadcast Bureau granted licenses covering changes in following stations: KSOM-FM Ontario, Calif.; WSMI-FM Litchfield, Ill.; WBOC-FM Ocean City-Salisbury, Md.; WIFM-FM Elkin, N. C. Actions Dec. 10.

■ KLOM-FM Lompoc, Calif.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Dec. 12.

■ KRSA-FM Salinas, Calif.—Broadcast Bureau granted CP to make changes in ant. system; remote control permitted. Action Dec. 10.

■ KBRG(FM) San Francisco — Broadcast Bureau granted license covering installation of auxiliary trans. and ant. Action Dec. 10.

■ KIOI(FM) San Francisco—Broadcast Bureau granted license covering changes; granted CP to make changes in trans. equipment. Action Dec. 10.

■ KSTN-FM Stockton, Calif.—Broadcast Bureau granted CP to install auxiliary trans. and auxiliary ant. at main trans. location for auxiliary purposes only; ERP 8.1 kw, ant. height 1560 ft.; remote control permitted. Action Dec. 12.

■ WKTZ-FM Jacksonville, Fla. — Broadcast Bureau granted CP to change ant.-trans. location to 9117 Hogan Road, Jacksonville; install new polarized ant.; make changes in ant. system, ant. height 830 ft.; ERP 45 kw; remote control permitted. Action Dec. 12.

■ WJGA-FM Jackson, Ga.—Broadcast Bureau granted request for SCA to operate on subcarrier frequency of 67 kc. Action Dec. 10.

■ KSKU(FM) Hutchinson, Kan. — Broadcast Bureau granted license covering new station; specify type trans., type ant.; remote control permitted. Action Dec. 10.

■ WBRK-FM Pittsfield, Mass.—Broadcast Bureau granted mod. of CP to change trans. location to Lakeway Drive, Pittsfield; change type ant.; make changes in ant. system, ant. height 145 ft.; remote control permitted. Action Dec. 10.

■ WSJC-FM Magee, Miss.—Broadcast Bureau set aside action of Nov. 27, which granted application for change of main studio location and remote control point; returned application to pending status. Action Dec. 9.

■ WJNS-FM Yazoo City, Miss. — Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 3 kw. Action Dec. 10.

■ WRCS-FM Ahsokie, N. C.—Broadcast Bureau granted license covering new station. Action Nov. 21.

■ KOLS-FM Pryor, Okla.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 100 kw; remote control permitted. Action Dec. 10.

■ WWDB(FM) Philadelphia—Broadcast Bureau granted CP to replace expired permit; change ant.-trans. location and install new

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type ant. Action Dec. 10.

■ KEBE-FM Jacksonville, Tex. — Broadcast Bureau granted request for SCA to operate on subcarrier frequency of 67 kcs. Action Dec. 10.

■ KAWB(FM) McKinney, Tex. — Broadcast Bureau granted CP to replace expired permit for new station. Action Dec. 10.

■ KIMA-FM Yakima, Wash. — Broadcast Bureau granted mod. of CP to change type trans.; install dual polarized ant.; ERP 100 kw, ant. height 920 ft.; remote control permitted; conditions. Action Dec. 12.

Other action

■ FCC extended date, by which FM's with SCA must have in operation type-approved SCA modulation monitors, from Jan. 1, 1969, to April 1, 1969. Action applies to both commercial and noncommercial FM's. Action Dec. 12.

Fine

■ FCC fined following stations for violation of rules, including failing to file renewal applications 90 days before license expiration dates: KICS(FM) Hastings, Neb., \$25; KFRN(FM) Brownwood, Tex., \$200. Actions Dec. 12.

Call letter applications

■ WNNR-FM, Summit Broadcasting Co., New Orleans. Requests WJMR-FM.

■ WBOS-FM, Champion Broadcasting System Inc., Brookline, Mass. Requests WBOS-(FM).

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WCWB-TV Macon, Ga.; KBMA-TV Kansas City, Mo.; WKBS-TV Burlington, N. J.; WOLO-TV Columbia, S. C., all to June 10, 1969. Actions Dec. 10.

■ Broadcast Bureau granted mod. of CP's to extended completion dates for following stations: WJON-FM St. Cloud, Minn., to June 12, 1969; WHOK-FM Lancaster, Ohio, to June 30, 1969; WESF(FM) Charlotte Amalie, V. I., to June 30, 1969. Actions Dec. 10.

Translator actions

■ K04EZ and K06ET Bnd Bend and Bush Bar, both California — Broadcast Bureau granted licenses covering new VHF TV translators. Action Dec. 11.

■ K70EO Coalinga, Calif. — Broadcast Bureau granted license covering new UHF TV translator. Action Dec. 11.

■ K82BM Coalinga and Huron, both California — Broadcast Bureau granted license covering new UHF TV translator. Action Dec. 11.

■ K73BZ Exeter, Calif. — Broadcast Bureau granted license covering UHF TV translator. Action Dec. 11.

■ K70EM rural area, Little Cimarron Creek, Colo. — Broadcast Bureau granted license covering new UHF TV translator. Action Dec. 11.

■ K13EM Yuma, Colo. — Broadcast Bureau granted mod. of CP to change trans. loca-

tion to northwest corner of Yuma town limits; make changes in ant. system. Action Dec. 11.

■ K12GB Boise and Collister, both Idaho — Broadcast Bureau granted license covering new VHF TV translator. Action Dec. 11.

■ K13HG Ketchum and Sun Valley, both Idaho — Broadcast Bureau granted CP for VHF TV translator to change type trans. to include Warm Springs, Idaho, in principal community. Action Dec. 6.

■ K13IX Lewistown, Mont. — Broadcast Bureau granted license covering new VHF TV translator. Action Dec. 11.

■ K09CP Livingston, Mont. — Broadcast Bureau granted CP to change type trans. of VHF TV translator. Action Dec. 11.

■ K06EP St. Regis, Mont. — Broadcast Bureau granted CP for VHF TV translator to change frequency from ch. 6, 82-88 mc. to ch. 5, 76-82 mc; change call sign to K05DS. Action Dec. 6.

■ W07AV Gloversville and Johnstown, both New York — Broadcast Bureau granted license covering CP for new VHF TV translator; specify type trans. Action Dec. 9.

■ W11AH Tryon and Columbus, both North Carolina — Broadcast Bureau granted license covering changes in VHF TV translator; specify name as Multimedia Inc. Action Dec. 12.

■ K79AI Hood River, Ore. — Broadcast Bureau granted CP for UHF TV translator to specify principal community as Hood River and Blingen-White Salmon, Wash.; change type trans. Action Dec. 3.

■ K80BL Rockaway and vicinity, Ore. — Broadcast Bureau granted CP for UHF TV translator to change type trans; specify name as North Tillamook County TV Translators Inc. Action Dec. 10.

■ K80BA The Dalles, Ore., and Goldendale, Wash. — Broadcast Bureau granted CP for UHF TV translator to replace expired permit for changes. Action Dec. 6.

■ W02AQ portion of Greenville and contiguous area, S. C. — Broadcast Bureau granted license covering permit for new VHF TV translator. Action Dec. 11.

■ W02AR Pickens, S. C. — Broadcast Bureau granted CP for VHF TV translator to change from ch. 2, 54-60 mc. to ch. 5, 76-82 mc; change call sign to W05AO; make changes in ant. system and specify name as Wometco Skyway Broadcasting Co. Action Dec. 10.

■ W05AA Lynchburg, Va. — FCC denied petition for reconsideration seeking reversal of license renewal grant subject to same-day nonduplication condition. Action Dec. 12.

■ Broadcast Bureau granted licenses covering changes in following UHF TV translators: K76CE, K78BZ, K80AO, all Spencer, Iowa. Actions Dec. 11.

■ Broadcast Bureau granted licenses covering following new VHF TV translators: K02EY Zuni, N. M.; W12AU Burnsville, N. C.; K13HW Camas Valley, Ore.; K08FU Myrtle Creek, Ore. Actions Dec. 11.

■ Broadcast Bureau granted licenses covering new VHF TV translators: K06FA Hopland, Calif.; K03CT and K06EX, both Lewiston, California; K08FZ Maxwell, Calif. Actions Dec. 11.

■ Broadcast Bureau granted licenses covering following new UHF TV translators:

K79BU Porterville, Calif.; W79AK West Haven, Conn.; K77CA Santa Clara, Utah; W77AE Chase City, South Hill and rural Mecklenburg county, all Virginia. Actions Dec. 11.

■ Broadcast Bureau granted licenses covering new VHF TV translators: W07AX Burkesville, Ky.; W11AO Centerville, Pa. and Koon Dam, Md. Actions Dec. 11.

