



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Emotional cigarette issue flares with FCC-proposed ad ban. p21
SPECIAL REPORT: FCC unveils '67 radio financial picture. p44
Local group sets sights on KNBC(TV) Los Angeles license. p53
Broadcast stocks slip amid tough regulatory climate. p72A

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2/11/69

*20 Years AGO-in 1949, Channel 2
was Houston's first (and only)
television station.*

*TODAY, 20 years (and 5 more stations)
later, we're still Houston's
FIRST television station.*

Thanks!



Walter Cronkite of CBS News
is the first broadcast
journalist ever to win the
William Allen White Award.

This award is ranked with the
Pulitzer Prize as one of
journalism's highest honors.

For the past 19 years
it's been awarded to magazine
or newspaper men.

But not once to a broadcaster.

Until now.

Until Walter Cronkite.

The William Allen White
committee gave the award to
Cronkite for "...a 30-year
record of excellence as a reporter,
foreign correspondent and
commentator who has earned
the admiration of a nation."

This award is further recognition
for the man who is the
nation's number one
television news broadcaster.

Note: The CBS Evening News with Walter Cronkite is television's highest rated news series,
based on NTI AA household estimates, June 1967 – January 1969.



**And
that's the way it is,
February 10, 1969.**

©CBS News

THE SPORTS STATION IN THE DALLAS- FORT WORTH MARKET... KRLD-TV

Throughout the year, KRLD-TV offers an outstanding line-up of sporting events. With the NFL football season just completed, Channel 4 each week is programming Southwest Conference Basketball, the National Hockey League, CBS Golf Classic, The Killy Style and Outdoors. Upcoming are the Triple Crown races, major golf tournaments, AAU Track Meets and other events.

Contact your H-R representative for the best in sports availabilities.

represented nationally by



KRLD-TV



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Second thought

Don't look for definitive statement from President Nixon on FCC's proposed ban on cigarette advertising on radio-TV. Although President said at his fast-moving news conference last Thursday that he would look into matter and make his observations later (see page 21), fact that whole issue is in dispute involving independent agencies and Congress and may be headed for litigation is likely to postpone or even preclude any formal comment from White House.

Hacking away

Plot works this way: Phase I. They raise ned in Congress about cigarette advertising and reasons why labeling act shouldn't be extended beyond June 30 expiration. Then FCC bombs out cigarette advertising on air but leaves last word to Congress by proposing rulemaking without effective date.

Phase II: Just when mouths of newspapers and magazines are watering over expected \$236-million cigarette windfall. Federal Trade Commission will drop its own bomb by requiring cancer-heart warnings in stud-horse type that would all but kill cigarette sales, if you're to believe tobacco advertisers. Thus, government authorities can contend there will be no discrimination among media on cigarette advertising.

Big list

That campaign for Preparation H hemorrhoidal treatment (BROADCASTING, Jan. 27), is due to start today (Feb. 10) on NBC Radio line-up 19 stations short. That's number said to have refused to clear Prep H commercials out of total 225 affiliates. But nonclearing stations reportedly include dozen major markets, with WTMJ Milwaukee, WSB Atlanta, KFI Los Angeles, KSD St. Louis, KPRC Houston, WDSU New Orleans said to be among those refusing clearance.

NBC sources say end result is about what they expected "and perhaps a little better," and that they also take encouragement from tone of responses and almost total absence of strong protests against network acceptance of this type of advertising. Some affiliates indicated their turndowns may be temporary, saying they would review their policies against such products. Thirty-second Prep H commercials will be paired with 30's for Anacin in 21-week

schedule in *Monitor* and *Emphasis*. Prep H representatives reportedly have given assurances their spot radio schedule will not be reduced because of network campaign.

Almost-clean bill

After investigation touched off by hundreds of complaints about networks' coverage of Democratic national convention in Chicago last August, FCC staff is said to have found no grounds for charging networks with violations of fairness doctrine. Staff, however, reaches no conclusion as to charges that television crews engaged in news faking. Staff suggests that commission request networks to make own investigation of those charges and inform agency of their findings. Staff report and recommendations are expected to be considered by commission soon, possibly this week.

Cutting up the birds

While significance of International Telecommunications Satellite Consortium conference, to be held in Washington beginning Feb. 24, was never minimized, it has taken on added importance with acceptance by Soviet Russia and Bulgaria to attend as observers as possible prelude to becoming full-fledged members of consortium. And conference chairman, Leonard H. Marks, who also heads U. S. delegation with ambassadorial status, is expected to beef up his delegation in light of expanded scope.

It's learned that U. S. ambassador to Switzerland, John S. Hayes, former president of Post-Newsweek Stations, already has been tapped to attend sessions as liaison officer and that probably two or three other ambassadors will be brought in too. Sessions will have initial four-week run but if necessary will be recessed to resume later. Mr. Marks, who served for three years as director of USIA, has returned to his Washington law partnership but has been preparing for Intelstat conference since last fall.

Staying home

At least two (and perhaps other) major TV film-program syndicators, United Artists Television and Warner Bros.-Seven Arts, will pass up National Association of Broadcasters convention in Washington this year. Another large distributor, Independent Television Corp., has not yet decided whether to

attend. UA TV and W7 are reportedly miffed because they couldn't get accommodations they requested.

Next round

TV networks are swinging into home stretch in drafting new-season line-ups, and salesmen will be hitting streets almost any week now with 1969-70 wares. CBS-TV hopes to start selling about Feb. 25; that would mean missing Washington's birthday sale with which it once launched selling season, but officials say they need to offer little new programming so that delay doesn't matter. ABC-TV, which has more program problems to solve, is shooting for sales kickoff first week in March. NBC-TV isn't saying, except that aside from couple of program decisions yet to be made it could "start selling tomorrow" but doesn't intend to rush "just to be first." Everybody seems confident.

Spectrum claims

Land-mobile war will reopen on Capitol Hill in early April, if tentative plans of House Small Business Subcommittee Chairman John Dingell (D-Mich.) are approved by Representative Joe L. Evans (D-Tenn.), full-committee chairman. Pencilled in is session with FCC, in continuation of spectrum-shortage probe begun in 90th Congress. Under consideration for day before FCC hearing is extra session to take testimony from All Channel Television Society, defending UHF-TV allocations, and a single, but yet undesignated, land-mobile advocate.

Expert

There's lawyer in Los Angeles who is becoming specialist in organizing groups to apply for Southern California television channels, occupied or vacant. He's William G. Simon, who admits to being active in assembling group that applied last week for channel 4 Los Angeles, now occupied by NBC's KNBC-TV (see page 53), and is president and stockholder of Fidelity Television which has been fighting RKO General's incumbent KHJ-TV for Los Angeles channel 9 since 1945. Now it's learned he is local lawyer for one of five applicants contesting for unoccupied channel 56 in Anaheim, Calif. Simon-represented applicant, Golden Orange Broadcasting Co., includes entertainers Pat Boone, Jimmy Durante and Fess Parker.

GARY OWENS GARY OWENS

"Disc jockey of the year" — *the national Gavin Poll.*

"Disc jockey of the year" — *The Los Angeles Times.*



For the second time within three years, the authoritative Gavin Poll has selected KMPC's Gary Owens as the outstanding personality heard on a station with wide but selective tastes in music.

The Los Angeles Times has paid Gary the same honor. Like KMPC itself, the station's personalities have a broad range of talents. Most of them appear on national television programs. All are in demand for motion picture roles and for radio/tv commercials presented by local and national advertisers.

Still, the greater part of their abilities is devoted to their shows on KMPC. Gary, for example, is heard on KMPC in afternoon traffic time six days a week. If you live beyond the long reach of KMPC, watch for him on Rowan and Martin's *Laugh-In* each Monday night. Gary once a week is great. But Gary six times a week offers advertisers who want to dominate in Southern California . . . well, six times as much of this unusual talent. For more about Gary Owens and the other KMPC super-stars, ask Major Market Radio, Inc. It certainly won't cost you six times as much.

KMPC Los Angeles

A Golden West Broadcasters station. **CWB**

KVI Seattle-Tacoma • KEX Portland • KSFO San Francisco-Oakland • KMPC and KTLA-TV Los Angeles

FCC's proposed ban on radio-TV cigarette advertising triggers clash of major forces, with Congress as ultimate battleground. Considering \$236 million at stake, however, broadcasters' reactions are surprisingly mixed. See . . .

Showdown on cigarette advertising . . . 21

State taxes on advertising continue to close in on media users. Iowa, state that started it all, gives word that first payments are due shortly; other states may follow suit despite agency, media opposition. See . . .

State ad tax clouds loom larger . . . 30

FCC's radio financial report for 1967, finally released last week, shows \$907.3 million in revenues for that year—a gain of only 4% over 1966—while radio's income before federal taxes decreased by 17%. See . . .

In at last: Radio data for 1967 . . . 44

Unprecedented assault on license renewal of network o-and-o TV station is in the works at FCC, as group of predominantly Los Angeles-based businessmen files competing application for KNBC's channel 4. See . . .

Local group seeks KNBC channel . . . 53

FCC oral argument on proposed CATV rules and interim procedures provides forum for bitter complaints of cable industry; broadcasters voice opposition to retransmission consent provisions. See . . .

CATV rules: More heat, less light . . . 56

Station Representatives Association asks FCC to deny proposed Metromedia-Transamerica merger, charging that it would increase "unfair leverage" of Metromedia's rep subsidiaries and extend "undue concentration." See . . .

SRA protests Metromedia merger . . . 59

John W. Macy Jr., chairman of Civil Service Commission during Kennedy and Johnson administrations, becomes new head of Corp. for Public Broadcasting, plans to build on goals set by outgoing chairman Frank Pace. See . . .

Macy tapped to head CPB . . . 60

In nation's capital, where "local" news is of national and international significance, stations revamp, improvise, step up their news operations in order to cope with hectic pace of Washington news. See . . .

News paradox on the Potomac . . . 62

FCC proposals to open 21 UHF channels to land-mobile radio bring loud protests from broadcasters, who insist that land-mobile congestion problem stems from mismanagement of existing space, not frequency shortage. See . . .

Land mobile polarizes warring camps . . . 68

First month of 1969 demonstrates once again the sensitivity of broadcasting stocks to general market action, as BROADCASTING index of selected stocks drops 2.4% while Standard & Poor index falls 1%. See . . .

Broadcasting stocks fall back . . . 72A

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The figures are great, as usual.

THE SHOW: 'Playboy After Dark'

THE PLACE: Los Angeles

THE STATION: KTLA

THE TIME: Prime; 9:00 PM—10:00 PM Friday

THE COMPETITION: Three Network Affiliates and four independents

In its premiere performance on KTLA, Los Angeles. "Playboy After Dark" registered a solid 14.0 rating and 22% share, jumping the previous ARB time period rating seven-fold (600%)—far and away, the most substantial gain of any station in the time period. "Playboy After Dark" is hosted by Hugh Hefner. Produced by Playboy Productions. ♀ Distributed by Screen Gems. ♂

Jan. 24, 1969 9:00 PM-10:00 PM			Previous ARB Report 12/6/68-12/13/68		Rating Change
	AA	SHARE	AA	SHARE	
KTLA "Playboy After Dark"	14	22%	* 2	4%	+12
NETWORK MOVIE (Elvis Presley)	18	28	15	25	+3
NETWORK PROGRAM (Tony Franciosa)	17	27	21	37	—4
NETWORK SPECIAL (Sports)	4	6	8	15	—4
INDEPENDENT STATION D	4	6	2	4	+2
INDEPENDENT STATION E	5	8	8	13	—3
INDEPENDENT STATION F	1	2	3	6	—2
INDEPENDENT STATION G	1	2	1	1	0

*"The Defenders"

Source ARB

NOTE: Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request.

Inquiry set into patterns of ownership

FCC approves Fuqua, Bonneville, Avco transfers

FCC has begun wide-ranging inquiry into patterns of ownership of broadcast stations that goes far beyond limits of study involved in so-called one-to-customer proceeding, now pending. Commission was to announce inquiry in virtually unprecedented Saturday (Feb. 8) release.

At same time, commission was to announce approval of three long-pending applications for sale of stations to licensees having diversified holdings—Fuqua Industries, Avco Corp. and Bonneville International (Mormon Church). Vote on each was 4-to-3, with new commissioner H. Rex Lee deciding issue in all three.

Inquiry, which grew out of commission's consideration of those cases, is designed to elicit information on non-broadcast holdings of licensees and to obtain views on impact of various kinds of ownership on licensee's broadcast operations. Commission also wants comments on how its ownership rules have influenced development of broadcast system and whether they should be tightened or altered in other ways.

Commission is interested particularly in conglomerates' role in broadcasting, in view of concern they might use broadcast stations to further economic interests of other companies in corporate family.

But commission's interest doesn't end there. Commission sources indicated agency is interested in learning "who are the people who own stations," in terms of outside interests, whether those interests include drug store, network or newspaper.

Scale of study indicates commission is reappraising wide basis of ownership rules, as well as pending proposal to bar owner of one full-time station to acquire another full-time outlet in same market. Even expansion of that proposal suggested by Justice Department—to break up multistation and newspaper-broadcast station crossownership holdings in same market at renewal time—doesn't provide basis for study matching scope of inquiry.

Commission, which says it is making no prejudgments, will establish staff unit to process information obtained. Commission also says it may engage research assistance on contract basis.

Vote to issue inquiry was reported late Friday to be 5-to-2, with Commissioners Robert E. Lee and James J.

Wadsworth dissenting. They were said to feel that inquiry will provide commission with burden it cannot handle and that present case-by-case method of looking at ownership matters is satisfactory. Commissioner Lee, in his statement, also says that bigness is not necessarily bad.

In transfer approvals, Fuqua Industries acquired WTVM(TV) Columbus, Ga., and WTVC(TV) Chattanooga, as part of \$20-million stock deal in which Fuqua is taking over Martin Theatres of Georgia Inc.: Avco purchased WRTH Wood River, Ill. (St. Louis) for \$3 million; and Bonneville International purchased KBIG Avalon, Calif., and KBIG-FM Los Angeles, for \$1.7 million.

Voting with Commissioner H. Rex Lee were Chairman Rosel H. Hyde and Commissioners Robert E. Lee and Wadsworth. Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson dissented in each case.

'Turn-On' faces turn-off

ABC-TV officials, and producers and sponsor representatives of network's one episode-old *Turn-On* series were scheduled to meet last weekend to determine whether half hour program would be continued, revised or conceivably, turned off. Since show first went on air Feb. 5 as replacement for now-defunct *Peyton Place II*, several ABC affiliates, complaining of its content, have bolted from series' future lineup.

Series was produced by George Schlatter and Ed Friendly in mold of their successful NBC-TV show, *Laugh-In*. But typical comments from some ABC affiliates characterized show as anything but successful product. "It's vulgar," said John Radeck, vice president and general manager of WJBF(TV) Augusta, Ga., which has cancelled series. "This is an isolated, bad-show incident," commented Donald L. Perris, vice president-general manager of Scripps-Howard's WFWB(TV) Cleveland, another defector.

Another major market ABC affiliate said he didn't like show, but wasn't going to bother cancelling it because he didn't think it would last another week.

ABC itself appears to have some doubts about series' future. Second showing of *Turn-On* this Wednesday (Feb. 12) has been pre-empted in fa-

vor of Wednesday movie, which has been moved back half-hour to 8:30 p.m. EST, *Turn-On*'s time slot.

Network billings up

Network TV billings in January exceeded \$150 million for increase of about 8% over January 1968 level, according to two measurements made public Friday (Feb. 7).

Television Bureau of Advertising said estimates compiled for it by Leading National Advertisers (LNA) put January three-network total at \$150,434,400, up 8.4% from year-ago figure for biggest percentage gain since February 1968. Broadcast Advertisers Reports (BAR) said its estimate was \$150,030,400, or 7.9% above January 1968.

TVB said nighttime billings gained 12.2% to \$101,176,100 while daytime advanced 1.4% to \$49,258,300 (weekend daytime was up 7.2% to \$14,328,100 but Monday-Friday daytime was off 0.8% to \$34,930,200).

BAR put NBC-TV's January gain at 16.8% to total of \$56,696,300 which edged out usual billings leader, CBS-TV, whose total was estimated at \$56,289,500, up 0.6% from year ago. BAR said ABC-TV's January total was \$37,044,600 up 7.3%.

TVB/LNA report put CBS ahead with \$56,803,200, followed by NBC at \$56,415,300 and ABC at \$37,215,900.

Novel approach to TV

NBC-TV and Universal Television (90-minute *Name of the Game* and two-hour *World Premiere*) are collaborating on further extension of long-form TV programming. NBC is announcing that companies will bring best-selling novels to TV "in a form faithful to the scope of the original books." First novel to be adapted is "Vanished" by Fletcher Knebel.

Don Durgin, NBC-TV president, said format of TV adaptation "may be presented in two, three or four hours on the same night, or as one to four hour-long chapters on successive days or weeks." Approach will be flexible, he said. NBC has not set air date for any of novel adaptations.

David Victor (producer on *Name of the Game* episodes starring Robert Stack) will produce "Vanished" with Liam O'Brien named as writer.

N.C. challenges FCC

Cigarette advertising remained hot issue Friday (Feb. 7) with North Carolina legislature contending FCC's action

Week's Headliners



Mr. Macy

John W. Macy Jr., chairman of U. S. Civil Service Commission during administrations of Presidents Kennedy and Johnson, elected president of Corp. for Public Broadcasting (see page 68).

Leslie Slote, press secretary to New York Governor Nelson A. Rockefeller, joins RCA as staff VP, international news and information. In newly created post, Mr. Slote will be responsible for developing worldwide news and information program for RCA, establishing headquarters in London late this summer and organizing a news-information operation in Europe. He will remain in Europe until summer of 1970. Initially, he will be at corporate headquarters in New York, reporting to Alexander S. Rylander, staff VP, news and information.

Elliott Plowe named president and chief executive officer of Erwin Wasey Inc., with headquarters in Los Angeles. Mr. Plowe joined advertising agency in 1965 as VP. He replaces **Charles Mitlestadt**, transferred to New York office of Wasey parent Interpublic as VP for overseas operations.

Dana Blackmar, Charles N. Blakemore, Greene Fenley, Richard E. Goodman, Jack M. Keil and Frances Kennedy promoted to senior VP's in organizational changes at Dancer-Fitzgerald-Sample (see page 29).

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

in banning cigarette advertising may not be legal or constitutional. In Washington, opposition strategy of Senator Frank Moss (D-Utah) against extension of Cigarette Labeling Act, which could nip FCC's proposal in bud, won't include opposition to consideration of measure in hearings (see page 21).

He told newsmen Friday that he "definitely favors congressional hearings on the matter so that all developments in smoking and health since the 1965 Act was passed can be made

abundantly clear."

Joint resolution, passed by North Carolina House and Senate, urged members of state's congressional delegation to challenge constitutionality and legal authority of FCC moves.

Resolution, introduced by Representative A. Hartwell Campbell, owner of WGTM-AM Wilson, N. C., says: "FCC has acted on information which is not completely verified by medical authorities."

Single spectrum authority

Recommendation that U.S. create single authority to "manage the total U.S. use of the radio-frequency spectrum" is made in report of prestigious National Research Council being issued today (Feb. 10).

Report, by Central Review Committee of organization, is entitled "Useful Applications of Earth-Oriented Satellites" and is summary of recommendations by 13 technical panels that met at Cape Cod, Mass., over last two summers to determine future of U.S. space program.

In addition to spectrum management suggestion, report also recommends allocation of TV clear channels, especially in UHF, for satellite TV broadcasting. This is described as allocation that would prohibit interference from terrestrial TV stations in same band.

Also strongly recommended are multisatellite distribution system for use of network television transmission, for both public and private networks, and multichannel satellite system for educational, instructional and informational television for developing countries "as well as for those audiences sparsely spread throughout the United States who require and need programing suited to their special interests—e.g., physicians, lawyers, engineers, educators."

Both proposals, NRC says, "seem so easy technically, so reasonable economically, and so potentially desirable" that they should have high priority in being put into effect.

NRC also suggested use of—

- 108 mc for FM broadcast by satellite. This is upper end of present FM broadcast band.

- 470-890 mc for direct-to-home satellite broadcast (whether TV or radio is not mentioned), possibly restricted to upper end of band. This band currently is full UHF portion of TV broadcasting (channels 14-83).

- 2,500 mc band for educational television and other TV services. This band is now allocated to fixed instructional TV for school systems.

- 12,000 mc band for distribution service. Beginning at 12,700 mc and ending at 13,250 mc present allocations are for TV pickup, TV studio-transmitter links, TV intercity relays, and

community antenna relay.

- 18,000 mc and 35,000 mc bands for "important future uses." Both bands are currently under development for "wireless" use by CATV groups.

NRC panel recommends also that benefits from earth-orbiting satellites would justify extensive program, including marine and aeronautical navigation and earth "sensing", worth spending \$200 million to \$300 million yearly.

Due in two weeks is second volume of space applications study containing summaries of reports of various panels. Full reports of panels themselves will be published as individual volumes.

Laser links from moon seen

Opening of new vista in communications by laser-beam technology, ultimately permitting as many as 200 to 500 television channels per transmitter, is seen by Dr. Joseph H. Vogelmann, vice president of electronics research, Chromalloy American Corp.

Dr. Vogelmann noted that Chromalloy's quasi-laser link system, which he developed, transmits 20 to 30 channels per transmitter. Conventional VHF and UHF, he explained, transmit single channel per transmitter, while super high frequency stations can carry two to four channels per transmitter.

In address prepared for delivery before DeForest Pioneers annual meeting Friday night (Feb. 7) in New York, Dr. Vogelmann said giant breakthrough in communications will come when repeater is placed on moon by astronauts. This would permit world-wide communication from visible side of moon to half earth's area at one time, and eventually laser beams emanating from moon-based transmitters combined with earth satellites could encompass entire solar system.

Upgrading through free TV?

TV networks and theater owners have fought pay TV despite fact that public wants it, president of Zenith Radio Corp. said Friday (Feb. 7).

Walter C. Fisher told National Appliance and Radio-TV Dealers Association that Zenith has spent over \$15 million developing pay TV and will spend more. He said that according to survey, 63% of viewers are presently dissatisfied with "caliber and choice" of present commercial programing. Pay TV, he said, "cannot help but upgrade programing overall."

NATPE picks a pair

Dan Rowan and Dick Martin, stars of NBC's *Laugh-In*, will receive "man of the year" award of National Association of Television Program Executives at NATPE convention in Los Angeles, which begins Wednesday (Feb. 12).



All hail the half-hour comedy

to quote Viewpoints in Television Age January 13, 1969, which continued: "According to the latest (network) rating analyses, the leading category of prime-time programming is that little old moribund half-hour situation comedy.

Now anybody can be wrong in show business. About 50 percent is a sensational batting average, no matter what they say. It's the smart programmer who looks at the facts and takes advantage of them.



We would like you to view these recent facts about

PLEASE DON'T EAT THE DAISIES:

A family situation comedy not to be overlooked if you really want big audiences any time.

Leads Time-Period in Jacksonville, Mon. 7-7:30 PM WJXT. 35 rating and 69% share with 57% adult viewers. Ranks third in homes reached among all half-hour time-periods during the entire week on WJXT.

First in Reno Wednesday 7-7:30 PM on KCRL. 27 rating and 53% share, most total women viewers and most 18-49. More than doubled rating of program in time-period last year.

Number One Program 3:30-4:00 PM M-F Phoenix, KPHO. 8 rating and 45% share, tops Mike Douglas, Steve Allen, Dick Cavett.

Best Afternoon Program on KTLA, Los Angeles 4:30-5 PM M-F. Rating twice the station's noon—5:00 PM M-F average, topping Dobie Gillis, Ozzie and Harriet, Mr. Ed, Real McCoys, Leave It to Beaver, PDQ, Bewitched, Love That Bob and Highway Patrol.

Most 18-34 Women Viewers WITI Milwaukee, Saturday 6-6:30 PM. 9 rating and 27% share with over 55% adults.

Largest Share of Any 8:30-9 PM Programming on WMC, Memphis. Number One in time-period 8:30 Thursday with a 23 rating and 43% share. Over 55% are viewers over 21.

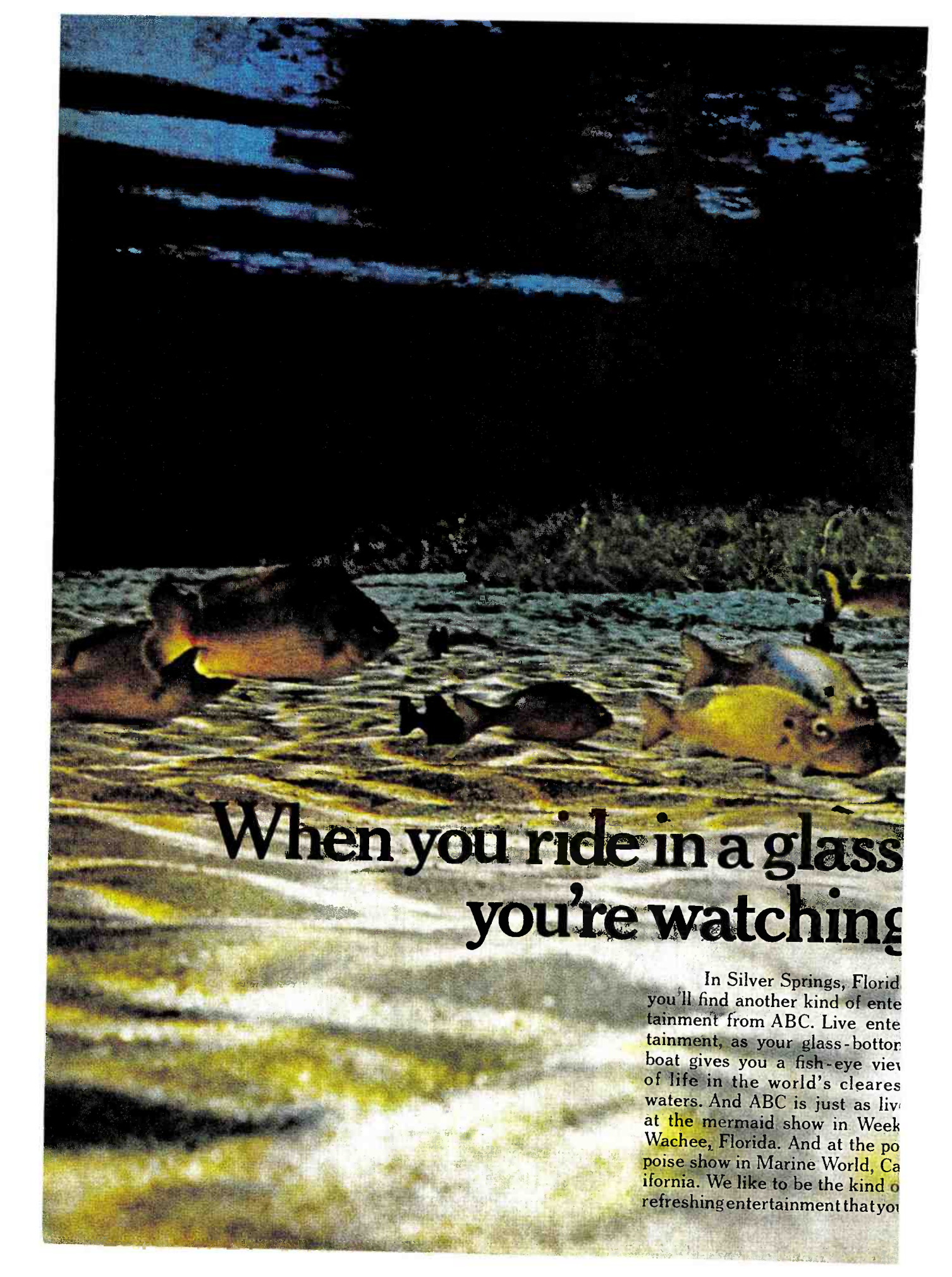
Call us today for full facts on all-color Please Don't Eat the Daisies.

(All ARB November 1968)



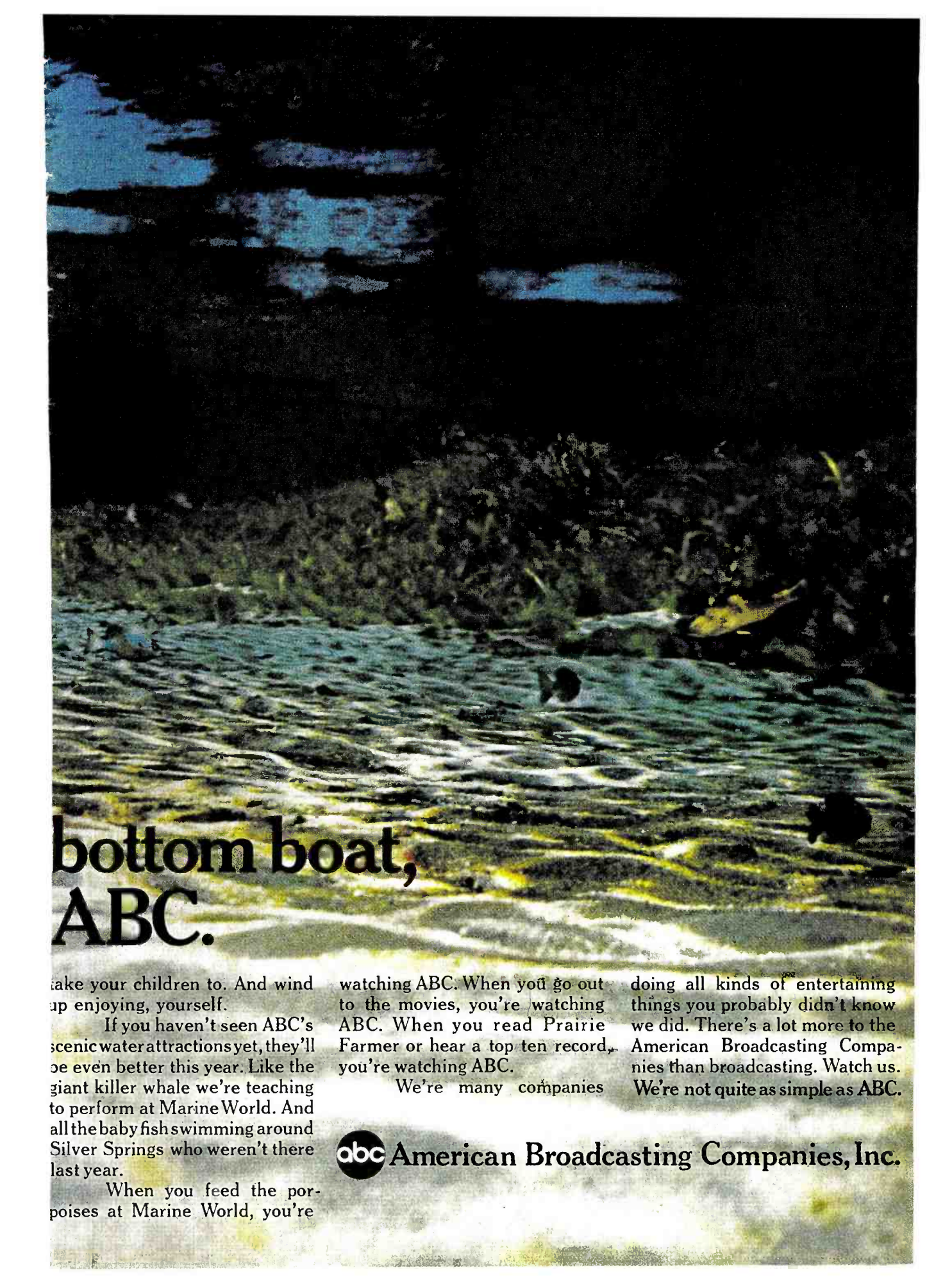
MGM
TELEVISION

New York, Chicago, Culver City, Atlanta, Dallas, Toronto

A black and white photograph of an underwater scene. In the foreground, several fish are visible, including a large one on the left and a smaller one in the center. The background is dark and blurry, suggesting a deep underwater environment. The text is overlaid on the lower half of the image.