■ Broadcast Bureau granted licenses covering changes in the following VHF TV translators: K07HV Round Valley, Ariz.; K05BR and K04BT North and South Dunsmuir, Castella and Mt. Shasta, all California; K11AT Gunison and Gunnison Valley rural area, both Colorado; K10FP, Brownlee power plant, Idaho and Brownlee Creek farming area, and Halfway, both Oregon; W04AT Hoosick Falls, N. Y.; K07IA Oakland, Ore.; K12AX Ranchester, Wyo. Actions Dec. 12.

CATV

Other actions

■ FCC terminated notice of inquiry and notice of proposed rulemaking for CATV systems (Doc. 15971). Action Dec. 12.

■ Review board in Van Buren, N. Y., CATV proceeding, Docs. 17131-36, 17273-78, granted petition for extension of time filed Dec. 6 by W.R.G. Baker Television Corp., extended to Jan. 17, 1969, time to file reply to exceptions to initial decision. Action Dec. 11.

■ FCC dismissed motion filed by Akron Telerama Inc. and Telerama Inc. asking that FCC bypass review board and review initial decision in Cleveland TV market CATV proceeding directly and on expedited basis (Docs. 17357-9). Action Dec. 18.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Toledo, Ohio (Buckeye Cablevision Inc.), request for special relief, by unopposed oral motion of counsel for Buckeye Cablevision Inc., rescheduled hearing for Dec. 16 to Jan. basis (Docs. 17357-9). Action Dec. 18.

■ Hearing Examiner Forest L. McClenning in Cleveland TV market (Akron Telerama Inc., Lorain Cable TV Inc. and Telerama Inc.), CATV proceeding, referred to Review Board motions to correct transcript filed Dec. 2 and Dec. 3 by Akron Telerama Inc. and by United Artists Broadcasting Inc., respectively (Docs. 17357-9). Action Dec. 10.

Ownership changes

Applications

■ KMAG Fort Smith, Ark. — Seeks transfer of control of Valley Corp. from Everett Tucker, R. C. Butler, R. A. Lile et al. (as a group 100% before, none after) to Pathe Educational Sciences Inc. (none before, 100% after). Principals: J. Shea Peoples, chairman of board (98.15%) et al. Mr. Peoples owns WELE South Daytona Beach and WCWR Denedin, both Florida. He also owns 3.6% of a company which produces and sells radio isotopes. Consideration: \$57,787.46. Ann. Dec. 13.

■ KARV Russellville, Ark. — Seeks assignment of license from Valley Broadcasters to Horne Industries Inc. for purpose of corporate reorganization. No consideration involved. Principals: C. R. and Imogene S. Horne and Mark Roland (as a group 100%). Principals own KWCB Searcy, Ark. Ann. Dec. 16.

■ KBSA Guasti, Calif. — Seeks assignment of CP from Broadcasting Service of America to N G C Broadcasting Corp. for \$102,506.13. Seller: William A. Myers. Buyers: N G C Broadcasting Corp. is owned by National General Corp., a public corporation that owns motion picture theaters and produces and distributes motion pictures and TV program material. It owns 99% of Grosset & Dunlap Inc., book publishers, and 76% of Great American Holding Co., which operates insurance companies. It will acquire Warner Brothers-Seven Arts Limited, motion picture producer, subject to approval by stockholders of each company and subject to governmental approval. Eugene V. Klein is president of N G C Broadcasting. Ann. Dec. 16.

■ KKFM(FM) Colorado Springs — Seeks assignment of license from Garvey Communications Systems Inc. to KKFM Inc. for purpose of corporate reorganization. No consideration involved. Principal: Willard W. Garvey, sole owner. Mr. Garvey owns KKTW-(TV) Colorado Springs and has application pending FCC approval to sell that station. Ann. Dec. 16.

(Continued on page 68)

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RADIO—Help Wanted

Management

Northeast AM/FM wants young aggressive manager who knows how to sell. One who will invest up to 20M and become part of a growing group. Box M-131, BROADCASTING.

Here's . . . security and opportunity. A manager who will be out selling 9 to 5 p.m. He'll have his staff do most of the paper work and what they can't do he will do after five. This man will receive ownership . . . a good salary . . . plus an incentive arrangement. Applicant must make self available at his expense for northeast interview. Box M-215, BROADCASTING.

Successful east coast chain seeks general manager for #1 station in one of the top 50 markets. 5 figure salary plus bonus override. Liberal benefits, insurance, hospitalization, expenses. Great opportunity for sales-oriented professional. Full details first letter including resume, reference and record of earnings. Replies to Industrial Relations, P.O. Box 647, Atlanta, Georgia 30301.

Sales

Dynamic rapidly expanding group operator has openings for 2 shirtsleeved salesmen in top-Pulse rated sunny Florida C&W. Rapid advancement into management due to acquisitions. Call Mr. Karp, prepaid, 813-784-1438 for appointment or send resume to Box L-156, BROADCASTING.

Attention Texas salesmen. Outstanding opportunity for top notch salesman with proven track record. San Antonio's number one station is adding a man. We have had no personnel changes in two years. Good base. Excellent fringe benefits. Growing corporation. Only pros considered. All replies treated in confidence. Contact General Manager. Box M-193, BROADCASTING.

Junior salesman for aggressive small market New England station on coast. Resume to Box M-202, BROADCASTING.

Salesmen at our Station make more money than most others in similar sized markets. If you have experience, drive, creativeness and the will to work hard if properly compensated, then let's get together. Send full particulars: Box M-206, BROADCASTING

Salesman ready to move into Sales Manager position. Tremendous opportunity with growing organization that is Number 1 rated and a major Midwest Market. If you want to make more money and are not afraid of work in a half-million market, please contact. Box M-212, BROADCASTING.

Radio broadcast time salesman, top position available, active account list, radio sales experience preferred, but broadcast background other than sales considered. Top pay, fringes, retirement benefits, immediate opening. Contact Ken Soderberg, KAUS Radio, Austin, Minnesota.

Top 10 market, successful new station, rated 5th, adding aggressive salesman. Many virgin accounts. Big money for a big producer KIRL, P.O. Box 3993, St. Louis, Missouri.

Immediate opening—Young salesman—Management potential—Salary + Commission—Experience a must—WBNR, Beacon-Newburgh, New York.

Can you sell and prepare commercial copy? If so, we would like to hear from you. Excellent small market. AM-FM facilities. WLAG AM/FM, La-Grange, Georgia.

Radio sales representative—Aggressive, professional rep for WSBA, #1 station in Harrisburg-York-Lancaster, Pa. Selling local and regional clients. Take over substantial current billing. Draw against commission, and exceptional fringe benefits. No floaters. Need a tiger who wants to work and receive excellent compensation. Send selling letter, resume and recent photo to: Jack Herr, WSBA, York, Pa.

Salesman-announcer for C&W unlimited AM and quality music FM stations with all new equipment and facilities in beautiful Sebring, Florida. Salary and commission. WSEB & WANZ, Sebring, Florida.

Sales—(cont'd)

Salesmen needed. Salary plus-commission. Permanent. Full/part time. 219-563-4111.

Announcers

Need personality jock for metro midwest group station. Modern format. Send tape, resume soonest to Box L-56, 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.

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.

IMPORTANT!

The U.S. Equal Employment Opportunity Commission has issued the following guidelines concerning Male-Female Help Wanted Ads effective December 1, 1968:

Section 1604.4 of EEOC Regulations

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.

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, or call 317-359-5591.

Announcer wanted to handle general board work and do production work. Opportunity for sales if desired. Send tape, resume and picture. Middle Atlantic. Box M-184, BROADCASTING.

Wanted—experienced newsmen to join a live wire #1 station in a major market of 550,000 people. We place heavy emphasis on local news coverage. The man we seek must have the ability to dig up the news. Excellent working conditions—new studios—new equipment—2-way radios, etc. Rip and readers please do not apply. Send resume and air check to Box M-195, BROADCASTING.

We are looking for an announcer who wants to break into sales. Prefer college graduate, married and at least two years experience. This is a good opportunity to start the year right by investigating. Midwest. Box M-196, BROADCASTING.

Morning man for coastal New England station, small market. Summer and winter sports area. Send tape and resume to Box M-201, BROADCASTING.

Announcers—(cont'd)

DJ—RGR—small market. OK . . . has the "glamour" finally worn off? Is the \$90 a week as a DJ equal to the \$300 the salesmen earn? Does a Cadillac have more appeal than a Volk? Use your experience as a DJ to become a salesman with one of the top RGR stations in the country. Live in a pleasant economical East Coast suburb only minutes away from the most exciting city in the world. We'll train you. Show you how to make over \$15,000 your first year. If you are honest, have reasonable intelligence and are willing to work hard you may be our man. Send resume, recent pic and references. Box M-213, BROADCASTING.

Immediate opening for experienced announcer in upstate New York. MOR, \$150.00. Box M-228, BROADCASTING.

Good morning man. If you're a good morning man this contemporary leader in upper midwest wants to hear your tape. Best man gets excellent earnings in medium-large market. Limited TV exposure possible if interest and ability warrant. Include picture and complete resume, all materials returned. Box M-231, BROADCASTING.