When you ride in a glass you're watching

In Silver Springs, Florida you'll find another kind of entertainment from ABC. Live entertainment, as your glass-bottom boat gives you a fish-eye view of life in the world's clearest waters. And ABC is just as lively at the mermaid show in Week Wachee, Florida. And at the porpoise show in Marine World, California. We like to be the kind of refreshing entertainment that you

An underwater photograph showing a dark, rocky seabed with patches of blue and green coral or algae. Several small, dark fish are swimming in the water. The lighting is dim, creating a mysterious and deep-sea atmosphere.

bottom boat, ABC.

Take your children to. And wind up enjoying, yourself.

If you haven't seen ABC's scenic water attractions yet, they'll be even better this year. Like the giant killer whale we're teaching to perform at Marine World. And all the baby fish swimming around Silver Springs who weren't there last year.

When you feed the porpoises at Marine World, you're

watching ABC. When you go out to the movies, you're watching ABC. When you read *Prairie Farmer* or hear a top ten record, you're watching ABC.

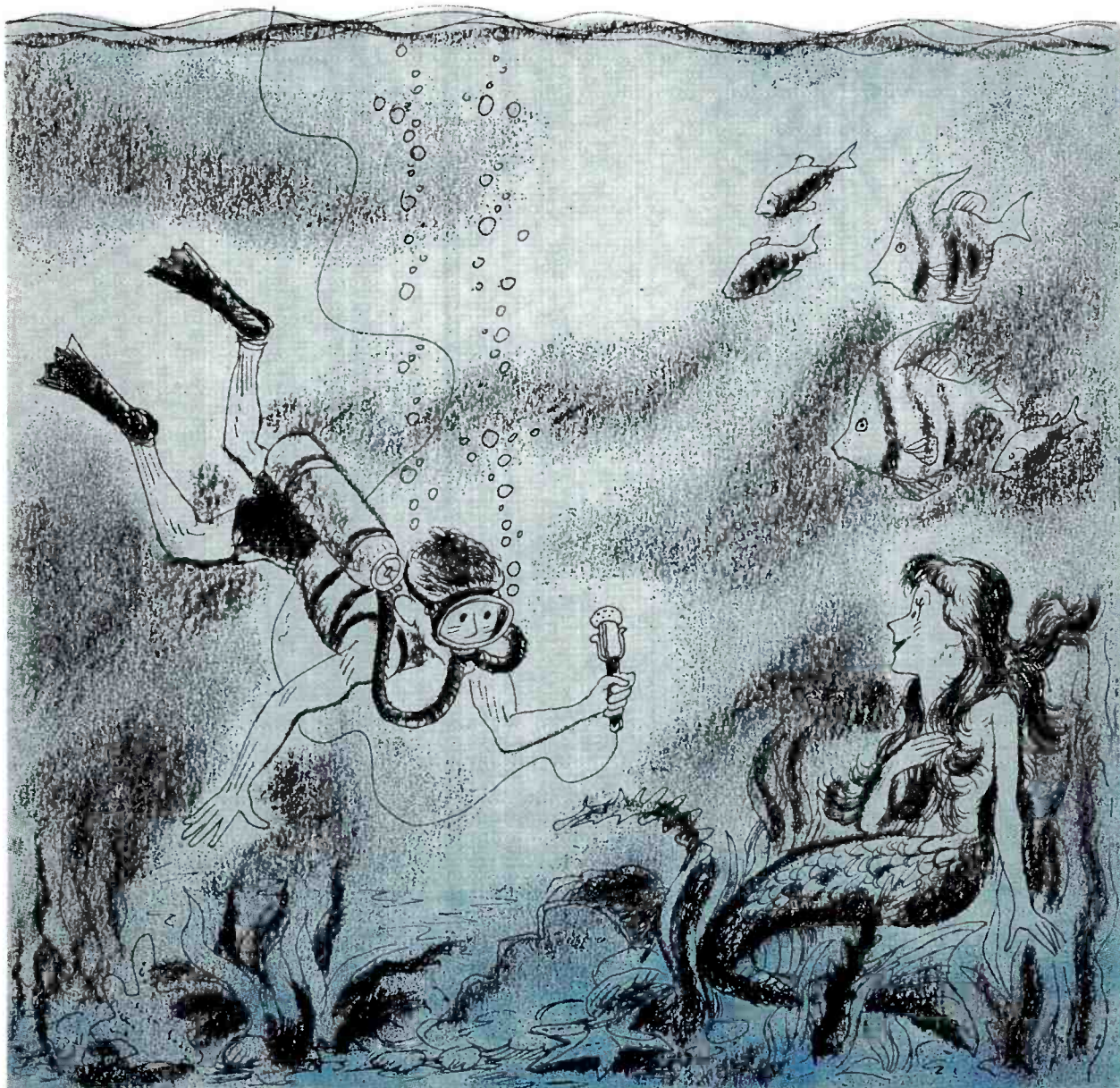
We're many companies

doing all kinds of entertaining things you probably didn't know we did. There's a lot more to the American Broadcasting Companies than broadcasting. Watch us. We're not quite as simple as ABC.



American Broadcasting Companies, Inc.

Want a look under the surface?



Beeline[®] Radio comes up with in-depth News.

The news departments of the Beeline Radio Stations, McClatchy Newspapers and TV Stations — with over 370 reporters and correspondents — team up to produce Beeline News in Northern and Central California and Western Nevada. Each Beeline station augments its news coverage with both AP and UPI Radio Wire services and either NBC or CBS network news. McClatchy also has its own newsmen covering California's State Capital and Capitol Hill in Washington. The result is a news line straight to a \$4.4 billion market. It is the sure way to reach inland California and Western Nevada.

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

McClatchy Broadcasting

KATZ RADIO • NATIONAL REPRESENTATIVE



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

■Indicates first or revised listing.

February

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. 10—Annual stockholders meeting, A. C. Nielsen Co., Chicago.

Feb. 11—Luncheon meeting, New York chapter of *International Advertising Federation*. Speaker: Tom Sutton, international operations, J. Walter Thompson. Biltmore hotel, New York.

Feb. 11—*Television Advertising Representatives* annual Creative Management Conference luncheon. Plaza hotel, New York.

Feb. 11-14—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Sheraton-Biltmore hotel, Atlanta.

Feb. 12-14—Sixth annual convention, *National Association of Television Program Executives*. Workshop sessions emphasizing network-local station relationship; "man of the year" award, and awards presentation for program excellence. Century Plaza hotel, Los Angeles.

Feb. 14—Tenth annual "Close-up" dinner and show, *The National Academy of Television Arts and Sciences*. Hugh Downs to be honored. Hotel Commodore, New York.

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

Feb. 17—Deadline for comments on FCC's proposed rulemaking that would clarify notification requirements for CATV systems. Proposed amendment specifies that CATV's must notify stations in their market of plans to carry local as well as distant signals, and that they must give similar notice for deletion as well as addition of signals.

Feb. 17—Deadline for comments on FCC's proposed rulemaking concerning establishment of FM translator and booster services.

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

Feb. 17-21—Inside advertising/marketing week sponsored by *Advertising Club of New York*. College students will participate in five-day series of working sessions with leading advertisers, agencies and marketing firms.

■Feb. 18—Annual stockholders meeting, *National General Corp.* Fox Wilshire Theater, Beverly Hills, Calif.

Feb. 24—Benefit dinner for Broadcasters Foundation Inc., *Broadcast Pioneers*. WGAL Lancaster, Pa. receives ninth annual Golden Mike Award. Hotel Pierre, New York.

Feb. 25—Meeting of *Inland Daily Press Association*. Speaker: Grover Cobb, chairman, National Association of Broadcasters. Drake hotel, Chicago.

■Feb. 25—Annual stockholders meeting, *Doyle Dane Bernbach*. Museum of Modern Art, New York.

Feb. 25-28—1969 conference, *Western Radio and Television Association and West Coast Instructional Television*. Speakers include FCC Commissioner H. Rex Lee; Dr. Harold Wigren, educational television consultant, and Alfred Cowles, news secretary to Senator Charles E. Goodell (R-N.Y.).

Olympic hotel, Seattle.

■Feb. 26—Stockholders meeting of *Scanlin Electronics Inc.* to act on proposal to increase number of authorized shares of common stock from three to five million. Los Angeles.

Feb. 27—Deadline for reply comments on FCC's proposed rulemaking that would clarify notification requirements for CATV systems. Proposed amendment specifies that CATV's must notify stations in their market of plans to carry local as well as distant signals, and that they must give similar notice for deletion as well as addition of signals.

Feb. 28 — Special stockholders meeting, *Metromedia*, to vote upon proposed merger of Metromedia and Transamerica Corp. Metromedia Television's Telecenter, New York.

Feb. 28—New deadline for reply comments on FCC's proposal to limit station acquisitions to one full-time outlet per market. Previous deadline was Jan. 28.

March

■March 2-5—Convention of *Advertising & Marketing International Network*. Royal Orleans hotel, New Orleans.

March 3—Deadline for reply comments on FCC's proposed rulemaking concerning establishment of FM translator services.

March 3—Deadline for comments in FCC's inquiry and proposed rulemaking concerning CATV rules and policies.

March 3—New deadline for comments on FCC's proposal to provide for carriage of subscription-television signals by CATV systems. Previous deadline was Jan. 24.

March 7 — Special stockholders meeting, *Wometco Enterprises Inc.* Stockholders will vote on increase in authorized common stock for 3-for-2 stock split. Miami Beach, Fla.

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 10-13—Spring conference, *Electronic Industries Association*. Statler-Hilton hotel, Washington.

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

March 11—Luncheon meeting, New York chapter of *International Advertising Federation*. Speaker: Hobart Lewis, president and executive editor, *Reader's Digest*. Biltmore hotel, New York.

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 17-18—Annual meeting, *Illinois-Indiana CATV Association*. Indianapolis.

March 19-22—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Holiday Inn, Cambridge, Mass.

March 20—Convention of *Catholic Broad-*

M&H

ONE MOMENT PLEASE

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casters 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—Annual stockholders meeting, *Cox Broadcasting Corp.* Atlanta.

March 21-23—National convention, *Intercollegiate Broadcasting System*. Washington Hilton, Washington.

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

March 23—Technical committee and board of directors meetings of *Association of Maximum Service Telecasters*. Shoreham hotel, Washington.

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

March 24-27—Annual convention and exhibition of *Institute of Electrical Electronics Engineers*. New York Hilton and Coliseum.

■March 24—Eighth annual programming and sales seminar breakfast. *Mark Century Sales Corp.* Speakers: Harold Krelstein, president, Plough Broadcasting Corp.; FCC Commissioner Kenneth A. Cox, and Robert Dreyer of Metromedia Inc. Shoreham hotel, Washington.

March 25—Board of directors and annual membership meetings of *Association of Maximum Service Telecasters*. Shoreham hotel, Washington.

■March 27—*Visual Electronics Corp.* annual post-NAB-convention seminar. Shoreham hotel, Washington.

March 28—Deadline for comments of FCC's proposed rulemaking that would authorize remote-control operation of VHF stations.

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

April 3—Deadline for filing reply comments in FCC's third further notice of proposed rulemaking for carriage of subscription-television signals by CATV systems. Previous deadline was Feb. 14.

■April 7-9—Annual cablecasting seminar sponsored by *National Cable TV Association*. Hotel Utah, Salt Lake City.

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

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

April 24-29—Fifth semiannual management conference for members of *Intermarket Association of Advertising Agencies*. Nassau Beach hotel, Nassau, Bahamas.

April 24-May 1—Ninth International television contest "Golden Rose of Montreux," of *European Broadcasting Union*, Montreux, Switzerland.

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

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

■April 11—Deadline for reply comments to FCC's proposed rulemaking that would authorize remote-control operation of VHF stations.

■Indicates first or revised listing.

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*Reg. U.S. Patent Office.
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Friend in time of trial

EDITOR: I would like to call to your attention the action of a competitive radio station which I believe constitutes service in the public interest of the highest order. On Jan. 19, the studio area of KSLY was nearly devastated by a flash flood, as was most of the business center of the city. All our studio equipment was under six feet of water and silt.

Briefly, through the immediate sympathetic aid of Robert Brown, general manager of KVEC, who put all his spare equipment at our disposal, KSLY was able to return to the air within six hours. Because of his generosity, we have continued to operate with 100% service. To me, this instance of a competitor being an unstinting friend in extreme need represents one of the brightest aspects of the broadcasting industry.—*Ben B. Wickham, KSLY San Luis Obispo, Calif.*

Details on WFMT committee

EDITOR: The article concerning WFMT (FM) Chicago (BROADCASTING, Jan. 27) contains several misleading statements. First, though I work for the public relations firm mentioned, the firm has nothing to do with the Citizen's Committee To Save WFMT. I am working on this activity on my own time, entirely as a volunteer.

As for my holdings in Harriscop, they are minute and the staff and owners of Harriscop have nothing to do with the citizen's committee.

The two other gentlemen mentioned in the article, Charles Benton and Dr. Richard Wade, are members of the committee but, certainly, are not the leaders of the group. Dr. Peter Senn is the chairman of the committee.

Also, the members of the Citizen's Committee To Save WFMT are not anti-Tribune or WGN Chicago. They are simply against undue concentration of communications control by anyone. I personally have a great deal of respect for Ward Quaal and the management of WGN.—*Marc B. Nathanson, volunteer publicity co-chairman, Citizen's Committee To Save WFMT, Evanston, Ill.*

Attention, Dentyne brass

EDITOR: Dentyne has one of the best commercials now running. It's light-hearted, happy, catchy, and has a good sales pitch—or it would have if it just started at the point where the pretty girl says, "All right, Dentyne, do your stuff." It would be a very nearly per-

fect commercial.

For the life of me, I can't see why they choose to preface it with the question and the asinine answer that "Everybody says she has the freshest mouth in town." Everybody knows that nobody would say such a thing about anybody.

Why in the world do they spoil a really nice commercial by using too many words? This is a case where a shorter commercial would be worth a thousand times as much.—*Kenneth Z. Turner, general manager, WFUL Fulton, Ky.*

Hix wanted for newsletter

EDITOR: In February WHA-TV Madison, Wis., will begin a weekly series of half-hour programs for the aged, produced in cooperation with the U. S. Administration on Aging.

In connection with the program, titled *The Time Of Our Lives*, we will be publishing a limited-edition free newsletter, and I would like to inquire about using the cartoon in BROADCASTING, Dec. 20, 1968.—*Allan Singer, producer-director, WHA-TV Madison, Wis. (noncommercial educational station)*

(Permission granted.)



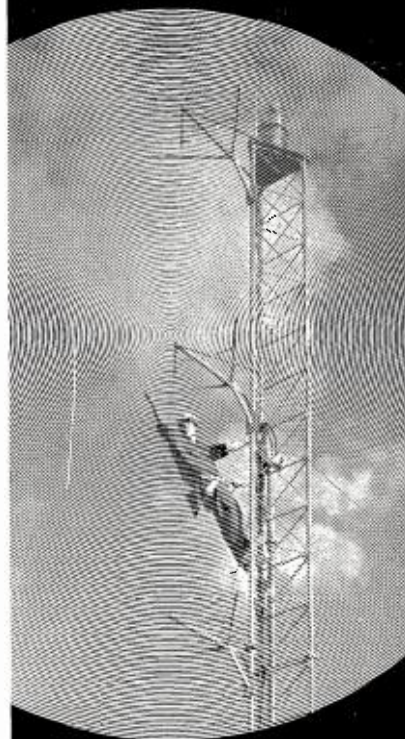
Drawn for BROADCASTING by Sid Hix
"One thing I found out about retiring husbands . . . they sure can louse up a wife's viewing habits!"