Opportunity married staff announcer. Outline experience, KFRO, Longview, Texas 75601.

Aggressive AM-FM station in northwest Iowa has need of experienced announcer immediately. Prefer first phone, but not mandatory. Contact Paul Olson, KLEM, Le Mars, Iowa, 712-546-4121.

Need one good staff announcer for afternoon shift. Excellent opportunity for the right person. Contact Manager, KOKX, Keokuk, Iowa.

Immediate opening "middle of the road" morning man . . . WNCB 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.

Worth checking—Announcer, third, needed by ABC affiliate, half hour from Ann Arbor, East Lansing and Detroit. WHMI, Howell, Michigan.

WHTG, Eatontown, New Jersey has opening for experienced announcer who can gather and write news. Send tape and salary requirements.

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, WLNQ-AM-FM, Box 815, Sag Harbor, Long Island, New York.

Announcer, mature for FM stereo station, suburban Pittsburgh. WNUF, 401 North Ave., Pittsburgh, Pa. 15209.

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, Altcona, Pa.

First and third phones. 5kw—AM-FM, WTLN, Box 2448, Orlando, Florida.

Announcers—(cont'd)

Swinging country/western dj with 1st phone; production minded, team man, salary open, future unlimited. Rush tape, resume, references, 915 Olive Street, Room 821, St. Louis, Mo.

First phone announcers, no maintenance. Two openings with opportunity for advancements 5,000 watter near Washington, D.C., in Virginia suburbs. Send tape and resume or call for interview. 703-368-3105.

1st phone-announcer needed. If you can engineer, so much the better for both of us. Some news a must; sales if you like making money. Better than average earning potential for small market situation. Outdoor area second to none in the country. Tape, complete resume and photo the earliest to Mr. Moreland, P.O. Box 471, Reedsport, Ore. 97467. Call 503-271-2674. No collect.

Immediate opening for experienced air personality. Daytime slot. Our format-modern country. Pulse rated the #1 station in Jacksonville, Florida. Excellent facilities and working conditions—new studios—all new equipment—liberal fringe benefits—no beginners, please. Send air check and resume to Jim Mann, St. Johns Broadcasting Co., 21 West Church Street, Jacksonville, Florida.

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.

Technical

Chief engineer at 5 KW directional daytimer plus FM in Northeast. Send resume to Box M-153, BROADCASTING.

First class engineer wanted for group owned station in top ten market. Experienced man preferred but inexperienced man with ability and desire to succeed considered. Equal opportunity employer. Box M-200, BROADCASTING

Metropolitan area, Midwest. Experienced radio engineer with first class, 40 hour week. Top salary. Vacations. Profit sharing. Apply only if fully qualified for responsible position. Box M-214, BROADCASTING.

KEYD, needs a first class immediately. Good pay, better if you also announce. Contact Dave Sands, Manager, 701-742-2376, Oakes, North Dakota.

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.

Chief engineer, first phone, 1000w daytime. Opportunity for additional employment in major electronics company. Contact Jim Spotts, WLEM, Emporium, Pennsylvania. 814-483-3712.

Immediate opening for radio maintenance engineer. WTRF-FM-AM directional. All new equipment. Greensburg, Indiana. Phone Lloyd Kanouse, Owner, 812-663-3000.

Retired first phone for transmitter watch in beautiful central Florida. WTLN, Box 2443, Orlando, Florida.

NEWS

Need News director for metro midwest group station. Modern format. Send tape, resume soonest to Box L-57, BROADCASTING.

Newsman, young but experienced, needed to gather, write and broadcast. Stimulating medium sized California market. Full particulars please. Box M-121, BROADCASTING.

Indiana kilowattage 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 newsmen, 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.

News director, plus back-up-man on sports. Emphasis news! Gather, write, deliver. Great Plains station, college community. Salary plus sports talent. Write Box M-179, BROADCASTING.

Midwest 5 kw network station needs qualified newsmen to gather, write and air news. Mobile unit provided. Send tape, photo and resume to KOLT, Box 660, Scottsbluff, Nebr. 69361.

News director for MOR station. Must be experienced in gathering, writing, and delivering news... plus ability to take charge of news operation. Send tape and resume. Contact Bob Thorburn, WLBB, Carrollton, Ga.

News—(cont'd)

Newsman, seeking opportunity in television. Needed for late January opening. 7 person dept. Accept light experience, if potential strong. Doyle Satterthwaite, WSVA-TV-AM-FM, Harrisonburg, Virginia 22801.

Programing, Production, Others

Top rated soul station in Texas needs a hard working creative program director. Strong on detail, contests, promotion. If you are a p.d. now, or think you are capable of being one, let me hear from you. Complete details about you are necessary. Box M-206, BROADCASTING.

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.

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

Worker wants work... 15 years in broadcasting including all phases... last several years managing partner of broadcasting company... now selling and will be available in few weeks... 36, married and three children... can operate one station or several... location not important... salary requirements: Something we can both live with... will answer all inquiries promptly. Box M-175, BROADCASTING.

Husband & wife team Serious—mature. Can handle management, promotion, programing, community affairs, sales, announcing, copy, bookkeeping, accounting. Excellent for getting the systems set up for a new station. Desire small to medium market and owners who think positive. Write. Box M-185, BROADCASTING.

Top program executive desires station manager position. Prefer Florida or New England. small-medium mkt. Five figures. Box M-224, BROADCASTING.

Manager—polished professional, 14 years active management. Current all techniques, profitable operation. Community minded, public speaker, award-winner. Stable, family; relocate for potential. Several exclusive features. Contact King, 1262 Granville Ave., Los Angeles, 90025; (area 213) 473-1557.

Clip and save: Manager, assistant, sales manager. Currently handling sales for one of midwest's most successful small market stations. Experienced in sales, management, programing. No hurry, want right move to small Illinois area AM/AM-FM. First phone, family, 30, college. #5 Ross Drive, Bloomington, Illinois.

Sales

Mature salesman. Family man. Top biller in competitive market. Seeking sales or sales management post. radio or TV. Minimum, \$18,000." Box M-132, BROADCASTING.

DJ is for the birds; the big money is in sales. Short on experience, long on ambition. If you will teach, I can learn. College, married, sharp, tiger. J. T. Ganger, 3640 Sturgis Rd., Rapid City, South Dakota.

Announcers

Experienced combo, first phone. Wants San Antonio. Box L-204, BROADCASTING.

Girl dj, news, tight board, New York area. Box M-132, BROADCASTING.

DJ, tight board, good news, commercials, third phone. Box M-141, BROADCASTING.

First phone/exper/dj/pd/news/presently employed. Seeks contemporary station—\$550 min.—40 hr. week. Box M-150, BROADCASTING.

Contemporary—first phone—top rated three years—currently earning 10M. Box M-153, BROADCASTING.

Woman's program hostess. Announcer, newscaster, third endorsed, dependable, personable, fast board want to settle, hard worker. Box M-163, BROADCASTING.

NYC area—experienced announcer—dj, news, copy —full or part time. Box M-169, BROADCASTING.

Announcers—(cont'd)

Soul dj, announcer, 3rd endorsed. School graduate. Some experience. Box M-174, BROADCASTING.

Los Angeles pro—available. daytime shift, southern California. First phone. Box M-176, BROADCASTING.

First phone, experienced announcer, broadcast school grad. Seeks southeast radio or TV. No maintenance. Vel., married, child. Box M-180, BROADCASTING.

Contemporary pro... Pulse proven number one. Interested? Box M-186, BROADCASTING.

Southeast. 1st wants various duties, no sales. Minimum announcing experience. Age 29. could take charge. Box M-187, BROADCASTING.

Disc jockey ex G.I. dependable, swinging personality, fast board, creative and personable. Box M-189, BROADCASTING.

Female announcer/dj—experienced AM/FM—3rd ticket—gather and write news, commercial copy. Prefer N.Y.—or Pa. tri-state area. Make my New Year a little brighter—hire me! Box M-191, BROADCASTING.

Dependable dj, tight board, third endorsed. Excellent community man. Relocate. Box M-194, BROADCASTING.

Two years experience, some college, third, good voice. Box M-197, BROADCASTING.

Country jock, first phone, and experience. Prefer nights. Box M-193, BROADCASTING.

Negro announcer—beginner, broadcast school graduate, third phone. MOR, top 40 or R and B, dependable, creative, versatile, married. Box M-207, BROADCASTING.

Professional MOR announcer, 1st phone, dependable, prefers far west but will relocate, available immediately. Box M-218, BROADCASTING.

Program Directors! I'm a dee-jay with 14 years experience in New England, Florida and the midwest. Desire West coast job. I have first phone and top ratings in two major markets. Box M-219, BROADCASTING.

PD—1st phone—does everything—success story with rock—MOR—country—family. No hurry! Box M-220, BROADCASTING.

First phone, contemporary top 40, tight board, good tape, prefer west coast. Box M-221, BROADCASTING.

Broadcast school graduate, tight board, good voice. Prefer rock station. Box M-222, BROADCASTING.

Hot soul jock. First phone, stable, available now. Box M-225, BROADCASTING.

Outstanding play-by-play. 10 years experience. All phases radio-TV. College graduate, 3rd endorsed. Ready for the big move. Box M-226, BROADCASTING.

Draft exempt—third endorsed, MOR and top 40 jock. Also news and sportscasting—and continuity. Presently in sales. Willing to relocate—preferably far south or west. 212-695-4456 ext. 726 daily—212-896-0157 evenings and weekends—or Box M-229, BROADCASTING.

Top 40-experienced jock—1st phone—metro and major markets only. Box M-230, BROADCASTING.

Hard rock FM stations: Experienced jock—1st phone looking for warm climate to do my thing. Box M-232, BROADCASTING.

Family man, 3 years experience, wants small market, southern Calif. Write, 901 S. Robberson, Springfield, Mo.

Third endorsed. December Midwestern graduate. Married, veteran. Good delivery, John Benson, 312-437-0582.

Personality geared to the Adult Pop Sound looking for a challenge... Audience holding power... bright... personable... original... adaptable... married... veteran... Write Chuck Spencer, 107 Jensen Circle, West Springfield, Massachusetts or call 413-737-7600.

Hire me, and next year at the Christmas party, I'll sit next to you and make you look good. "68" Ohio University Radio Major grad., working air and copy, call Denny 419-448-9712.

Music director, announcer, MOR, experienced, Box 923, Albany, New York.

Technical

Mature southeast, non-air, 1st phone, light maintenance. Box M-203, BROADCASTING.

Engineer, first phone, experienced. Prefer warm climate. Box M-217, BROADCASTING.

Technical—(cont'd)

Employment central Ohio. Transmitter engineer—experienced. Available immediately. Box M-227. BROADCASTING.

NEWS

Accurate, positive, intelligent newsmen. Tenacious digger, excellent writer. 4 years experience. university credits. Family man. Min. \$750. Box M-175. BROADCASTING.

Experienced competent newsmen. Army captain. Viet Nam returnee, available mid-January. Desires midwest. Knowledgeable all phases news operations. Mature, authoritative. College degree. third license. Tape and resume available. Box M-188. BROADCASTING.

Experienced female newscaster—gather and write news—3rd phone—will fit in with any news staff. Box M-192. BROADCASTING.

Experienced newsmen: gather, write, edit, air. Good clean voice: third endorsed; draft exempt; some play-by-play. Interested in relocation. Age 25; married. 3-years experience including board shift. Box M-211. BROADCASTING.

Play by play basketball high school-college. Southern California. 213-244-4491.

Willing to groom ambitious neophyte? Broadcast school graduate, 25, wants to learn all there is about news. BA, MA, Political Science, some journalism, quality voice, authoritative delivery, professional appearance. Third ticket, first soon. Temporarily teaching high school, but news is my life. Prefer California; however opportunity is paramount. Drew Simpson. 213-287-2276.

Programing, Production, Others

Contemporary pd/prod/dj. First phone. Box M-157. BROADCASTING.

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.

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 Auhii Street, Honolulu, Hawaii.

1st phone technician, experience not required as we will train 45 hour week. Contact: Ken Karr, KTYC-TV, Box 157, Dodge City, Kansas. Phone 316-227-3121.

Immediate opening for engineer with first class license. Experience preferred, but not required. Write C. E., WKEF-TV, Dayton, Ohio.

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.

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 Erie Volkland, Oak Park and River Forest High School, Oak Park, Illinois 60302, 312-383-0700.

Programing, Production, Others

CATV promotion manager wanted by new major JERROLD turnkey cable system. Excellent chance to be manager if you are qualified. Box M-181. BROADCASTING.

Producer/writer, Washington, D.C. VHF. For general production and specials. Knowledge of music and film/documentary techniques required. This is broader than news and public affairs. Note: Writing necessary. Box M-190. BROADCASTING.

Director-switcher for Illinois CBS full-color station. Knowledge of TV operations essential. Switching experienced preferred. Chance to break out of film or floorcrew for right person. Resume, salary requirements to Box M-209. BROADCASTING.

Experienced TV Traffic Manager needed for major Southern market. Send resume and salary expected to Box M-210. BROADCASTING.

Major San Francisco TV station needs graphic artist with experience in television layout and design. Experience in set design and staging a plus. Excellent working conditions and fringe benefits. Send resume to Box M-233. BROADCASTING.

TELEVISION

Situations Wanted

Management

Relocate—management level public affairs specialist seeking challenging California assignment. Top group broadcaster references. Box M-60. BROADCASTING.

Technical

6 years experience, first phone, Marconi 7-RCA 42 colored, studio, CE-RCA transmitter. Box M-216. BROADCASTING.

NEWS

Young man with bachelors degree in communications desires position in news—either writing for TV or radio air work. Have little experience but am willing to work hard. Prefer Southern California or mid-west. Box M-205. BROADCASTING.

Top pro TV news reporter. 11 years of solid broadcast news experience. Desire well paid position in top 50 market. Prefer northwest. Box M-223. BROADCASTING.

Programing, Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255. BROADCASTING.

Director, medium market, full-color VHF desires creative opportunity with organization that will utilize ability. College and graduate work in all phases of television, single, draft-exempt, five years directing experience. Most willing to relocate. Utilization of abilities primary objective. Box M-204. 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.

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.

TK-21 RCA monochrome film chain for educational cctv facility. Good condition with or without vidicon, power supply, lens. Educational price consideration appreciated. Paul Sharp-Audiovisual Service, Loma Linda University, Loma Linda, California, 92354. AC 714-796-7311, X2035.

FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect. Box 4663, Oakland, Calif. 94623, phone 415-532-3527.

RCA TTU-1B UHF Transmitter. Some parts missing. Exciters alone worth the price. Dick Lange, WHUT, Box 151, Anderson, Indiana 46013.

Gates BC-5B "Cadillac" of the line. Excellent condition. Oil filled transformers. Solid state rectifiers. Available December 27th. \$5,225.00. Gates SA33 limiter. Excellent condition. \$210. KRLC, Lewiston, Idaho.

FOR SALE—Equipment (cont'd)

Best deals—spotmaster, Scully, Magnecord, CBS Audimax—Volumax, Amega film equipment, Langevin, Fairchild, ORK, Russo. Other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

One Gates stereo limiter, one Gates stereo top level, two Gates cartridge II. Solid state record-playback units and two playback only units. Excellent condition. Dick Hardin, WBUD, Trenton.

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. WLAC-FM, LaGrange, Georgia.

2 RCA color camera chains, TK-40A modified by RCA to approximate TK-41. Around 5000 hours. \$13,000 each. Call 317-773-0030. Write WURD, Noblesville, Ind.

One-Kilowatt Western Electric 443A-1 Transmitter in excellent condition. Available immediately. Contact P. W. Tribou, Storz Broadcasting Company, Kiewit Plaza, Omaha, Nebraska 68131. Phone (402) 342-4700.

McCarta Carousels, #2408, 24 Cartridge players. Macarta record center #560. Two racks, blower. Automation tone relay and generator copy of GE Unilevel. Quality Music, 2728 N. Bonnyview, Redding, Calif. 241-3919 (916) nights OK.

Bargains! Gates SA-39B peak limiter, like new, \$300. Gates M-5167 Sta-Level, used only 3 months, \$150. Magnecord P-75, unmounted and needing some work, \$350. WECL, Box 1239, Earlham College, Richmond, Indiana 47374.

Fifty-Kilowatt Western Electric 407 Transmitter. Available immediately. Contact P. W. Tribou, Storz Broadcasting Company, Kiewit Plaza, Omaha, Nebraska 68131. Phone (402) 342-4700.

Mobile TV van, 1966 International. All wheel drive, cab with van body. Completely air conditioned. Electrically heated. 5kw regulated Onan generator. Diamond plate roof, 3 ton winch and 40' hydraulic mast. Can also be used for signal survey van. For information phone 609-967-3012. Mr. John F. Scarpa, P.O. Box 100, Avalon, N. J.

Eastman 250 projector, new intermittent, completely reconditioned. (corrected number). 213-884-1712.

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. Aircheck Unlimited, Box 19056, Cincinnati, Ohio 45219.

Plenty original one liners monthly—only \$35/year! We're hungry. \$1 gets samples: Delaney, Box 2282, Santa Ana, California.

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 CI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for 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.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for veterans training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

INSTRUCTIONS—(cont'd)

Announcing, programming, production, newscasting, sportscasting, console operation, disk jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Jan. 8, April 2. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn; job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combomans, 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.

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.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Minneapolis, Los Angeles. Proven results. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266, (213-379-4461).