More funds for the fight

EDITOR: The editorial support you have given the personal-attack case (BROADCASTING, Jan. 20) is having an effect. Don Ferguson, acting president of the Georgia Association of Broadcasters, has called to advise me that the GAB board of directors has voted not only to lend verbal support to the cause, but to offer financial aid as well. The GAB is forwarding a substantial contribution to the Radio-Television News Directors Association to help in the fight.—*Eddie Barker, KRLD-TV Dallas, RTNDA president.*

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Woolworth's ad strategy for its 90th anniversary

It is more than coincidence that F. W. Woolworth Co., 90 years old in 1969, is running harder than ever and innovating to a degree that is unparalleled in the company's history.

One of the best indicators of this "young" approach to retailing today is the "bonanza of sales" planned nationwide for Woolworth stores and the support advertising which for the first time emphasizes the use of radio and television.

We had two choices as we approached this milestone in Woolworth history. One was to become nostalgic, bask in our success and consider our good fortune as beneficiaries of Frank Winfield Woolworth's foresight and tenacity in founding what has become the world's oldest and largest variety-store chain.

That alternative was rather quickly rejected in favor of using our anniversary as a springboard for the future. The past decade has seen Woolworth grow more rapidly than in its previous 79 years, and we see no reason to slow this momentum.

We have come a long way since Mr. Woolworth opened the doors of his first successful store, in Lancaster, Pa., on June 21, 1879. Oddly, he opened his store with remarkably little fanfare, and no advertising. Yet, with an inventory of \$410 he registered opening-day sales of \$127.65, with a price policy that placed a five-cent ceiling on all merchandise.

Today, with all price ceilings long since abolished, and with many of our stores carrying more than 50,000 different items, price tags of some of our big-ticket merchandise are larger than Mr. Woolworth's total opening-day sales. And, in our extremely competitive economy, it is advertising that plays an important role in moving the merchandise off our shelves.

Woolworth's growth is reflected in every area of the company's operations, including advertising and promotion. At the beginning of that period we were scatter-gun promoters, with a thin advertising budget. Today, all advertising is programed well in advance, and ties in all stores in the chain. Our "bonanza of sales" for the anniversary year involves 60 national promotions, broken down to about five per month.

All Woolworth advertising—televi-

sion, radio, magazine and newspaper—will be substantially increased in 1969. We plan to hit hard on television, with a one-hour spectacular on NBC on May 4, and with commercial spots in 40 major markets across the country. The spots will stress the theme, "It's fun to shop Woolworth's," and will be geared to appeal to the growing youth market, as well as to show a wide range of quality merchandise that will help dispel any lingering "old five and dime" impression.

In addition, Woolworth is programing commercials on radio in 192 markets, an approximate 40% increase over 1968 in radio advertising.

The markets for our first major TV advertising were picked for their importance as population centers, as markets with good television coverage, and as markets where a large number of Woolworth stores can be blanketed by the coverage.

We first moved into significant use of TV last March in the Philadelphia area. A single-product test was made on our Protect-alarm, a personal-safety device, in Chicago, and we then followed late in the summer with commercials for a wider range of merchandise in Cleveland and Denver.

Those four markets form the nucleus of our 40-market campaign for 1969, the first part of which has just been concluded. This was a three-week TV campaign for Primstyle hosiery, the results of which appear quite favorable in saturating a market and creating traffic for the merchandise.

Our use of radio and TV has increased steadily, though slowly, during

the past 10 years, while the entire advertising budget has experienced great growth. In 1958, less than 1% of each ad dollar went for radio and TV, while in 1968 it was more than 10%.

We believe that all media have their place in advertising. We have tripled our newspaper lineage in the past 10-year period. Today we are among the largest retail users of newspaper space in the nation. However, our research and our test results lead us to be optimistic about our sharply increased use of TV for 1969.

For one thing, TV reaches about one-third more people than normally are reached by Woolworth's newspaper advertising. For another, TV stations have a wider geographic spread of coverage than most print media. We are well set up to benefit from viewer interest in merchandise because of the large number of Woolworth stores and our diversity of merchandise is such that it includes numerous everyday needs. Increased traffic in stores as a result of TV advertising increases the impulse buying of this merchandise.

Woolworth's 1969 TV advertising will deliver an estimated 60-million viewer impressions per week.

While we may be entering the last decade of our first hundred years, we are a long way from being creaky and aged. Our entire approach is to plan for the future and to think young. Thus, with our advertising and promotion program, as well as with other aspects of the business, our 90th anniversary becomes a starting point for the years ahead.



Robert C. Kirkwood, chairman of the board and chief executive officer of F. W. Woolworth Co., joined the variety chain store operation in Provo, Utah, just out of high school at age 18, and has been with the company ever since. Mr. Kirkwood held executive posts in regional offices in Minneapolis, Boston, San Francisco and New York before being named executive vice president in 1955 and president in 1958. He became chairman of the board of Woolworth in January, 1956.

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It will please
some people and
astonish the rest."***

Joseph McCaffrey first climbed Capitol Hill for pay in 1944—with mike in hand and glint in eye. He has been covering Congress ever since, doing what is right with bipartisan aplomb, voicing the day's events in such lucid prose that Congressmen listen and watch to find out what happened. The glint has led to so many authoritative broadcasts that McCaf-

frey's quotes sometimes make the Congressional Record look like a Channel 7 program guide.

"I become better informed listening to Joe's programs . . . he is one of the nation's outstanding reporters."—*Senator Mike Mansfield (D.-Mont.)*

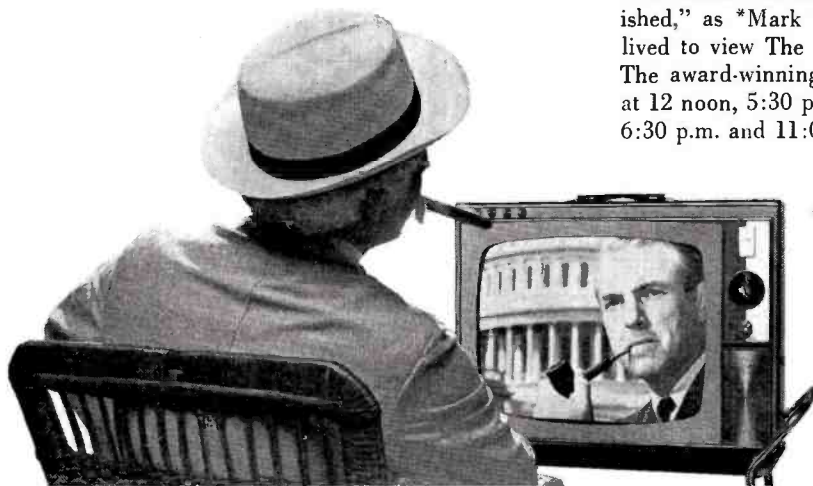
"Highly respected among the citizens of Washington for his integrity and fairness."—*Representative Carl B. Albert (D.-Okla.)*

"Joe has an inquisitive mind, a great background about what is going on in Washington and around the world."—*Senator Karl E. Mundt (R.-S. Dak.)*

"Never afraid to call 'em as he sees 'em, but always fair, and that is all any man in public life can ask."—*Representative Gerald R. Ford (R.-Mich.)*

In a political world of competing clamors, Joe McCaffrey's low-key competence has earned him his substantial audience, which is "pleased or astonished," as *Mark Twain would have been had he lived to view The Tube.

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Showdown on cigarette advertising

**FCC's proposed ban sets off clash of major forces;
Congress set as battleground; \$236 million at stake**

The emotional fight over the broadcast of cigarette advertising was renewed in Washington last week by, of all agencies, the FCC. But it will be Congress that ends it, with perhaps an assist from President Richard Nixon.

The commission, in a move that caught Washington by surprise, said it planned to ban the broadcast of all cigarette advertising on radio and television, unless blocked by Congress—or unless broadcasters themselves voluntarily give up revenues that last year amounted to \$236 million (see page 22).

Almost immediately, Representative Harley Staggers (D-W. Va.), chairman of the House Commerce Committee, promised early hearings on the matter. Senators and representatives from tobacco-growing states denounced the move, while leaders of the fight to ban cigarette advertising applauded it.

The Tobacco Institute Inc. reacted with rage, as did Vincent Wasilewski, president of the National Association of Broadcasters.

But, considering the financial stakes involved—cigarette advertising represents 7.1% of total national revenues earned by television and 5.6% of the same category of revenues earned by radio—broadcasters' reaction was surprisingly mixed.

Some network officials in New York expressed concern that the full financial loss might exceed even the millions of lost cigarette money. But others appeared confident that losses in cigarette-advertising money could easily be recovered from other sources.

There was even considerable feeling that the commission's proposal is irrelevant—that, whatever its fate, cigarette advertising would in the next few years disappear from broadcasting, except, possibly, for low tar and nicotine brands.

But for Congress, the proposal is acutely relevant. Its adoption by the commission is contingent on Congress permitting the Cigarette Labeling Act

of 1965—which prohibits federal and state agencies from regulating cigarette advertising—to lapse, on June 30.

Thus, inaction would open the door to commission action. And it is to assure that inaction that Senator Frank S. Moss (D-Utah), a leader in the fight to block re-enactment of the labeling act, has pledged himself—up to and including the use of the filibuster. Last

week he said he was "elated" by the commission's move. Some congressional observers felt that, by focusing attention on a controversy that puts frightening statistics as to the health hazards of smoking against the economic interests of two major industries, the commission has weakened the drive for extension of the labeling act. However, others see the commission action as serving to prod tobacco-state senators and congressmen to redouble their efforts to secure the act's extension. And the members involved include some rich in seniority and power. Thus, it appeared that a compromise may emerge. And it is against this possibility that Representative John E. Moss (D-Calif.), leader of the anti-smoking forces in the House, has introduced legislation that would toughen up the labeling requirements in the present act (they now provide for warning on cigarette packages that cigarette smoking "may be hazardous to your health") and specify that the stronger warning be included in advertising).



FCC Chairman Hyde

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Thus, it appeared that a compromise may emerge. And it is against this pos-

Congressman Moss, a frequent and bitter critic of the commission in the past, welcomed the proposed rule "as a very good move on the FCC's part."

But an example of the kind of opponent the commission's move has aroused is Senator Sam J. Ervin Jr. (D-N.C.), dean of the tobacco-land senators and third-ranking Democrat on the Senate Judiciary Committee. He called the commission's proposal "a supreme example of bureaucratic tyranny." It is inconceivable, he added, "that Congress ever intended to authorize the FCC to place an absolute ban upon the advertising of products that the laws permit to be sold to the general public."

Similar criticisms were expressed by

Senator B. Everett Jordan (D-N.C.) and Kentucky's two Republican senators, John Sherman Cooper and Marlow W. Cook. Senator William B. Spong (D-Va.) called for full hearings "as soon as practicable."

The only hearing that appears likely soon, however, is that promised by Representative Staggers, whose committee will consider the extension legislation. He indicated to reporters that he disapproved of the commission's "taking a stand of this kind on an issue" that Congress could be expected to consider shortly. "I don't think Congress likes this approach," he said.

The possibility that the White House would become involved in the controversy was raised by President Nixon at his news conference last week. Asked whether he would support the commission's proposed ban, he said he had not had an opportunity to study it. "After I have evaluated it," he added, "I will make an announcement as to my position."

The commission action also drew a response, although a noncommittal one, from Robert H. Finch, secretary of Health, Education and Welfare. He said the action indicates a number of federal agencies have the power to deal with the problem of cigarette advertising "in their own way." Since Congress is considering the labeling act, he added, the commission's proposal "will be but another important factor that must be weighed in determining what future efforts are needed to effectively protect the American public from the hazards of cigarette smoking."

Industry spokesmen's initial reactions to the commission's proposed ban were harsh. The Tobacco Institute called the proposal to bar cigarette commercials from the airwaves "arbitrary in the extreme" given the present state of scientific knowledge about smoking and health. It also called the commission's action "an obvious threat to usurp the congressional function," and it denied there is demonstrated evidence of a causal link between smoking and disease.

Mr. Wasilewski, in speaking for the NAB, said the commission's "unilateral action" was improper "in view of the comprehensive federal program currently under deliberation by the Congress. Not only do we deplore the assumption of such power by the commission, we deny that such power exists."

He also called the commission's move a reversal of the democratic process. "Here is an agency telling the Congress what it will do unless the Congress does something—historically, Congress has told the agency," he said.

But, while the "talk" in Washington was of legislation and hearings and im-

TV first choice for cigarette ads

Radio, TV are estimated to have received \$236 million during year just closed

Banning of cigarette advertising from television and radio would knock out one of the media's top sources of revenue—an estimated total of \$236.1 million for 1968—and would shut off main outlets for cigarette promotion.

According to data gathered by the Television Bureau of Advertising and the Radio Advertising Bureau, television has been a principal source for cigarette-advertising spending. In 1967, the year of heaviest broadcast spending by tobacco companies, 75.8% of cigarette-advertising dollars—or \$216.6 million—went into television.

Another 6% of the cigarette advertisers' budget—or \$19.5 million—went into radio. That put television and radio advertising first and third as the tobacco companies' media choices. (Magazines came in between, with 11.9%, or \$33.9 million, of the budgets.)

Such outlays obviously have also provided major blocks of broadcast revenue. Again in 1967, TVB figures show cigarette advertising made up 8% of total nation-television advertising rev-

enue. Tobacco-product advertising—a slightly larger over-all category (a total of \$231.5 million spent in television in 1967, of which \$216.6 million was on cigarette advertising)—was the fifth-ranked category in terms of advertising spending, after food products (\$584.8 million), toiletries and toilet products (\$407.2 million), laundry supplies, cleaners and polishes (\$233.4 million), and drugs and remedies (\$233.1 million).

Television spending drops rapidly in categories immediately below tobacco products (automotive products, \$168.5 million; confectionaries and soft drinks, \$141.9 million; household equipment and supplies, \$90.1 million).

In radio during 1967, tobacco-product spending ranked fourth among categories of network advertisers and eighth among spot advertisers (food products led network spending; automotive products, spot spending). Total 1967 radio cigarette spending of \$19.5 million accounted for 6% of all advertising expenditures in the media.

proper use of power, on Madison Avenue it was on the dollars-and-cents implications of the commission's proposed ban, assuming it is implemented.

The leading exponent of the theory that cigarette losses could be replaced appeared to be CBS Inc., whose president, Frank Stanton, first advanced it in a speech a few days after the surgeon-general's report on smoking and health was issued in 1964.

Dr. Stanton said then that any decline in cigarette billings could be more than offset, a phrase taken to mean that the big volume discounts earned by cigarette advertisers would not be applicable if the cigarette time were spread around among a number of smaller advertisers (BROADCASTING, Jan 20, 1964). Most discounts have since been eliminated by all three major TV networks, but CBS sources indicated last week that they still thought cigarette losses could be retrieved.

They and other subscribers to this theory noted that most cigarette advertising on the TV networks is in what one official called "the best evening spots and professional sports"—periods so desirable that in many cases, they said, there is a waiting line of advertisers wanting to get in.

At the opposite extreme, an official of another network took the position that cigarette billings would not be easy to

replace fully, and that their withdrawal could also have adverse effects on other revenues.

One adhering to this view noted that cigarette advertisers "buy early and pay top money" because they buy into the higher priced shows. With the tobacco makers as the nucleus of early buyers, it was reasoned, networks can maintain their price structures on unsold time until closer to the start of a new season. But without a big chunk of business on the books early, they might, in the words of one authority, "tend to panic in the face of all the wait-and-see advertisers and reduce their rates early."

If that happened, the loss could indeed exceed the number of cigarette dollars involved.