Tape recorded lessons for first phone. Bob Johnson Radio License Training, P.O. Box 292, Westfield, Mass. 01085, (413-568-3689).

One week personal instruction for first phone in Atlanta, Detroit, Seattle. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266.

Portland, Denver, New Orleans, Boston will host one week personal instruction sessions for first phone in 1969. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266.

Announcing-management-first phone . . . earn while you learn, CI approved. Tennessee Institute of Broadcasting, 2106-A 8th Ave., South, Nashville, Tennessee. 297-8084.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class January 6. Most experienced personalized instruction and methods. Lowest costs finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO

Help Wanted

Merry Christmas

from

NATIONWIDE

RADIO—Help Wanted

Management

Radio Station Manager

Wanted for new Florida west coast station. Interested in only top qualified applicant who can be evaluated on basis of pop, successful record, educational background and future objectives. Must be self starter, possess outstanding administrative and sales ability qualities. Applicant must stand extensive and intensive personal investigation. Reply with references in complete confidence to:

BROADCAST MANAGEMENT
172 White Marsh Avenue
Ardmore Road, Pa.

Sales

5,000 watt,

network affiliated station, full-time located in the Southwest, seeks aggressive national radio rep. Write to

Box M-235, Broadcasting.

Announcers

Need Immediately

Experienced dj, bright MOR format. Must operate tight board, some production experience desirable, but not necessary. Good wages, good benefits, good company to work for. Send tape and resume to
Mitch Stanley, WFMJ, 101 W. Boardman St., Youngstown, Ohio. Or call Collect 216-744-8611.

Combo,

first phone, afternoon plus production, no maintenance, at top-rated MOR in 3-station market. Progressive, beautiful town, 20,000 population. Owner-operated company 22 years, financially secure. Pay open. Send photo and tape.

WDIX, Orangeburg, S. C.

\$9,000.00 Per Year

Successful Pop station, medium market, Mid-Atlantic, seeks DJ, desiring eventual management and ownership. Wanting to enter sales . . . 5 day work week, company benefits. Resume and tape to

Box M-234, Broadcasting.

Situation Wanted

Management

Australian Broadcasters

General Manager, 23 years experience in radio and TV. General Manager in TV 10 years, would like similar job in Australia. Write

Box M-236, Broadcasting.

TELEVISION—Help Wanted

Technical

AVCO Corporation

. . . a large electronics manufacturing/broadcasting corporation has been awarded a three year operation and maintenance program of television stations in Saudi Arabia. Openings exist in the following areas:

• CHIEF ENGINEERS

BSEE or equivalent plus 10 years experience in over-all VHF station operations.

• BROADCAST TECHNICIANS

Television technical school plus 5 years experience in VHF station equipments operation and maintenance.

• INSTRUCTORS

Television technical school plus 5 years experience in VHF station maintenance plus 2 years experience in formal classroom instruction on electronics equipment.

Generous salary—completion bonus—living allowances—excellent fringe benefits. Send resume in confidence to R. E. Weirich.

AVCO
Field Engineering

P.O. Box 41300
Cincinnati, Ohio 45241

(An equal opportunity employer)

TELEVISION

Situations Wanted Management

TV Management Executive

Last year our Company engaged a highly-qualified television executive, in anticipation of expanding into multi-market TV station ownership. Our plans have been changed by unexpected developments beyond that individual's control, so that he now seeks another opportunity with our knowledge and consent. His is a rich background in administration, sales, programming, research, promotion, network relations and FCC matters. We can fully recommend him for TV station management or any other position where his experience can be appropriately utilized. If your requirements call for a highly competent person of this type, please write for full particulars on our Executive Vice-President.

Box M-177, Broadcasting.

Miscellaneous

REWARD:

I will pay five dollars for each detailed successful sales story I use in my TAB BOOK "SALES." Send YOUR successful sales NOW to:

Si Willing, KMAR
Winnsboro, La. 71295

Employment Service

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

FOR SALE—Equipment

Quantity	Description	Price
1	GE Image Orth Studio Camera Chain, including PC-11 Camera IO Tube Zoom Lens 100 Foot cable TV-41 Channel Amp Control Panel	\$3000*
1	GE Image Orth Portable Studio Camera Chain, including PC-4 Camera IO Tube 50-100-150 mm Lenses 100 foot cable TM-35 Portable Control unit and Monitor	\$3000*
*Above two items available as a package for \$5500		
1	RCA TRT-18 VTR Complete in Operating Condition.	\$2900
1	GE TV-86C Optical Prism Multiplexer	\$ 450
1	GE TV-31H Pulse Distribution System, including four Pulse D-A's and Bias Supply.	\$ 300
1	Tektron Automatic target control unit for use with GE or RCA Vidicon camera.	\$ 100
18	19 1/2 foot lengths of 3 1/4-inch 50-ohm, Prodelin coax transmission line. (Make Offer)	

Contact Ellis Feinstein, Director of Engineering, KMED-TV, Medford, Oregon (97501)

FILM PROCESSOR

Fulton Automatic model FO-1. Black and White reversal. 1200 ft. capacity. Best offer. Call

E. C. Myers, Area code 202-882-2500

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.

FOR SALE—Stations

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

S.E.	small	AM-FM	\$160M	cash	Fla.	small	profitable	\$ 65M	29%
Tenn.	small	profitable	235M	29%	Pa.	small	daytime	115M	nego
Fla.	medium	daytime	102M	SOLD	Ore.	medium	AM-FM	175M	\$50M
M.W.	metro	FM	65M	nego	West	metro	daytime	70M	29%
East	major	AM-FM	650M	29%	East	suburb	daytime	160M	nego



CHAPMAN ASSOCIATES
media brokerage service*

2045 Peachtree Road

Atlanta, Ga. 30309

NEED HELP?
LOOKING FOR A JOB?
For Best Results
You Can't Top A
CLASSIFIED AD
in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

WANTED TO BUY

Stations

WANT TO BUY

AM-FM-CP on Florida's east coast between Ft. Pierce & Miami. Money maker or loser. Will pay cash or your terms. All transactions confidential.

GUY S. ERWAY
2500 S. Lakeview Dr.
Sebring, Florida 33870

FOR SALE—Stations

(cont'd)

Confidential Listings RADIO—TV—CATV N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 • 213/469-1171
BROKERS-CONSULTANTS

FLORIDA

Daytimer in single station coastal market. Good growth and cash flow! Never offered for sale before. Principals only.

Box M-199, Broadcasting.

GULF COAST

Major market 1-KW Daytimer. All New equipment plus real estate. \$250,000.00, 29% cash, balance 7 yrs. at 6%.

Box M-32, Broadcasting.



Bob Graham will make over \$48,000 this year.

Bob owns a Columbia School of Broadcasting franchise. He has over 3 years of broadcast education experience and a university degree.

He is the calibre of individual that has made Columbia School of Broadcasting No. 1 in the Broadcast Education field.

We have remaining a few major markets in which we have no enrollment facilities. These areas are available to qualified broadcast principals only. We require a minimum of 5 years broadcast experience, impeccable moral character and a sincere desire to help young men enter broadcasting.

If you feel you meet these requirements, we suggest you write to us, on company letterhead, asking for our free booklet entitled A COLUMBIA SCHOOL OF BROADCASTING FRANCHISE. It's free and tells the whole remarkable story of the No. 1 broadcast school in the country.

The minimum investment required begins at fifteen thousand dollars.

Please attach coupon to letterhead.

To: Mr. Wm. A. Anderson,
President Columbia School
of Broadcasting
4444 Geary Boulevard
San Francisco, CA 94118
Please forward a copy of:
A Columbia School of
Broadcasting franchise.

Name _____

Street _____

City _____

State _____ Zip _____

Not affiliated with Columbia Broadcasting System, Inc. Or any other institution.

(Continued from page 62)

■ **WAME Miami**—Seeks assignment of license from WAME Broadcasting Co. to Mission East Co. for \$1 million. Seller: Stephanie Wyszatycki, sole owner. Buyer: Jack Roth, sole owner. Mr. Roth owns KONO-AM-TV and KITV(FM), all San Antonio, Tex.; and WRIZ Coral Gables, Fla. Application to sell WRIZ is pending FCC approval. He also has applications pending FCC approval to buy WKNR Dearborn and WKHM-TV Jackson, both Michigan; and WWOK Charlotte, N. C. He is also applicant for new FM at Miami. Ann. Dec. 6.

■ **KCCN Honolulu**—Seeks transfer of control of Jall Broadcasting Co. from Phil David Fine (36.8% before, 10% after) to Al Lapin Jr. (47.4% before, 74.2% after). Consideration: \$5,100. Ann. Dec. 16.

■ **WSDR Sterling, Ill.**—Seeks transfer of control of Blackhawk Broadcasting System Inc. from Sam and Lillian T. Bartlett, Robert Callaghan et al. (as a group 100% before, none after) to WSDR Inc. (none before, 100% after). Principals: Thomas L. Davis, president (40%), Robert M. Baker, secretary, George J. Jansen, treasurer (each 15%) et al. Messrs. Davis, Baker and Jansen own CP for WESP(FM) Charlotte Amalie, V. I. Mr. Davis owns 50% of KLEE Ottumwa, Iowa; and 50% of WGLB-AM-FM Port Washington, Wis. Consideration: \$450,000 plus amount equal to excess of net quick assets over \$100,000. Ann. Dec. 16.

■ **WMT-FM-TV Cedar Rapids, Iowa**—Seeks assignment of license from WMT-TV Inc. to Eastern Iowa Broadcasting Inc. for purpose of corporate merger. No consideration involved. Principals: Ralph S. Jackson, president, Lewis W. Van Nostrand, vice president-general manager et al. Principals own WMT Cedar Rapids. Ann. Dec. 13.

■ **WDSU-TV New Orleans**—Seeks assignment of license from Royal Street Corp. to WDSU-TV Inc. for corporate business purposes. No consideration involved. WDSU-TV Inc. is wholly-owned subsidiary of Royal Street Corp. Principals: Dwight W. Martin, vice president-treasurer, Thomas B. Lemann, secretary et al. Ann. Dec. 13.

■ **WORC Worcester, Mass.**—Seeks assignment of license from WORC Inc. to Slate Broadcasting Co. for \$600,000. Sellers Robert F. Bryar, president (52%), A. A. Coblenz, secretary-treasurer and Bernard Koteen, vice president (each 24%). Messrs. Bryar and Coblenz have no other business interests indicated. Mr. Koteen owns 20% of WCKT(TV) Miami. Buyers: Roger B. Knowles, chairman-treasurer, Maryan F. Knowles, vice president and Sam J. Slate, president (as a group 100%). Mr. and Mrs. Knowles own plastic products sales company, two real estate firms, equipment leasing company and plastic manufacturing company. Mr. Slate is vice president of RKO General Corp., diversified company with multiple broadcast ownership. Ann. Dec. 12.

■ **WION Ionia, Mich.**—Seeks assignment of license from Monroe MacPherson Sr. to Old Kent Bank and Trust Co., special administrator of estate of Monroe MacPherson Sr., deceased. No consideration involved. Mr. MacPherson's estate owns 83.56% of WYON(FM) Ionia. Application to transfer this interest to Old Kent Bank and Trust Co. is pending FCC approval. Principal: Margaret Cook, trust officer. Ann. Dec. 16.

■ **WYON(FM) Ionia, Mich.**—Seeks transfer of control of Country Broadcasting Co. from Monroe MacPherson Sr. (83.56% before, none after) to Old Kent Bank and Trust Co., special administrator of estate of Monroe MacPherson Sr., deceased (none before, 83.56% after). Mr. MacPherson's estate owns WYON Ionia. Application to assign WYON to Old Kent Bank and Trust Co. is pending FCC approval. Principal: Margaret Cook, trust officer. No consideration involved. Ann. Dec. 16.

■ **KCMO-AM-TV and KFMU(FM), all Kansas City, Missouri; KPHO-AM-TV Phoenix; WOW-AM-FM-TV Omaha; and WHEN-AM-TV Syracuse, N. Y.**—Seek assignment of licenses from Meredith Broadcasting Co. to Meredith Corp. for purpose of corporate merger. No consideration involved. Principals: Frank P. Fogarty, president et al. Meredith publishes magazines, text and consumer books, manufactures world globes and does contract printing. The company also is applicant to purchase WNEM-TV Bay City, Mich. Ann. Dec. 13.

■ **KNOP-AM-TV North Platte, Neb.**—Seeks transfer of control of Fer-Rich Broadcasting Co. from Ferris E. Traylor and Richard F. Shively (as a group 93% before, none after) to Richard F. Shively, voting trustee (none before, 93% after). No consideration involved. Ann. Dec. 12.

■ **KHOB-AM-FM Hobbs, N. M.**—Seeks trans-

fer of control of Permlan Basin Radio Corp. from Charles R. Scott (97.44% before, none after) and Nell R. and James D. Scott (each 1.28% before, none after) to L. Dickson Griffith (none before, 100% after). Mr. Griffith owns 25% of travel agency and formerly was senior vice president and less than 5% stockholder of Kenyon and Eckhardt, New York, advertising agency. Consideration: \$379,876. Ann. Dec. 12.

■ **KAFE-FM Santa Fe, N. M.**—Seeks assignment of CP from Guy Christian to KAFE Radio. No consideration involved. Principals: Guy Christian (51%) and Belarmino R. Gonzales (49%). Messrs. Christian and Gonzales own KAFE Santa Fe. Ann. Dec. 16.

■ **WNDR Syracuse, N. Y.**—Seeks assignment of license from Syracuse Broadcasting Corp. to Tower Broadcasting Corp. for \$1,055,375.00. Sellers: Arthur C. Kyle Jr., president (35%), David A. Kyle, treasurer (9%), Leo Rosen, secretary (41%) et al. Arthur Kyle Jr. has interest in WPDM Potsdam, N. Y., and has interest in applicant for new FM in that city. Messrs. Kyle have interest in WABY Albany, N. Y. Mr. Rosen has no other business interests indicated. Buyers: Abraham F. Wechsler, chairman of board (50.01%), James H. Slater, president (10.23%), Robert Wechsler, executive vice president (14.95%), Arthur C. Kyle Jr., vice president (10%) et al. Messrs. Wechsler and Slater have interest in coffee importing and roasting company. Mr. Slater is chairman of executive committee of food service chain. Ann. Dec. 13.

■ **WUAB(TV) Lorain (Cleveland), Ohio**—assignment of CP from United Artists Broadcasting Inc. to WUAB Inc., for purpose of corporate reorganization. No consideration involved. Principals: Seward I. Benjamin, vice president et al. Principals own CP KUAB(TV) Houston, Ohio Radio Inc., which owns WLKR-AM-FM Norwalk, WKTN-FM Canton, WRWR-FM Port Clinton and WAWR-FM Bowling Green, all Ohio. Intends to exercise option to buy 33 1/3% of WUAB(TV). Ohio Radio is also applicant for new AM at Bowling Green. Ann. Dec. 17.

■ **WTTO Toledo, Ohio**—Seeks transfer of control of WTTO Broadcasting Co. from Patrick Cudahy Inc. (71% before, none after) to Shepard Broadcasting Corp. (none before, 71% after). Sellers: Eugene R. Myers, president et al. Buyers: John J. Shepard, president, Charles A. Sprague, vice president-treasurer, Daniel J. Duffy, vice president-secretary (each 31.82%) and Paul J. Haller (4.54%). Buyers own WLAV-AM-FM Grand Rapids, Mich., and WLYV Fort Wayne, Ind. Mr. Duffy owns 20% of Nehl Beverage Co., which manufactures and distributes soft drinks. He also owns 20% of steel casting fabricating company and 20% of investment firm. Consideration: \$160,000. Ann. Dec. 13.

■ **KCLR Ralls, Tex.**—Seeks transfer of control of KCLR Inc. from Galen O. Gilbert, Phil Crenshaw and W. R. Bentley (as a group 100% before, none after) to Franklin T. Wilson (none before, 100% after). Principal: Mr. Wilson is manager of *New Braunfels* (Tex.) *News*. Consideration: \$140,000 less liabilities. Ann. Dec. 16.

■ **KUDY Spokane, Wash.**—Seeks assignment of license from KUDY Inc. to Cascade Broadcasting Corp. for \$132,800. Seller: Gerald C. Monson, sole owner. Mr. Monson has CP for KUDY-FM Spokane and has application pending FCC approval to sell CP to Cascade Broadcasting. Buyers: David M. Jack, president (50%) and San Francisco-Pacific Fund Inc. (50%). Buyers own KLIQ-AM-FM Portland, Ore. Mr. Jack is KLIQ general manager. San Francisco-Pacific Fund is in small business investment field. Ann. Dec. 12.

■ **KUDY-FM Spokane, Wash.**—Seeks assignment of CP from Gerald C. Monson to Cascade Broadcasting Corp. for \$2,200. Seller: Mr. Monson owns KUDY Spokane and has application pending FCC approval to sell that station to Cascade Broadcasting. For principals of Cascade Broadcasting, see KUDY above. Ann. Dec. 12.

■ **WEMP-AM-FM Milwaukee**—Seeks transfer of control of Consolidated Broadcasting Corp. from Arthur M. Wirtz (56.3% before, none after) to Wirtz Corp. (23.7% before, 80% after). Principals: Mr. Wirtz owns 80% of corporation owning all stock of Wirtz Corp. Consideration: \$160,500. Ann. Dec. 13.

■ **WILA Danville, Va.**—Seeks sale of stock of Baron Broadcasting Corp. from Ralph J. and Judith M. Baron (each 50% before, 41.6% after) to Neill McMillan and George J. Lund (each none before, 8.4% after). Consideration: \$10,000. Ann. Dec. 13.