There seemed to be somewhat more general agreement on the idea that tobacco companies, even if cigarette advertising were banned, would tend to hold on to many if not most of their network "franchises" and use the time to promote nontobacco products that most of them have been acquiring at an accelerating pace since the surgeon-general's 1964 report.

There was also speculation that some of the companies' spot schedules might similarly be used for noncigarette products if cigarette advertising is banned or diminishes for any reason. To some

Total tobacco-products spending on radio in 1967 was \$21.4 million.

If the FCC ban is enacted, with only cigarette advertising prohibited, there would thus be some tobacco-product advertising left. In 1967, for example, there would have been \$1.9 million in radio unaffected; in television, \$14.9 million.

On a percentage basis, 1967 was the peak year for broadcast cigarette advertising. Estimates for 1968 indicate a slight decline.

In television, estimates of cigarette-ad spending last year are \$53 million in spot and \$147 million in network, or a total of \$200 million, representing 7.1% of total television revenues—the lowest share of the TV ad market since 1963, when cigarette advertising made up 7% of the spending.

In radio, estimates for 1968 are \$15.5 million in spot and \$7.1 million in network, for a total of \$22.3 million, 5.6% of the total ad revenues.

Thus this past year, cigarette spending on television declined by some \$16.6 million, and while it increased on radio by some \$3.1 million, it did not grow apace with the over-all rate of radio advertising.

How cigarette and other tobacco advertising dollars were spent in 1967

(all dollar figures are millions; sources: TVB and RAB):

	Cigarettes		Total all tobacco products	
	Dollars	% of total ad budget	Dollars	% of total ad budget
Network				
TV	\$170.1	59.6%	\$183.1	59.2%
Spot TV	46.4	16.2	48.4	15.6
Total TV	216.6	75.8	231.5	74.8
Network radio	6.1	2.0	6.5	2.3
Spot radio	13.4	4.0	14.9	5.2
Total radio	19.5	6	21.4	7.5
Newspapers	12.3	4.3	15.0	4.8
Magazines	33.9	11.9	39.9	12.9
Outdoor	1.6	0.5	1.7	0.6
Total all media	\$285.8	98.5%	\$309.5	100.6%

How cigarette billings have run on broadcasting in recent years:

Year	Spot TV	Network TV	Total TV	% of National TV Advertising
1963	\$34.6	\$115.7	\$150.3	7.0%
1964	44.4	127.2	171.6	7.9
1965	43.3	128.8	172.1	7.4
1966	47.3	146.7	194.1	7.5
1967	46.4	170.1	216.6	8.0
1968**	53.0	147.0	200	7.1

Year	Spot Radio	Network Radio	Total Radio	% of National Radio Advertising
1967*	\$13.4	\$6.1	\$19.5	6.0%
1968**	15.5	7.1	22.6	5.6

*No figures for preceding years available.

**Estimated.

extent a trend in this direction is already apparent. For example, one station, WPIX(TV) New York, reported after a check last Thursday that although it carries "a lot" of Reynolds Tobacco Co. business, "much of it" is for nontobacco products such as My-T-Fine desserts, Vermont Maid syrup and Chun-King foods.

Many broadcast advertising sources noted that cigarette billings have represented a diminishing share of broadcast revenues in the past several years (see above). On the network level it was learned, for example, that cigarettes, which once represented as much as 14% of the annual revenues of CBS-TV operations (network-affiliated and owned stations), accounted for only 8.9% in 1968. In radio, they were said to be down to 7% of revenues at CBS last year.

The tobacco companies tended to refer all questions about the FCC's move to the Tobacco Institute, but there was wide-ranging—and sometimes conflicting—speculation about what tack they would take in direct response to the FCC's action.

Some sources speculated that in view of all the controversy that has raged since 1964, cigarette makers would realistically not be too concerned at losing access to TV and radio—so long as all of them lost access. In this view,

they would probably divert some of their TV-radio money to other media but they would also save a lot of it and, since none of them would have lost or gained any competitive advantage in relation to the others, all would benefit to some extent.

This theory was elaborated in other speculation that the tobacco companies need to have the labeling law—the requirement of a health warning on packages—extended "to protect them against cancer suits" and would be willing to ease out of television voluntarily in return for congressional renewal of the law. Some reports said tobacco representatives had already sounded out some congressional leaders on such a plan.

Still other speculation expected the tobacco makers to wage an all-out battle on any front necessary to block the FCC move.

Whether broadcasters in any significant number would voluntarily renounce cigarette advertising was also subject to speculation, although the consensus appeared to be that few would. One source surmised that some stations that have little or no cigarette business might come out against such advertising on the air but that few or no major stations would be apt to do so.

However, Fred Friendly, former CBS News president, reported in his 1967

book, "Due to Circumstances Beyond Our Control," that CBS Inc. President Stanton had sought to have CBS adopt a policy against cigarette advertising even before the surgeon-general's 1964 report and even though cigarettes at that time were said to represent about \$70 million in CBS annual revenues (BROADCASTING, March 27, 1967).

Mr. Friendly wrote that Dr. Stanton lost the "first round," probably because of pressure from the radio division and partly because the birth of CBS had been associated with tobacco interests, but he also expressed the view that Dr. Stanton might still be identified with the limitation or rejection of cigarette advertising on TV if the government didn't do it first.

At least one other network has been said recently to have considered banning or limiting cigarette advertising, but these reports have not been confirmed.

The only formal comment from any network immediately following the FCC's action was CBS's, which said: "We will of course respond to the FCC's request for comments on its proposal. But as the commission itself stresses, the question of prohibiting cigarette advertising is one on which 'Congress must be the final arbiter'."

ABC and NBC said they had no comment, formal or otherwise. Mutual issued no formal statement, but President Robert R. Pauley said in response to questions that he thought the FCC move was "dead wrong."

"I'm a nonsmoker and I personally think smoking is injurious to health," Mr. Pauley said, "but it is dead wrong to ban the advertising of a legal product."

The Television Bureau of Advertising had no official comment, but it was recalled that TVB had opposed the Federal Trade Commission's cigarette-advertising and labeling proposals in 1964 on the grounds, among others, that as long as a product is legal, advertising it should not be illegal.

The Radio Advertising Bureau, through President Miles David, opposed "product regulation through media regulation" and said the FCC's plan would discriminate against broadcasting, aid other media and still leave cigarette companies free to introduce new brands by other, though more expensive, means. But, Mr. David added:

"If a total embargo of tobacco advertising comes—and we don't believe this should be accepted without major industry effort—radio is in the best position it has been in for the past 10 years. We are no longer as heavily percentage-wise as we were in tobacco national billings. We have developed many account categories recently."

Agency men handling cigarette ac-

counts were willing to give their first reactions but asked for anonymity until, as one tobacco-company marketing executive put it, "things have a chance to percolate for a while."

A spokesman for one agency with major cigarette billings, was optimistic: "It's Congress that's going to have to decide, not the FCC. You are dealing in this case with a major industry that is the basis of the economy of five or six states. With Congress in that position, pragmatically it's going to be difficult to get through."

Like most agency people, he was shocked by what he considered the injustice of the proposal: "Many people feel it is not a proven situation. God knows the fatalities from liquor," he added. He termed the proposal a "tremendous surprise. Everybody thought the FTC would do something."

An account man who handles a major cigarette brand at another agency was equally optimistic: "It was a threat, one that they say they will use if this package labeling law is not extended as it now stands." What the FCC is really after, he believes, is restricted time periods and a health disclaimer included in all advertising. Granted these concessions, he suggested, the FCC would leave cigarette billings alone.

Another account supervisor on a tobacco account at a large agency saw little prospect of self-policing by the industry. He believes there will be no voluntary restriction of time periods for adult viewing hours anyway—"these are our prospects." It is not likely, either, that the tobacco industry will adopt a more potent disclaimer or include it in all advertising: "That's like saying: Shouldn't you plead guilty

to a second-degree manslaughter charge even though you didn't do anything because they might get you on first-degree murder?"

The American Cancer Society was quick to issue a statement Thursday commending the FCC and expressing the hope that broadcasters take voluntary action.

The cancer society called the proposal an important first step toward achieving the society's goal of "the elimination of cigarette advertising in all media."

The FCC's strategy on cigarette ads

Here's how agency vows to do it—unless Congress takes away its powers

The FCC acted with dramatic suddenness in moving last week to bar the advertising of cigarettes from radio and television.

Citing the health hazards of smoking as the basis for its action and the public interest as its authority, the commission proposed a rule to prohibit broadcasters from accepting cigarette commercials. The vote was 6-to-1 with Commissioner James J. Wadsworth the lone dissenter.

The commission made it clear, however, that the main arena for the battle now shaping up over the proposed ban will be Congress. The commission noted that the Cigarette Labeling Act of 1965, which bars federal or state

regulation of cigarette advertising, expires June 30 and observed that Congress is considering extension of the act.

Congress, the commission added, should know what the agency intends to do if the act is *not* extended. The FCC also said that "Congress must be the final arbiter of this matter and must signal what action is to be taken."

The commission also expressed the hope that broadcasters would voluntarily agree to reject cigarette advertising, and thus make government action unnecessary. Noting that broadcasters do not accept hard-liquor advertising, it asked: "Why, then, should this same industry accept cigarette commercials in the face of the public-health findings . . .?"

The commission said it expected broadcasters to give the matter "serious consideration," and promised to delay resolution of the proceeding "for a reasonable time to permit such consideration." Comments on the proposal are due by May 6, with July 7 the deadline for replies.

Chairman Rosel H. Hyde, at a heavily attended news conference at which the rulemaking was announced, made it clear the commission would not accept half-way measures. "The problem is a serious one," he said. "It calls for corrective action rather than compromise."

However, the commission will consider an exemption to an over-all ban to permit advertising that would inform the public about cigarettes low in tar and nicotine and related filter aspects. It said there is considerable evidence "implicating tar-nicotine in smoking diseases and death by smoking."

In citing the reasons for its proposal, the commission said: "We are here faced with the most serious, unique danger to public health." It also said it would appear inconsistent with the public interest for broadcasters to promote a product "posing this unique danger—a danger measured in terms of an epidemic of deaths and disabilities."

The proposed notice of rulemaking referred to studies of the Department of Health, Education and Welfare indicating that "cigarette smoking is associated with an increase in over-all mortality and morbidity and leads to a substantial excess of deaths in those people who smoke."

Chairman Hyde, at the news conference, cited a Public Health Service report that cigarette smoking is the main cause of the 50,000 deaths occurring annually from lung cancer and 25,000 deaths from emphysema and chronic bronchitis. He also said the PHS found that one-third of all deaths of men between the ages of 35 and 60 is related to cigarette smoking.

Chairman Hyde, at the news confer-

Experience abroad: ad ban pointless

What happens to cigarette consumption when broadcast advertising is shut off? John Wakefield, director of social research at Christie Hospital, Manchester, England, reported to the World Conference on Smoking and Health in September 1967 that his research before and after Great Britain's August 1965 ban on televised cigarette advertising showed a slight decline (from 54.3% to 52.8%) in smoking among males aged 35 to 39. Other age groups and all females showed an increase in cigarette consumption (BROADCASTING, Sept. 18, 1967).

Similar increases were reported in Italy, where all cigarette advertising had been prohibited since 1962.

What happens to cigarette competition when access to the airwaves is denied? In England, *Television* magazine reported in November 1967 that moves

were afoot to force tobacco companies to adhere to absolute limits on promotional spending after denial of television as a marketing medium resulted in a red-hot coupon war among brands, some of which had been introduced after the TV ban—a feat that some marketers had held would be impossible once the ban was instituted.

Voluntary limits were tried previous to the government's move to mandate spending limits, but the agreements broke down in the competitive battle for consumers. The losers in the incentive-gift war also wanted out but the winning brand would not agree to stop issuing coupons.

Meanwhile, total consumption was reported to have been slightly declining during the period, but the reduction was attributed to increased prices—at the time the excise tax amounted to 76% of the 90-cent cost of a pack of regular cigarettes—and a reduced ability of consumers to pay those prices due to general deflation.

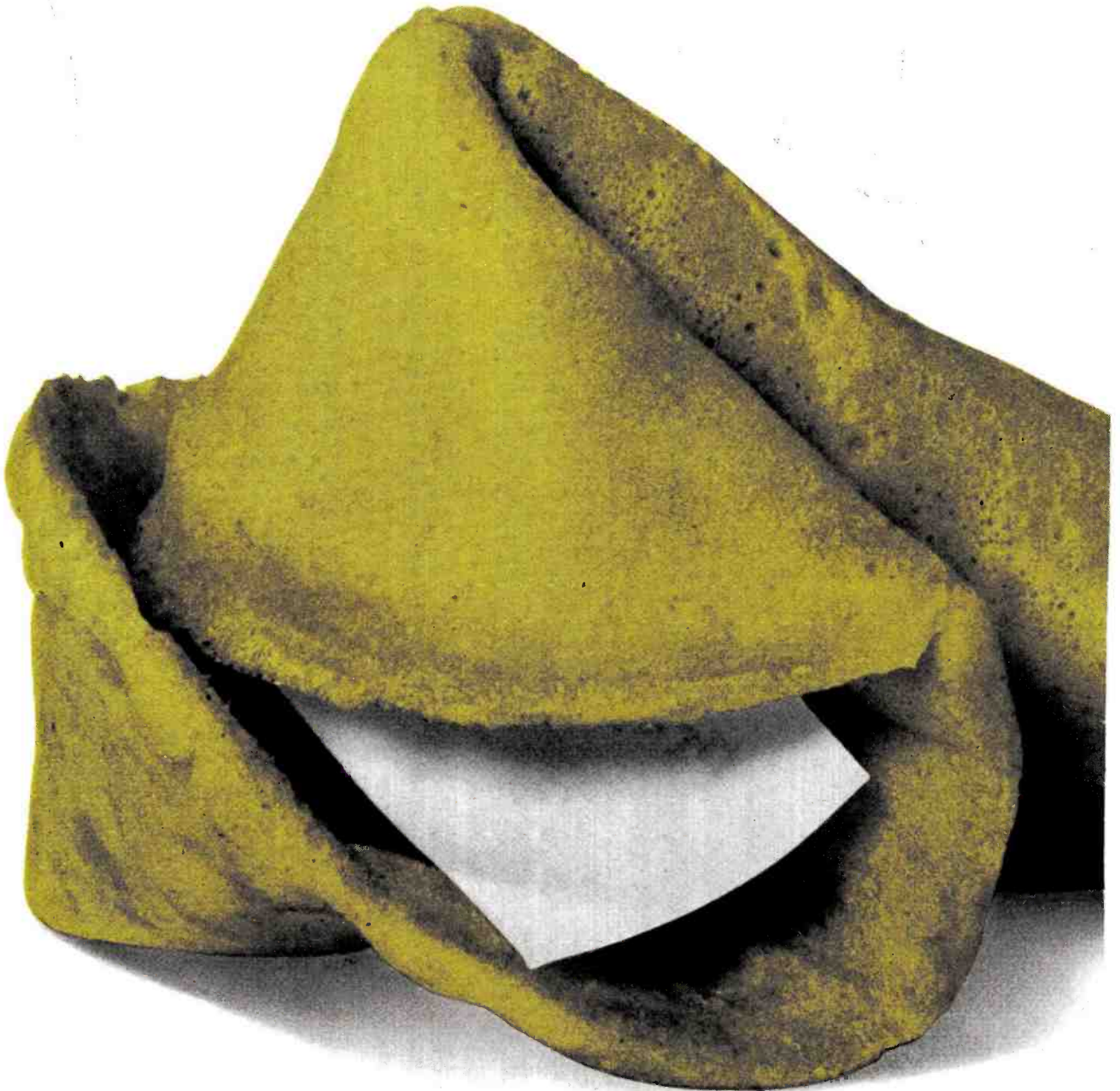
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and read your fortune

Source: NIELSEN NSI November, 1968

NEW YORK/WNEW/7:30 PM

first among independents in rating and share/more households than independents combined/reaches double the number of women of independent competition