Actions

■ **WKUZ(FM) Wabash, Ind.**—Broadcast Bureau granted assignment of license from

Upper Wabash Broadcasting Corp. to Ind-IO Broadcasting Inc. for \$25,000. Seller: Paul G. Adams, treasurer (79.16%) et al. Buyers: James H. Williams, president (14.5%), H. James Barnett, vice president (10%), Edward Roehling (13.5%), Miles R. Jackson (10%), Chester C. Hamilton Jr., secretary-treasurer (8%) et al. Buyers own WIUC (FM) Winchester, Ind. Mr. Hamilton owns 13% of WSVL-AM-FM Shelbyville, Ind. Action Dec. 10.

■ **KBLL-AM-TV Helena, Mont.**—FCC granted transfer of control of Capital City Television Inc. from Paul MacAdam (43 1/2% before, none after), A. W. Scribner (13 1/2% before, none after) to Tim Babcock (none before, 56 1/2% after). Principal: Mr. Babcock is governor of Montana and has controlling interest in a transportation company. Consideration \$201,421.45. Action Dec. 18.

■ **WJIV(FM) Cherry Valley township, WOIV (FM) Deruyter township, WEIV(FM) Ithaca, WMIV(FM) South Bristol township, and WBIV(FM) Wethersfield township, all New York**—FCC granted assignment of license from C & U Broadcasting Corp. to Christian Broadcasting Network Inc. as gift. Donor is subsidiary of Continental Telephone Corp. (group CATV owner). Recipient, Christian Broadcasting Network, is nonprofit corporation headed by M. B. Robertson, president, and is licensee of WXXI(FM) Norfolk and WYAH-TV Portsmouth, both Virginia, and has CP for new AM at Atlanta. Action Dec. 18.

■ **WKTA(FM) McKenzie, Tenn.**—Broadcast Bureau granted sale of stock of Carroll Broadcasting Corp. from James W. Freeland (25% before, none after) to Michael R. Freeland (37.5% before, 62.5% after). Principal: Michael Freeland owns WFEL Camden, Tenn., and 50% of WXTA-FM Greencastle, Ind. Consideration: \$5,000. Action Dec. 13.

■ **KSGT Jackson, Wyo.**—Broadcast Bureau granted transfer of control of J-G-J Corp. from Jack Schroeder and Julius Lytton (each 33 1/3% before, none after) to Paul W. Knowles, president (33 1/3% before, 100% after). Principal: Mr. Knowles is consultant for life insurance company. Consideration: \$5,000. Action Dec. 13.

Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Dec. 18. Reports include applications or permission to install and operate CATV grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ **Broadmoor, Calif.**—Vista Grande Cablevision Inc. has been granted a franchise. Western TV Cable, a subsidiary of Western Communication Inc. (multiple CATV owner), both San Francisco, and California Cable Communications Corp. were other applicants.

■ **Modesto, Calif.**—Cablecom General of Modesto has applied for a franchise. Monthly fee would be \$4.40.

■ **Ridgecrest, Calif.**—Boron Cablevision Co., Pacific Palisades, Calif., has applied for a franchise.

■ **Gilman and Onarga, both Illinois**—Cass Community Antenna TV Inc., Beardstown, Ill., has applied for a franchise.

■ **Mineota, Minn.**—Midcontinent Group Companies of Florida has applied for a franchise. Installation and monthly fees would be \$10 and \$5, respectively.

■ **Newburg, Mo.**—Newburg Developing Co. has been granted a six-year franchise. Monthly fee will be \$5.

■ **Richfield Springs, N. Y.**—KWR Cable TV Co. has been granted a franchise. Installation and monthly fees will be \$19.95 and \$4.95, respectively. City will receive 3% gross annual revenues.

■ **Staten Island, N. Y.**—Warner Brothers-Seven Arts Communications Ltd. has applied for a franchise. CATV Associates is other applicant.

■ **Lewistown, Pa.**—Cox Broadcasting Corp., a subsidiary of Cox Cablevision Corp., Atlanta (multiple CATV owner), has applied for a franchise.

Nesbit ("I spell it with one 't', I guess; I spell it so seldom") Lee Lacy—mark the name. Maybe it does not spark wide recognition. That could be. Yet his simple, straightforward, soft-sell way with a television commercial is becoming as identifiable as the Freberg humor or the Doyle Dane Bernbach variations on an advertising theme. Certainly the other commercial producers, the really swinging advertisers and agencies, know.

They know, perhaps will even acknowledge, that Lee Lacy reflects—is indicative of—the new forms fermenting and spilling over, the old formulas broken, the techniques innovated, the constant seeking that makes up what's happening in the commercial-production business today. A young man—he'll be 35 this Christmas eve—boyish-looking Lee Lacy seems to blend easily the executive manner with the artist's style and approach. Some six years ago, two years at TV stations, four years in commercial film production under his belt, this Hoosier started a one-man commercial production shoo on Sunset Boulevard on the strength of a hard-wrought \$1,500 bank loan. Now he employs more than 40 people, has offices in New York, Dallas and London as well as Hollywood. There are also awards that have come his way—lots of them—from just about every major commercial film festival in the world—Cannes, Venice, Cork, New York, Chicago, Hollywood.

Yet there is more than the materialistic signs of success. The Hollywood place where Lee Lacy and his associates currently do business suggests an exciting difference. They are gone from Sunset Boulevard where the hippies and the Los Angeles county denuties roam. Now they are in a maze of garden-type bungalows built around a court where a lazy trickle of water snakes down through some overhanging vines into a miniature Walden pond. Ferns and wicker baskets are all about. So, too, are paisley ties and denims and white throw rugs, drum-shaped coffee tables and cheerful candies in glass jars. There is not a business suit in the place.

This is Melrose Place in the La Cienega Boulevard restaurant row, antique center of West Hollywood. This, too, is about as far out as a company can drop from the mainstream and established way of doing things and still succeed in business.

But that's Lee Lacy for you. He's doing business mostly on his own precise terms, in his own sensitive way. There is no stopping the cameras just because it's five in the afternoon and just ahead are the golden hours of overtime. He is a perfectionist and only stops trying when his instincts stop nagging or the economics become

N. Lee Lacy: He has a way with TV commercials

impossible. He invests and reinvests in his company. He surrounds himself, involves himself—first and foremost—with projects that are challenging, that

Week's Profile



Nesbit Lee Lacy—president, N. Lee Lacy/Associates Ltd., Hollywood; b. Dec. 24, 1933, Indianapolis; director, WBBM-TV Chicago. 1958-59; producer-director, Richter & Mracky Design Associates, Beverly Hills, Calif. (now Richter & Mracky-Bates Inc.) 1959; producer-director, Lou Lilly Productions, Hollywood, 1959-62; founded N. Lee Lacy/Associates Ltd., Hollywood, September 1962; opened London office, August 1967; opened Dallas office, April 1968; opened New York office, July 1968; m. Carol Patricia Duncan of Fresno, Calif., January 1955; children—Charles Bernard, 12; Leeann Elizabeth, 5; Erin Kathleen, 3; Erika, 20 months; awards—grand sweepstakes winner for television, International Broadcasting Awards, 1967 (Bosco); grand prize, Cannes Film Festival (Laura Scudder, Clark Teaberry gum), 1965, 1967; grand prize, Venice Film Festival (National Provincial Bank of England), 1968; grand prize, first and second prize in TV, first and second prize in cinema, Cork (Ireland) Film Festival (Cadbury Smash instant potato, National Provincial Bank of England, Accent, Qantas Airways), 1966; winner, American Commercial Film Festival, New York, 1963, 1964, 1966, 1968.

are first-time-out sort of things. He grabs for the chance to do something that has not been done before, to have the opportunity to be associated with and grow from doing that which has not been set out and formalized.

Still, this is opinion. Consider some Lee Lacy-produced commercials as corroborating evidence. Remember the Clark gum Teaberry shuffle? That blithe-spirited, award-winning spot, with a variety of people in a variety of situations breaking into a happy dance at the taste of the gum, was a Lacy-produced film.

Better still there is the spot for the National Provincial Bank of England. Designed not to play on television but instead in movie theaters, this commercial still is particularly indicative of the kind of work Lacy and associates continue to deliver.

A tiny girl, just under 3 years, walks all the way out in this sea of white on a huge Panavision screen. She stands there and gives a refined, but childlike explanation of why the bank is a lovely place to do business. In the middle of the pitch, she finds she has to go to the "loo," which is the toilet. So she starts tugging at herself and stamping around, all the while delivering the commercial without a break in the dialogue. This despite her condition, which is one of needing immediate relief. Upon finishing her recitation, the little girl stamps right on out.

Further, there is the widely hailed campaign for Qantas Airways Ltd. of Sydney, Australia, which features a perturbed koala and a zooming jet. Lee Lacy's work for Qantas, a first-time TV advertiser, has spurred spectacular repeat business from the client—starting early next year, three months of location filming throughout the world to turn out eight 60-second TV spots.

Lee Lacy will be involved personally in this campaign as producer-director. He is the fifth creative group at the production house, each of the others consisting of a producer, director, art director, and production assistant. These creative groups—with Hollywood as the central office—supply the work and production requirements on assignment for all the Lacy offices. This way London, New York and Dallas receive the same high-standard creative treatment as does Hollywood.

There may be additional offices in Paris, Rome, Toronto, Chicago and the Orient in Lee Lacy's future. There is surely going to be feature-film production. But don't anticipate him. He is not likely to go the traditional Hollywood stepping-stone route out of television.

"This is a very vital business," he says about commercial production. "It is not a means to an end."

Worm in the apple

The long-time advocates of subscription television have welcomed the FCC's decision to authorize STV on the air, and the long-time opponents of it are vowing to resist to the end. Neither, however, is saying much if anything about the central defect in the regulations that the FCC has issued.

In effect the FCC has voted 5 to 1 to suspend the First Amendment. The commission has imposed explicit restrictions on the programming that pay TV may supply. Five commissioners have assumed they have the right to fix the age of feature films and types of sports events that pay TV may carry and to prohibit for pay-TV use the whole enormous category of programs that have ongoing plots or continuing casts.

It is not necessary to take a position for or against pay TV to see the grave dangers in this FCC decision. If the commission can make explicit choices of the kinds of programming pay TV may transmit, what is to stop it from making equally explicit choices in the programming on the existing commercial and noncommercial systems?

Whatever else they may do about the FCC's pay-TV decision, broadcasters must unite in opposing the commission's programming approach. As this publication commented on July 24, 1967, when the pay-TV scheme of regulation was first proposed, if the FCC can tell pay TV not to play movies that are more than two years old, it can tell other broadcasters not to play movies that are newer or older—or not to play movies at all.

Middle ground

It has taken the FCC a long time to come around to it, but the agency has at last hit upon a simple and equitable formula for the regulation of cable television. If the same formula had been adopted four years ago, when the FCC began working seriously on CATV regulation, it is reasonable to suppose that by now broadcasters and cable operators would be co-existing in relative harmony.

The key ingredient in the new rulemaking that has been proposed by the FCC (BROADCASTING, Dec. 16; see also special report beginning on page 17 of this issue) would require any cable system to obtain consent of the originating stations before importing their distant signals into the 100 biggest markets. This, as the FCC has said, is merely an extension of Section 325(a) of the Communications Act, which now prohibits any station from rebroadcasting the signal of another without obtaining the other's consent.

The idea here, of course, is to protect local television stations from unfair competition. The same idea is behind the commission's existing rules which require cable systems to prove, as a condition of obtaining FCC approval, that their importation of distant signals will not harm local television service. But the proposed rules substitute the operation of a free market for the ad hoc decisions of a government body and are therefore more aligned to the principles of free enterprise that some broadcasters so vociferously support—except when talking about CATV regulation.

Under the proposed rule a CATV would have to bargain, as the broadcaster does, for the rights to exhibit television programs. The CATV could not import distantly originated programming if local stations already held the rights to local exhibition. If the CATV wanted to import distantly originated programming to which no local broadcaster had exhibition rights, it could negotiate with the originating station

or with the program distributor or with both, as the contract between station and distributor indicated.

Implicit here, of course, is the prospect that CATV's may be asked to pay for some of the television programming that they have, in effect, been appropriating. It is not at all surprising that major CATV interests have responded to the FCC's proposal as the tavern patrons of another era first reacted to the removal of the free lunch.

Nor is it entirely a surprise that the "pure" broadcast interests that have from the start advocated maximum restrictions on CATV development are now saying that the proposed rules would invite the destruction of broadcasting. Those interests have consistently opposed the concept of extending Section 325(a) to CATV, ever since BROADCASTING began suggesting that as the equitable resolution of the CATV-broadcast dilemma some four years ago.

The FCC, it seems to us, has arrived at a workable compromise between the extreme desires of CATV operators who want to use the broadcasters' property to compete for the broadcasters' audience and of broadcasters who want to cut the cables at the headends. The compromise would be even more sensible, we suggest, if the FCC made the Section 325(a) principle applicable to CATV in all television markets and discarded its notion of fixing by government rule the nature and number of services CATV could supply in the smaller towns.

Holiday truce

CATV, pay TV, investigations, accusations, proposals for far-reaching changes—the TV-radio world and its people have no end of problems. All is fraught. It is fitting, therefore, and no doubt therapeutic, that once a year there comes a time when issues and antagonisms are suspended and the holiday spirit prevails, however briefly.

This year's respite comes not a moment too soon; the problems now seem more numerous, the threats more malicious, the dangers greater than ever before. But they have always seemed so, and no doubt they always will. The dragons must be slain and skinned, of course, and we will have our bolo flailing again next week, doing our part. But for this moment, in the spirit of the season, we interrupt our regular programming to say, to friend and dragon alike: "Good cheer to all. Bless you every one."



Drawn for BROADCASTING by Sidney Harris
"It's not just another TV dinner. It's Christmas TV dinner—roast goose."

A TOAST

December 20, 1968 marks the crystal anniversary of WCSH TELEVISION, Channel Six, Portland, Maine.

Fifteen happy years.

For auld lang syne we pause to raise our glasses in toast to you, the ladies and gentlemen of the broadcasting industry. May our next fifteen years be as memorable and rewarding as the past. Skoal!



WCSH TELEVISION

Portland, Maine.



THE KATZ AGENCY, Inc.
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The Performance Picture Looks Great with **BIALKON Orthicons**

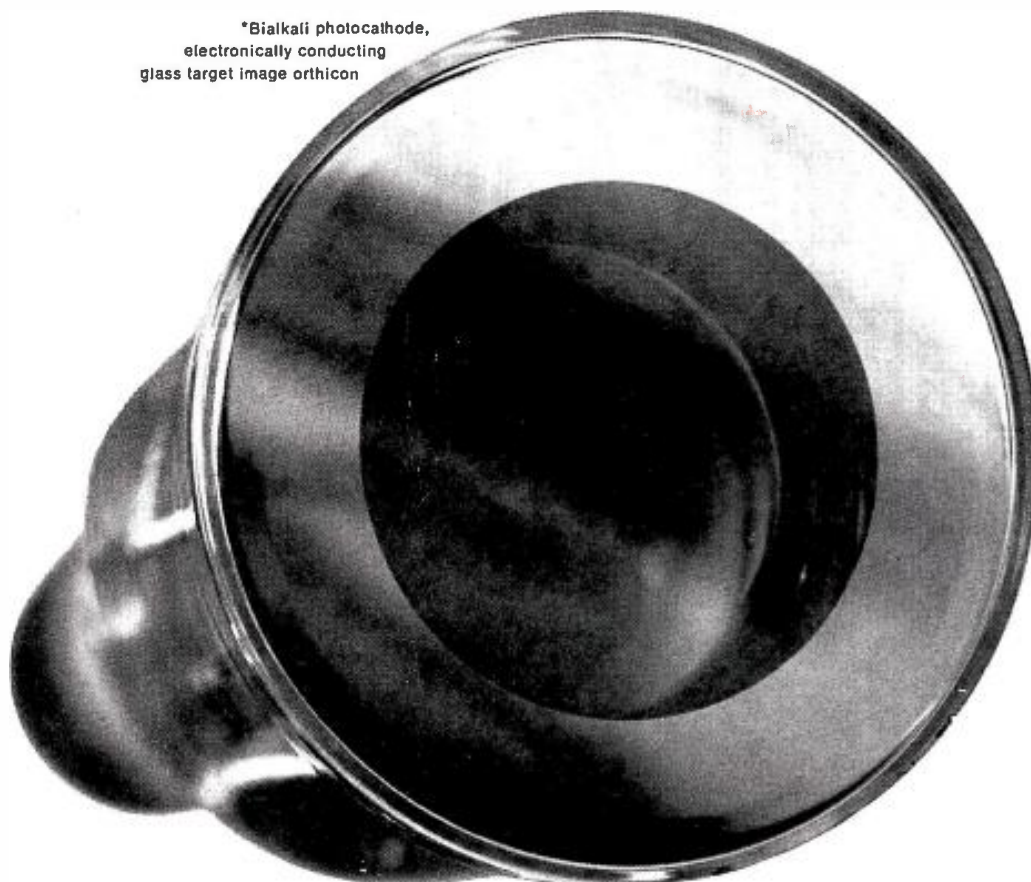
- New warranty—now extended to 1800 hours
- New non-stick capabilities mean long, long life
- No linear decline in sensitivity
- Five BIALKON camera tube types* now can replace 80 industry types

You get more with RCA BIALKON orthicons—in initial performance, hours on-air per your dollar, and in-camera stability.

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