MINNEAPOLIS—ST. PAUL/KMSP/6 PM

first in women 18-49 and viewers

LOS ANGELES/KTTV/7:30 PM

first among independents in rating, share, men, households and viewers/more women than other independents combined

CLEVELAND/WJW/7 PM

first in women 18-49 and total viewers

WASHINGTON, D.C./WTTG/7:30 PM

first in women, women 18-49, households and viewers

BUFFALO/WBEN/7 PM

first in women and households/more adults than competition combined

OMAHA/WOW/5 PM

first in women and adults

PEORIA/WIRL/6 PM

first in women and viewers

SEATTLE—TACOMA/KING/5:30 PM

first in women 18-49 and households

WASHINGTON, D.C./WTTG/9:30 AM

first in women 18-49, households and viewers

SOUTH BEND—ELKHART/WNDU/12 N

first in women 18-49 and total women

KANSAS CITY/KMBC/5:30 PM

first in rating, share, households and viewers/more women and men 18-49 than both network competitors combined

GREENSBORO—HIGH POINT—WINSTON-SALEM/WFMY/1 PM

first in rating, share, women and households/more women 18-49 than the competition combined

DAYTON/WHIO/1 PM

first in women and households more women 18-49 than competition combined

LITTLE ROCK—PINE BLUFF/KATV/5:30 PM

first in young adult viewers/leads both network competitors in women 18-49

MADISON/WISC/5 PM

first in rating and share/more women, households and viewers than competition combined

DALLAS—FT. WORTH/WBAP/5 PM

first in adult women and men

GREEN BAY/WFRV/5 PM

first in women

GRAND RAPIDS—KALAMAZOO/WZZM/7 PM

first in women 18-49 and adults 18-49

LANCASTER—HARRISBURG—LEBANON—YORK/WGAL/1 PM

first in rating, share, women and households

CHATTANOOGA/WRCB/7 PM

first in rating, share, households and viewers/more women and men than competition combined

GREENVILLE—SPARTANBURG—ASHEVILLE/WLOS/6:30 PM

first in adults 18-49, households, and viewers/more women 18-49 than both network competitors combined

GREENVILLE—NEW BERN—WASHINGTON/WNCT/7 PM

first in rating and share/more women, men, households and viewers than the competition combined

KNOXVILLE/WATE/1 PM

first in rating and share/more women and households than competition combined

FT. WAYNE/WKIG/7 PM

first in rating, share, women, households, and viewers

FLINT—SAGINAW—BAY CITY/WJRT/7 PM

first in rating, share, households/more women, men and viewers than competition combined

DAVENPORT—ROCK ISLAND—MOLINE/WOC/5 PM

first in adult women and men

SACRAMENTO—STOCKTON/KOVR/(Sun) 3:30 PM

first in total women, women 18-49, viewers and households

COLORADO SPRINGS—PUEBLO/KOAA/5 PM

first in women

BALTIMORE/WMAR/10 AM

first in rating and share/more women and households than competition combined

PORTLAND—POLAND SPRING/WGAN/7 PM

first in rating, share, women and households

ORLANDO—DAYTONA BEACH/WDBO/5:30 PM

first in rating and share/more women 18-49, men, households and viewers than competition combined

PROVIDENCE/WPRI/7 PM

first in rating, share, women, men, households and viewers

YOUNGSTOWN/WKBN/7 PM

first in women and men

PORTLAND/KOIN/7 PM

first in women, men, households and viewers

DETROIT/WJBK/7 PM

first in rating, share, women, men, households and viewers

SPOKANE/KXLY/7 PM

first in rating, share, women, men, households and viewers

More than 100 television stations have moved from Column B to Column A with Truth or Consequences. Even more predictable than fortune cookies, success stories in almost every time period on rating, share, TV households, and young women 18-49 roll in every month. There's no inscrutable oriental secret involved. Our combination of Bob Barker, host, and Ralph Edwards, execu-

tive producer, plus great guest celebrities—in colorful first run half hours for stripping — makes Truth or Consequences the most popular first run program in TV syndication today.

If Truth or Consequences is not in your market, call MPC. We'll help you *make* a fortune. Ask your rep, he knows.

Audience Information indicated is based on Monday through Friday averages within the program's time period. For complete details in 50 more markets, please call your MPC salesman.



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ence, conceded that there was no evidence to indicate that a ban on cigarette advertising would reduce the incidence of smoking. But, he said, the purpose of advertising is to promote the use of cigarettes.

The proposed rule is the second action the commission has taken in the anticigarette war. The first was in June 1967, when it ruled that the fairness doctrine applies to cigarette advertising and that stations carrying cigarette commercials must also carry antismoking messages. That ruling was upheld by the U. S. Court of Appeals in November (BROADCASTING, Nov. 25, 1968).

The commission's proposed rule would not bar discussion of the cigarette-smoking controversy. The commission pointed this out in stating that the rule would not prevent the presentation of broadcasts on cigarette smoking in other than advertisements.

Broadcasters, the commission said, might decide that the antismoking messages now being carried "should continue unabated, with the cigarette manufacturer afforded the opportunity to present his side" in various nonadvertising-message formats.

The commission has never before proposed a ban on any kind of advertising. But it rejects the argument that censorship is involved in the ban under consideration. The First Amendment does not protect "the advertising of a product as to which there is most substantial showing that it is the principal cause of a number of fatal diseases," the commission said.

It said its authority to act derives from the "public interest standard" of the Communications Act. And, it added: "In this case of such a threat to public health, the authority to act is really a duty to act."

The commission stressed that its action was limited "to this unique situation and product." It said it knew of no other commercials requiring such action, and expressly disclaimed "any intention so to proceed against other product commercials."

The commission noted that its action is in line with recommendations made by the Federal Trade Commission in a report to Congress last June (BROADCASTING, July 8, 1968). At the same time, the FTC recommended that all cigarette smoking is "dangerous to health and may cause death from cancer and other diseases."

The Cigarette Labeling Act, which requires only that cigarette packages contain a warning that cigarette smoking "may be hazardous to your health," was a compromise designed to prevent the FTC from requiring the "death" warning on packs and in advertising.

The FTC is believed considering reviving its plan to require such a warning if it is not blocked again by Con-

CBS Radio cigarette buy

Cigarette business appeared to continue as usual last week, at least at CBS Radio, as the FCC issued its bombshell on cigarette advertising. CBS Radio announced Thursday (Feb. 6) that P. Lorillard Co., New York, had newly signed for a 52 week schedule as co-sponsor of the network's *First Line Report*, *It's Sports Time*, and *Sports Central USA*. In addition, Lorillard ordered an announcement schedule on the 5 p.m. news and *Walter Cronkite Reporting*. Lennen & Newell, New York, handled the Lorillard business.

gress. Some advertising agency officials have expressed the belief that a requirement for such a "death" warning would in itself constitute an effective barrier to broadcast advertising of cigarettes.

Chairman Hyde said the commission chose not to await FTC action because of the heavy responsibility it felt as a result of the emphasis cigarette companies place on broadcasting in their advertising. Some 75% of the cigarette advertising dollar is spent in radio and television.

In any event, the commission said in its notice, "the question of an across-the-board ban is of course one solely for the Congress."

The commission said the impact its proposed rule would have on the cigarette industry, which represents an \$8.4 billion contribution to the gross national product, was hard to assess. But it expressed confidence that the broadcasting industry would "be able to absorb the loss of revenue from cigarette advertising."

It noted that television showed a pre-federal-income-tax profit of \$414.6 million in 1967, and that radio reported one of \$97.3 million.

Besides, the commission added, industry spokesmen have already warned of such a loss—a reference to a speech Douglas A. Anello, general counsel of the National Association of Broadcasters, made to state association presidents two years ago (BROADCASTING, March 6, 1967).

Announcement of the notice of proposed rulemaking caught broadcasters and tobacco-industry officials by complete surprise. They had been watching Congress and the FTC for action on proposals to ban or restrict cigarette advertising.

The FCC notice had been prepared under conditions of unusually tight security. Drafting is now known to have gone on over a period of several weeks, but some commissioners were unaware of the project until as recently as a week before copies of the complete

draft were distributed to them on Friday afternoon, Jan. 31, five days before the commission acted.

Commission sources declined to credit any one individual with sparking the idea. They said "several" were involved. But it is known that Chairman Hyde, a nonsmoker who has privately expressed misgivings about the morality of inducing persons to take up what he considers a dangerous habit, was the driving force behind the proposal.

"He gave instructions to the staff to draft the document, then he circulated it and swore them [the commissioners] to secrecy," one official commented.

Commissioner Wadsworth, in a dissenting statement, said the commission action was "unwise" in the absence of congressional guidance. He said the commission would have ample opportunity to adopt implementing rules if Congress "legislates an absolute ban" on cigarette advertising.

He also expressed the view that the public should be allowed to make its own choice on the question of cigarette smoking "after listening to all arguments on the subject." He noted that this opportunity had been afforded the public under the commission's fairness doctrine.

Commissioner Nicholas Johnson, in a concurring statement, said he had voted to invite industry comments on the proposal out of a "general commitment to the desirability" of seeking the views of the public and industry in such matters before reaching a decision.

But he also noted he has in the past expressed his concern "about the adverse impact upon the public relations of a broadcasting industry that doggedly persists in profiting by promoting the lingering illness and early death of Americans of all ages and protests the commission's efforts to insure that the public receives 'at least some information about the hazards of smoking under the fairness doctrine.'"

Senators, newsmen, FTC set for AAF D.C. meeting

A full schedule of speakers and events for the 11th annual government-affairs conference sponsored by the American Advertising Federation, is on tap for the Feb. 17-19 meeting in Washington. Speaking will be two senators, three representatives, a majority (two members and the chairman) of the Federal Trade Commission and a speaker from the executive branch.

The program will also feature a panel of Washington newsmen and a morning session on Capitol Hill with a congressional breakfast and unscheduled time for individual meetings and lunches with congressmen.

After orientation sessions on "how

to communicate with government" and "the national outlook," the conference will focus on specific problem areas: "advertising and society," "advertising and the law" and "advertising and the consumer."

The communications session on Monday morning (Feb. 17) is to feature Representative Bob Wilson (R-Calif.) The Monday noon slot is being held open for an as-yet-unnamed official of the Nixon administration. Rounding out the session will be an address by Representative Rogers Morton (D-Md.).

The national outlook will be delineated by a panel of four newsmen, including CBS News's Dan Rather, chief White House correspondent. The panel will be moderated by Theodore Koop, CBS vice president and co-chairman (with James Fish, General Mills vice president) of the AAF conference.

Preceding the Tuesday afternoon (Feb. 18) session on advertising and society will be an address by Senator Philip A. Hart (D-Mich.), who has been active in consumer and antitrust matters in the Senate. The session itself will feature Mary Gardiner Jones, FTC commissioner, and Thomas B. Adams, board chairman, Campbell-Ewald, Detroit, as speakers.

The Wednesday session on advertising and the law will be moderated by John R. Reilly, Pierson, Ball & Dowd, Washington. Mr. Reilly is AAF counsel and a former FTC commissioner. The panel will consist of Representative Paul Rogers (D-Fla.), a Commerce Committee member; FTC Commissioner Philip Elman; Ira Millstein of Weil, Gotshall & Manges, New York; Gilbert Weil of Weil & Lee, New York, and Fred Rowe of Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington.

The law session will be preceded by an address by FTC Chairman Paul Rand Dixon.

The final session, advertising and the consumer, will feature speeches by Senator John Tower (R-Tex.) and Mrs. Jean Rindlaub, former AAF ad woman of the year. Presiding will be Walter E. Terry, senior vice president, D'Arcy Advertising, San Francisco, and AAF chairman.

Two special presentations are scheduled for the opening morning of the conference. Robert Keim, president, The Advertising Council, will make a visual presentation on the way that "advertising serves the public," and "By Bread Alone," a special film, will be presented by Norman E. (Pete) Cash, president, Television Bureau of Advertising.

A special preconference meeting has been set for Sunday afternoon, Feb. 16. Advertising-club presidents, AAF district governors and legislative- and ethics-committee chairmen in an in-

formal closed session will discuss developments in ad taxes on the state level and ways to get states to enact model deceptive practices legislation.

Sunkist switches major budget to TV

Co-op does turnabout in ad strategy; cites values in color television

In a radical departure from its advertising program of the past 75 years, The Sunkist Growers Inc., Los Angeles, is allocating \$6 million of its annual \$8 million budget in 1969 to network and spot TV.

Robert B. Clark, director of advertising and merchandising for Sunkist, told a news conference in New York last week that 1969 will be the first year the organization has spent a substantial amount of money in TV. In 1967 and 1968, he said, TV had been used as a test in certain markets, mainly on children's shows.

In the past Sunkist has allotted about 75% of its advertising budget to maga-

zines and 25% to newspapers. Mr. Clark attributed the shift in media strategy to the "more widespread reach of color television," and added: "Black-and-white television didn't provide us a chance to make citrus fruit as desirable as color magazine ads. But the time is here and we are eager to make the change."

Through its agency, Foote, Cone & Belding, Sunkist has bought a schedule on CBS-TV, starting on Feb. 16, on programs including *Hogan's Heroes*, *Petticoat Junction*, *Jonathan Winters Show*, *Green Acres*, *Beverly Hillbillies*, *The Good Guys*, *Here's Lucy*, Thursday and Friday night movies and *News with Harry Reasoner*. Buttressing this network splurge is a spot-TV campaign in 40 markets that began last month.

The commercials in the campaign, which are 10, 20, 30, 40 and 60 seconds in length, focus on citrus fruit as a "fresh snack." The commercials also will introduce on the air the new Sunkist logo trademark, a growing citrus tree with a large citrus fruit at the top.

Sunkist Growers Inc. is a farmer co-operative, whose membership consists of more than 8,500 citrus growers in California and Arizona. It functions mainly as a marketing organization for these producers.



The six new Dancer-Fitzgerald-Sample senior vice presidents just announced are (left to right) Charles N. Blakemore, Dana Blackmar, Frances Kennedy, Jack M. Keil, Greene Fenley and Richard E. Goodman.

Six make the move to senior VP at DFS

Dancer-Fitzgerald-Sample announced a major reorganization last week led by the promotion of six creative group heads to the newly established positions of senior vice president and creative director.

The reorganization is designed "to give our key creative people a stronger voice in creative management," according to DFS President Stuart B. Upson.

Promoted to senior vice presidents were Dana Blackmar, Charles N. Blakemore, Greene Fenley, Richard E. Goodman, Jack M. Keil and Frances Kennedy.

Except for Mrs. Kennedy, each will have two creative groups reporting to

him. Mrs. Kennedy will be permanent administrator of the firm's creative/management review board, which reviews all new campaigns before submission to clients.

Nine of 10 new creative group heads were also named DFS vice presidents. They are Ann Haggerty, Edwin Corley, Gordon F. Dropps, Eugene L. Cleaves, Edward J. Doyle, Robert Kilzer, Nancie J. Schutz, Stephen M. Vengrove and Richard W. Stevenson. The tenth, Anthony R. Jaffe, has been a vice president since 1967.

Seven persons also were appointed to the newly created post of vice president and executive art director: John L. Davidson, George J. Procak, Frank V. Arundell, Joseph Harris, Donald Higgins, Gordon H. Price and James J. Boden.

State ad-tax clouds loom larger

New tax sources are sought by cities, states; agencies and media supply most of opposition

State taxes on advertising are continuing to close in on media users from a variety of skirmish lines nationally. In Iowa, the state that sparked the spreading movement to tax gross advertising revenues, most state media got the word last week that the first payments would be due shortly—retroactive to either October 1967 or May 1968, depending on a tax-department ruling.

And in Arkansas, state-senate hearings were scheduled last week on a proposal to extend the state's 3% sales tax to advertising. House hearings had been scheduled the previous week but were postponed. The Arkansas bill would repeal a 1941 law that exempted advertising.

Forces nationally that are driving state and municipal governments to seek new or expanded tax-revenue bases have insured that developments in Iowa's action will command avid attention—and, if the advertising tax proves a successful way to raise revenue—widespread copying elsewhere. Other forces are gathering to fight the movement; to oppose specific proposals as they emerge or to engage in preventive grass-roots activities designed to keep similar measures from appearing on legislative and municipal dockets.

The American Advertising Federation has set a special meeting next Sunday afternoon (Feb. 16) before the start of its annual government-affairs conference to review developments with

key state advertising-industry leaders (see page 28). And National Association of Broadcasters' General Counsel Douglas Anello is meeting with network and group-broadcasters' tax lawyers Thursday (Feb. 13) for a strategy session.

Success of the Iowa proposal in the state supreme court went a long way, observers note, in dispelling an "it can't happen here" attitude among broadcasters and print-media proprietors. The Iowa proposal is still subject to a U.S. Supreme Court test, on constitutional issues surrounding the implicit interstate-commerce issue. But a feature of the Iowa law, which extends the state's 3% sales tax to gross receipts of media, with the media serving as collectors, raises a novel issue that facilitates an appeal to the federal level.

That issue, which is not present in other, more limited proposals, is whether the state can collect its 3% on all advertising business done in the state, even if the message paid for is to be delivered to out-of-state audiences.

Affected would be broadcasters whose signals fall across the state line, or a group broadcaster who accepts business in the state for airing on another station in the group but outside the state. As construed by the Iowa courts, the state's law is not an apportioned tax," that is, not to be prorated to take into account non-Iowa audiences. One major enterprise that is af-

fected is Meredith Publishing Co., headquartered in Des Moines, publisher of *Better Homes and Gardens*. Out-of-state advertisers using the magazine to reach out-of-state readers face the equivalent of a 3% rate hike because of the state law.

Iowa media had been allowed to withhold payment of the tax until last week, pending court and legislative appeals. But the courts ruled that all but the handful of actual principals in the case, who plan to proceed to a U.S. Supreme Court determination on constitutional grounds, must begin to pay. Payments will be due on receipts dating from either October 1967, when the law was passed, or May 1968, when it was officially published. The tax office is to rule on which date applies.

Several broadcasting outlets remain exempt from payment, although if appeal is lost they will presumably be responsible for retroactive payments too. They are among the principals to the litigation — WOC-AM-TV Davenport, WMT-AM-TV Cedar Rapids, KTIV(TV) and KSCJ Sioux City.

Meanwhile, the Iowa example has not been lost on a number of other tax-hungry jurisdictions, and the state-court victory there has suggested to revenue raisers that similar taxes—especially without the nonapportioned features still clouding the Iowa tax with a degree of uncertainty—have a good chance of success. At present advertising taxes are in various stages of consideration in the following jurisdictions:

■ Iowa's tax, as noted, is heading toward cash collections and the U.S. Supreme Court. Both the AAF and the NAB are planning to join in the plea for Supreme Court review, and both are expected to contribute financially to the effort. Certiorari will be sought this

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Jan. 26, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 26	Total dollars week ended Jan. 26	1969 total minutes	1969 total dollars
	Week ended Jan. 26	Cume Jan. 1-Jan. 26	Week ended Jan. 26	Cume Jan. 1-Jan. 26	Week ended Jan. 26	Cume Jan. 1-Jan. 26				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ —	\$ 141.0	\$ 433.3	\$ 351.6	\$ 1,257.7	88	\$ 492.6	286	\$ 1,691.0
Monday-Friday 10 a.m.-6 p.m.	1,351.2	4,912.6	2,615.6	10,447.2	2,506.4	9,869.0	885	6,473.2	3,008	25,228.8
Saturday-Sunday Sign-on-6 p.m.	1,478.7	3,735.7	915.6	5,774.5	368.7	4,256.4	277	2,763.0	1,000	13,766.6
Monday-Saturday 6 p.m.-7:30 p.m.	458.9	1,144.7	771.0	2,837.2	734.6	3,163.8	92	1,964.5	309	7,145.7
Sunday 6 p.m.-7:30 p.m.	309.2	675.2	239.9	1,094.8	215.6	1,042.3	25	764.7	87	2,812.3
Monday-Sunday 7:30-11 p.m.	5,544.6	19,994.9	7,444.3	26,416.4	7,452.8	26,502.4	440	20,441.7	1,585	72,913.7
Monday-Sunday 11 p.m.-Sign-off	252.0	1,050.2	200.6	323.0	605.9	1,737.8	80	1,058.5	254	3,111.0
Total	\$9,394.6	\$31,513.3	\$12,328.0	\$47,326.4	\$12,235.6	\$47,829.4	1,887	\$33,958.2	6,529	\$ 126,669.1

**WJRZ RADIO REACHES MORE
AVERAGE PERSONS 12+ PER
1/4 HOUR MONDAY-SUNDAY 6
AM-12 MIDNIGHT THAN ANY
STATION IN SAN FRANCISCO,
WASHINGTON, ST. LOUIS,
CLEVELAND, BALTIMORE,
NEWARK, HOUSTON, MILWAU-
KEE, DALLAS-FT. WORTH, CIN-
CINNATI, ATLANTA, MIAMI,
DENVER or NASHVILLE.**

WJRZ the nation's No. 1 country music station



HACKENSACK, NEW JERSEY / SERVING METRO NEW YORK

Source: ARB radio local market reports for October 1968 for New York and other cities listed, total survey area persons 12+ Monday-Sunday 6 A.M.-12 Midnight. The assertions made in this advertisement are based on the reports cited and are subject to the statistical limitations published in that report.

meeting the challenge of change



RADIO

KAAY
Little Rock

KEEL
Shreveport

KILT
Houston

WAKY
Louisville

WBBF
Rochester

WIL
St. Louis

WJRZ*

*PENDING FCC APPROVAL

KEEL-FM
Shreveport

KILT-FM
Houston

WBFB- (FM)
Rochester

WIL-FM
St. Louis

TELEVISION

WAND-TV
Decatur

Springfield
Champaign

WAVY-TV
Norfolk

Portsmouth
Newport News

REPRESENTATION

B **JOHN C.**
BUTLER
& COMPANY, INC.

THE EVERYWHERE,
ALL THE TIME REP

Atlanta
Chicago
Dallas
Detroit
Los Angeles
New York
San Francisco

Some future historian will refer to this decade as the significant sixties. He'll be correct. His phrase will be most apt in its application but woefully weak in description.

To us, the sixties are particularly significant. LIN was born in 1960. Now, we're a communications-related complex, just nine years old, with last year's sales exceeding \$25,000,000.

Our unusual rate of growth has confounded a number of our peers and amazed the industry, but we don't feel that we've performed miracles. We're a *total service* organization meeting the challenge of change.

Every LIN rep is dedicated to the *total service* demanded by change in the advertising community. Every LIN radio and TV station is dedicated to the *total service* and community involvement demanded by change in America's cities.

Change is always a challenge. A challenge LIN Broadcasting accepts . . . and thrives on!

**MEETING THE
CHALLENGE
OF CHANGE**



Executive Offices, Nashville, Tenn.

spring.

■ In Arkansas, also as noted, the proposal is before the legislature, at the hearing stage.

■ In Massachusetts a 5% tax on gross income of newspapers (classified advertisements excepted), broadcast and other media has been proposed. Bills have been introduced in the legislature.

■ In Rhode Island a proposal to extend the state's 5% sales tax to advertising has been placed on the legislative agenda for committee discussion. The tax is expected to generate about \$15 million in revenue yearly.

■ In Nebraska a proposed extension of the state's 2% sales tax would bring in a projected \$5 million annually. A bill has been introduced by the chairman of the state senate's finance committee.

■ In Georgia a bill would extend the state's 3% sales tax to advertising. Another bill would raise the over-all rate to 4%.

■ In Ohio the governor has proposed a 1% gross-receipts tax. A retail merchants' association has countered with a recommendation that the 4% sales tax be extended to advertising.

■ In the District of Columbia a 4% gross-receipts tax on advertising and related services was proposed by the D.C. Council. The Budget Bureau halved the proposal to 2% and the plan was sent to Congress in President Johnson's final budget. There the matter awaits action by the national legislature, which, if it approves such a tax for a local city government (Washington), will provide further encouragement for state and municipal taxing bodies.

■ And in Pittsburgh, the city government has already enacted a six mill (0.6%) tax on advertising, joining Iowa to become the second jurisdiction with an actual law on the books.

The defense for advertisers and media looks like a war plan for a guerilla battle. Ad hoc strategies must be formulated for each jurisdiction depending on local law and the array of political forces and financial needs to be contended with. If, as some observers contend, the Iowa case shows a green light for other plans elsewhere that are not complicated by the apportionment argument, the first line of defense will be political and not legal in most areas.

Thus far, political strategy is proceeding on two levels—fighting back specific legislation or attempting to keep such proposals from being put forward to begin with. Some hold that the best defense once a plan reaches the hearing stage is to marshal economic arguments that the tax, by curtailing advertising, curtails economic activity of a greater value to the community than

\$1-billion year for nighttime TV

LNA/TVB figures point to record dollar investments in network for 4.6% gain

Investment in nighttime network television rose to \$1,032,436,500 in 1968 from \$986,819,000 in 1967, it was reported last week by the Television Bureau of Advertising in releasing figures from Leading National Advertisers.

TVB noted the 1968 performance for

nighttime network TV (the period after 6 p.m.) marked the first time that a single segment of television has accounted for more than \$1 billion in a year. Nighttime network TV showed the largest percentage and dollar gains, rising by 4.6%.

Network television net time and program billings by day parts and by network (add \$000)

	December			January-December		
	1967	1968	% Chg.	1967	1968	% Chg.
Daytime	\$ 57,251.0	\$ 54,064.2	-5.6	\$ 513,047.6	\$ 515,423.9	+0.5
Monday-Friday	28,022.1	29,111.0	+3.9	346,572.1	351,896.9	+1.5
Saturday-Sunday	29,228.9	24,953.2	-14.6	166,475.5	163,527.0	-1.8
Night time	93,701.1	105,963.8	+13.1	986,819.6	1,032,436.5	+4.6
Total	\$150,952.1	\$160,028.0	+6.0	\$1,499,867.2	\$1,547,860.4	+3.2

	ABC	CBS	NBC	Total
January	\$34,708.7	\$55,896.5	\$48,151.9	\$138,757.1
February	41,976.5	49,901.3	47,051.6	138,929.4
March	38,904.3	52,299.8	48,280.1	139,484.2
April	33,371.5	45,713.2	43,707.2	122,791.9
May	29,606.5	43,014.1	42,779.2	115,399.8
June	25,091.5	35,416.4	32,577.3	93,085.2
July	24,859.8	33,058.7	34,343.6	92,262.1
August	24,306.0	31,819.9	30,864.0	86,989.9
September*	31,139.9	43,688.5	46,889.6	121,718.0
October*	50,983.2	60,522.6	65,074.5	176,580.3
November*	45,321.5	62,482.6	54,030.4	161,834.5
December	38,713.8	66,780.0	54,534.2	160,028.0

* Revised. Source: LNA/TVB

the revenue generated for the government. If the buyer of advertising, it is noted, is convinced that a dollar of advertising produces more than a dollar's worth of business, in the long run, such media users should be the natural allies of media fighting the tax.

But the agencies and the media so far seem to be waging the bulk of the opposition. And, it is felt, if the laws are passed they will also bear the early brunt of the payments. Most advertisers have fixed budgeted amounts for advertising. The practice makes it almost impossible to pass the tax on to the advertising buyer. The net result, goes one argument, is that advertisers will find their budgets reduced in effectiveness by exactly the percentage of the tax. And the media will end up short by the same amount in revenue.

When passing a resolution against the proposed Georgia tax, the Georgia Association of Broadcasters put it this way: "This additional tax would mean that Georgia advertisers would have a cutback of 4% from their advertising dollar. The bill, therefore, would be injurious to every retail outlet doing any advertising in Georgia."

Agency appointments:

■ Fanny Farmer Candy Shops Inc., Cambridge, Mass., has named N. W. Ayer, Boston. The company previously placed advertising itself, primarily in newspapers.

■ Liggett & Myers New York has added

Junius Edwards Inc., New York, as one of its advertising agencies for products as yet unspecified. Billings also were not disclosed but L&M said about 10% of buys will be in radio.

■ Ross Roy of New York Inc., has been appointed to handle Canadian advertising and sales promotion for the Pharmacrast division of the R. J. Starsenburgh Co. of Canada, Scarborough, Ontario, and will open an office in Toronto to service the account. The 1969 budget was estimated at under \$500,000. Last year Pharmacrast spent its entire advertising allocation in television for Fresh deodorant, Allerest allergy products and Desenex foot products. The previous agency was Doyle Dane Bernbach, Toronto.

RAB to give tips on successful selling

The Radio Advertising Bureau will hold its 1969 regional sales clinics from Feb. 24 through May 23, consisting of 16 one-day seminars focusing on the "psychology of successful selling."

Miles David, RAB president, announced the schedule of the clinics last week and predicted that radio will reach its first two-billion-dollar year by 1975 "if the industry can maintain and increase the sales professionalism that helped make radio's first billion-dollar year in 1968."

The clinics will be split by market size so that talks and available sales-

For your information.

What does it take to keep an information station prospering? A superior news organization plus broadcast professionals who report the news with a person-to-person touch. That's why so many leading stations are now affiliated with the American Information Radio Network for top news and sports coverage. Ours is a world-

wide news organization equipped and staffed specifically for radio. It's the largest and most unique in network radio. The people who manage this network are station people dedicated to making every affiliated station sound a little bit better. For completely flexible, light program inventory that uplifts rather than overloads, plug your station into the American Information Radio Network line. Your listeners will appreciate it—so will your advertisers.



**American
Information
Radio Network**

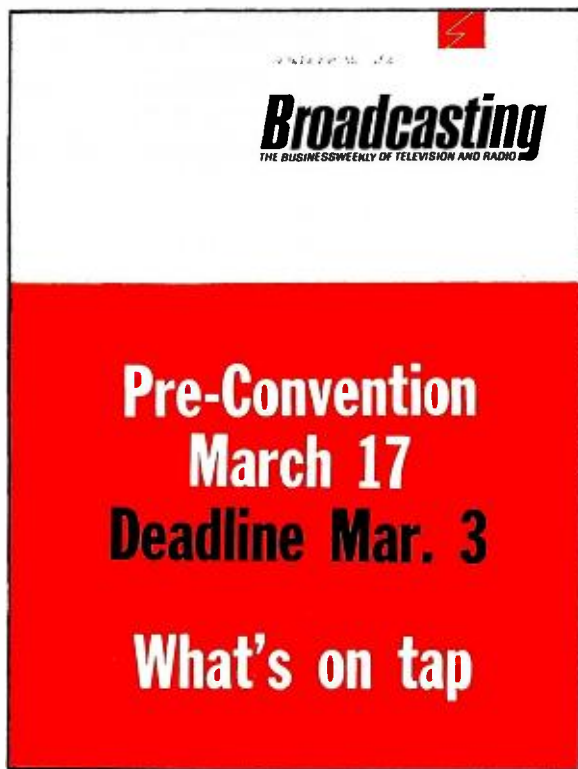
A division of the ABC Radio Network



FOUR ADVERTISING OPPORTUNITIES TO NAB NAB-GOERS—

**and practically everyone else of
importance in broadcasting**

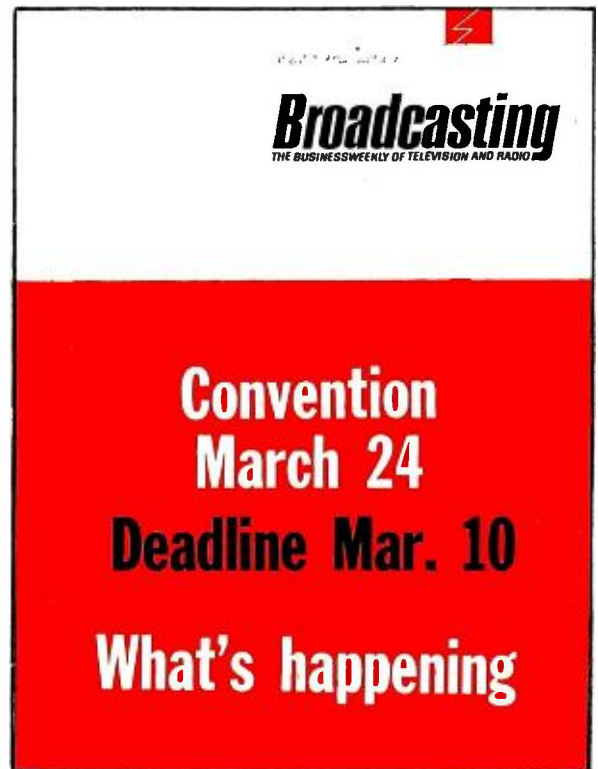
Each issue goes to 39,000 regular subscribers.



The image shows the front cover of the 'Pre-Convention' issue of Broadcasting magazine. The top half is white and features the 'Broadcasting' logo in a bold, italicized font, with the tagline 'THE BUSINESSWEEKLY OF TELEVISION AND RADIO' underneath. A small red square with a white lightning bolt is in the top right corner. The bottom half of the cover is solid red and contains white text. The text is centered and reads: 'Pre-Convention', 'March 17', 'Deadline Mar. 3', and 'What's on tap'.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**Pre-Convention
March 17
Deadline Mar. 3
What's on tap**



The image shows the front cover of the 'Convention' issue of Broadcasting magazine. The top half is white and features the 'Broadcasting' logo in a bold, italicized font, with the tagline 'THE BUSINESSWEEKLY OF TELEVISION AND RADIO' underneath. A small red square with a white lightning bolt is in the top right corner. The bottom half of the cover is solid red and contains white text. The text is centered and reads: 'Convention', 'March 24', 'Deadline Mar. 10', and 'What's happening'.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**Convention
March 24
Deadline Mar. 10
What's happening**

Broadcasting, as usual, will cover the annual NAB Convention with the largest staff in the field.

No individual who attends, no matter how hard he works, can possibly cover all the meetings and exhibits. He'll discover what he missed—in **Broadcasting**.

Anyone who doesn't attend will discover what he missed—in **Broadcasting**.

Everyone who markets a service, concept, or product of potential interest to the pros in radio and television will find compelling reasons to be represented in **Broadcasting**, especially in one or more of the NAB Convention issues.

There's a 3,000 bonus for the Convention issue. Regular rates apply.



Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**Post Convention
March 31
Deadline Mar. 17
What happened**



Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**Post Convention²
April 7
Deadline Mar. 24
What happened
(EQUIPMENT)**

To reserve space, please get in touch with one of our advertising representatives.

Washington 20036

Maury Long, Ed Sellers, 1735 DeSales Street, N.W.
Phone 202-638-1022

New York 10022

Warren W. Middleton, Eleanor Manning, Gregory Masefield,
Frank Chizzini, 444 Madison Avenue Phone 212-755-0610

Chicago 60601

David J. Bailey, 360 N. Michigan Avenue
Phone 312-236-4115

Hollywood, California 90028

Bill Merritt, 1680 N. Vine Street
Phone 213-463-3148

promotion material and techniques will be applicable directly to stations. The schedule:

Feb. 24—Tampa, Fla. (Sheraton Tampa motor inn); Feb. 25—Atlanta (Sheraton-Biltmore hotel); Feb. 27—Greensboro, N. C. (Sheraton motor inn); Feb. 28—Cincinnati (Sheraton-Gibson hotel); March 17—Omaha (Sheraton-Fontenelle hotel); March 18—Denver (Sheraton-Malibu airport inn); March 20—Los Angeles (Sheraton-West hotel); March 21—Portland, Ore. (Sheraton motor inn).

April 14—Detroit (Sheraton-Cadillac hotel); April 15—Philadelphia (Sheraton hotel); April 17—Boston

(Sheraton hotel); April 18—Buffalo, N. Y. (Sheraton motor inn); May 19—Minneapolis (Sheraton-Ritz hotel); May 20—Chicago (Sheraton Chicago); May 22—St. Louis (Sheraton Jefferson); May 23—Dallas (Sheraton-Dallas hotel).

Speak up, and let product's name be heard

Advertising agencies sometimes try so hard in commercials to avoid what they consider as crassness that a product's brand name and package are not sufficiently stressed to produce sales.

John Phillips, president of R. J. Reynolds Foods, New York, told the Dallas Advertising League last week that the product must always be emphasized if the consumer is to become familiar with its advantages, and if advertising is to fulfill its primary function—to sell. "People have made the sad mistake of confusing hard sell with poor taste," he noted. "And when we start to think our products or services are in poor taste, we'd better get out of the business."

Some copywriters, he said, go far in establishing a mood for buying, and with the best intentions. But they only succeed in creating a masterpiece of art instead of a masterpiece of merchandising. "It's almost as if we're ashamed to mention the product," he added.

Mr. Phillips said the main reason advertising works is that it "simplifies the decision-making process for shoppers who must quickly decide to buy many products or services. This can be easily done only when the advantages are presented clearly and simply with great emphasis on the brand name and package appearance."

P&G soaps slide between PKL, Y&R and Burnett

Procter & Gamble, Cincinnati, announced last week a reshuffling of agencies on detergent accounts that bill a total of about \$13.5 million, effective May 1. No reasons were given for the changes.

Papert, Koenig, Lois, New York, is losing Dash, which bills about \$5.7 million (an estimated \$5.1 million in broadcast) and Salvo, which accounts for approximately \$2.3 million (about \$2 million TV-radio). Young & Rubicam will be gaining these accounts.

In turn, Y&R will be dropping the Cheer account, which bills about \$5.5 million (approximately \$5 million in broadcast). Leo Burnett, Chicago, is the new agency for Cheer.

NAB schedules sales seminar

The National Association of Broadcasters will hold its third sales management seminar for radio and television executives from July 13-19 at the Harvard Business School. The seminar is open to all station and network sales managers and/or other executives with equivalent responsibilities. Attendance is limited to 70 and cost is \$425, which includes tuition, teaching material and room and board.

Rep appointments:

- WTGO(TV) Tampa-St. Petersburg, Fla.: Edward Petry & Co., New York.
- KRKD Los Angeles: J. A. Lucas Co., Los Angeles.

Nobody we know
on Channel 7, but
figures make
nails their dial
these audience
us wonder.



Represented by Petry

STATION TOTAL HOUSEHOLDS - DAYTON AREA

Station	Station Circulation *	Sunday thru Saturday	
		Eve. 7:30 PM 11 PM	Total Day 7 AM 1 AM
WHIO 7	42 counties	439,000	524,000
Station B	33 counties	398,000	457,000
WHIO-TV Advantage	+ 9 counties	-- 41,000	-- 67,000

*Source: NSI TV Weekly Cumulative Audiences - November, 1968

*Source: ARB Circulation Study 1965

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

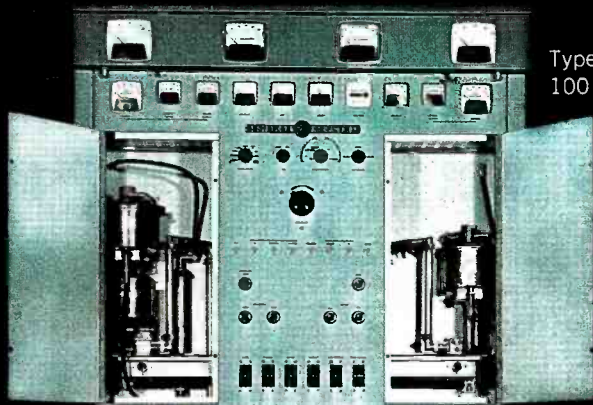


Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oak and WIIIC TV, Pittsburgh

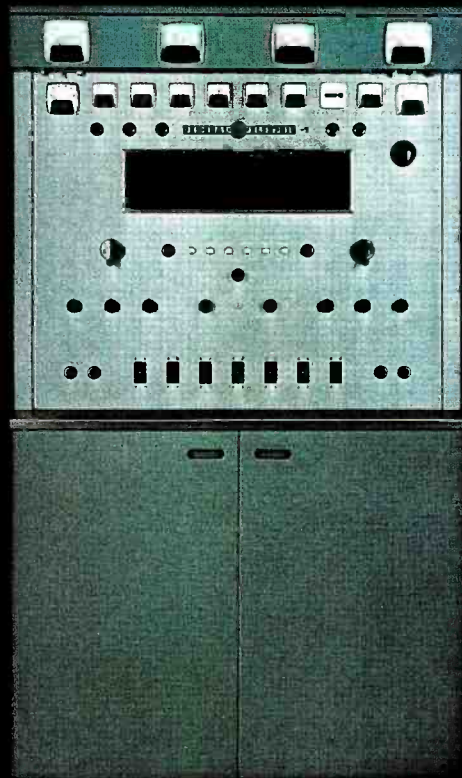
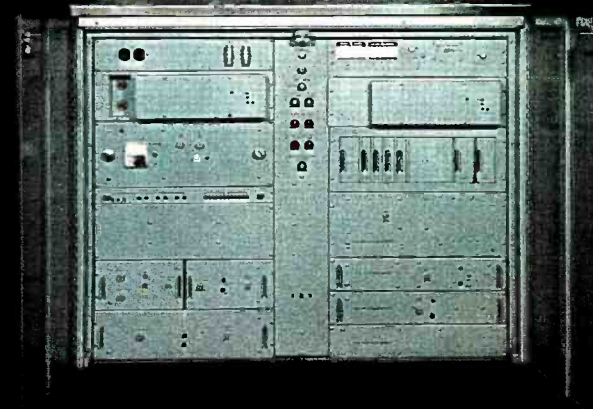
Twenty years of responsible service to the Miami Valley

The General Electric guide to explaining your unfair advantages over competition





Type TT-55-B
100 Watt UHF Driver



Type TT-49-C/D
1 KW VHF Driver

Part 2: transmitters

At the next cocktail party, when you rub elbows with your fellow broadcaster, he's going to want some information. Like why you never miss a minute of air time. Why you're sending crisper color. Why your color-signal transmissions are so stable.

Be cool. Be casual. Tell too much about your General Electric transmitter and your unfair advantage could be gone. But because you're a customer, here are our suggestions on how to parry.

QUESTION: What do you know about this new solid-state stuff?

ANSWER: "Well, it's still pretty new. A lot of companies don't even have it." No need to rub it in by adding "... but everyone will eventually." Don't even tell him that GE has replaced 34 out of 40 tubes in its UHF driver and 57 out of 63 in its VHF driver. Or that every one of its 12 VHF packages has a solid-state driver. Above all, don't stress the savings to be had in maintenance and reliability.

QUESTION: You probably had to do a lot of rebuilding when you boosted power, huh?

ANSWER: "Oh, about what you'd expect." A good, incomplete answer. Why add "... with GE"? That might tip him off to our standardized cubicles that let you buy what you need now, uprate later at low cost without a major rebuilding. Skip the cubicles and you don't have to go into their

features like complete prewiring, or built-in blowers that eliminate ductwork.

QUESTION: You been having a lot of trouble with phase and gain distortion?

ANSWER: "Boy, can't that be a problem!" This is the old reverse-question ploy. Chances are he'll just nod sadly and go on. Then you won't have to talk about the new GE Differential Phase and Gain Correction Unit that gives you brighter colors, better hues, and more uniform color transmission. Or about the total of 15° of differential phase compensation in three steps. If you don't talk, he might never know he could have had a unit installed with his present transmitter. And if he doesn't know—your point, advantage in.

If by some chance it's *you* who're asking the questions, get with it. We've got a lot more answers to questions such as how our conservative power ratings mean economy and give you added protection at minimum cost.

Your General Electric Broadcast Sales Representative will give you straight answers. And he might make it possible for you to pick up an unfair advantage of your own. Call him. Or write for brochure GEA-8058 (VHF) or GEA-8721 (UHF).

General Electric Company,
Visual Communication Products
Department, Electronics Park,
Syracuse, New York 13201.

GENERAL  ELECTRIC

NBC 1968 sales pass \$600-million mark

NBC achieved net sales of more than \$600 million in 1968, the highest in the company's 42-year history, it was announced last week.

The company's year-end report noted that all five operating divisions—NBC-TV, NBC News, NBC-owned television stations, NBC Radio and owned radio stations, and NBC Enterprises—contributed to the record year.

NBC-TV sales rose by 8% and daytime sales by 28%, the latter reaching the \$100-million mark for the first time in its history.

Each of the five outlets in the owned television stations division set new revenue records, according to the report, and the division's "increase in sales over the previous year outpaced the general industry growth." NBC radio-station revenue rose by 16% over 1967 while NBC Radio network sales were "at the highest level in 10 years, 14% greater than 1967," it was stated.

NBC News was the largest single supplier of programming for the television network, responsible for more than 25% of the total NBC-TV schedule. It was pointed out that NBC-TV allotted 20½ hours to the coverage of the Democratic convention last summer.

The report said that NBC Enterprises, the most widely diversified division of the company, continued to expand its operations while increasing its revenue substantially over 1967. The

division is active in the U. S. and in international syndication of programming; technical, programming and management counsel to overseas TV stations; distribution of programming to schools, and merchandising and licensing.

ARB offers new service for buying and billing

The American Research Bureau has begun a new service for advertising agencies that provides periodic reports on media-advertising purchases that also can be used for billing purposes.

The new service, Media Account Control Systems (MACS), is designed to reduce clerical burdens and increase management control by advertising agencies in media buying, ARB said. ARB recently bought the MACS service from Informatics Inc., Van Nuys, Calif., which introduced the concept two years ago and which has been successfully used, according to ARB, by eight agencies in Los Angeles, San Francisco and Chicago.

ARB said that the MACS service is the first in a series of media-information management systems that will be offered to its clients. Currently being perfected, ARB said, is a supplement to MACS covering audience estimates and a print-out of cost-per-thousand data.

Frank Crane, who was responsible for the original design of the system at Informatics, has joined the ARB staff in New York and will be in over-all

charge of system operations, customer service and marketing. Linda Hartmann, also a former Informatics employee, will manage Chicago operations, and Paul Kennedy, former national sales manager of KCOP(TV) Los Angeles, is supervising the western office in Los Angeles.

Ford plans ad blitz for Maverick in spring

Remember Ford Motor Co.'s overnight success in April 1964 introducing the Mustang with saturation-TV and other media schedules?

This spring Ford will do it again, but even bigger and better, in behalf of the new subcompact Maverick, Ford division's advertising manager, John J. Morrissey, told Chicago's Broadcast Advertising Club last week. The Maverick debut date April 16 includes exposure in every prime hour all evening on all three TV networks, just for openers.

Negotiations with NBC and Mutual are underway for full weekend-radio exposure also, he said, while massive local campaigns are expected for both TV and radio via Ford dealer groups. Agency is J. Walter Thompson Co., New York.

Mr. Morrissey, formerly with JWT, said Ford also is making some sort of a record in the use of local TV beginning this month with its full-hour color special to boost the Mustang and featuring the Going Thing group of its commercials.

Business briefly:

In NBC-TV buys reported last week, **Procter & Gamble**, Cincinnati, through Young & Rubicam, New York, will sponsor all of *Pogo's Special Holiday Special*, May 18, 8:30-9 p.m. EDT, **Standard Brands**, through J. Walter Thompson, both New York, has bought time in *First Tuesday*, and in four other night-time series.

New NBC Radio buys include **Colgate-Palmolive**, via Ted Bates & Co., both New York, in *News on the Hour*, *Emphasis* and *Monitor*, **Bristol-Myers**, through Young & Rubicam, both New York, in *David Brinkley Reports*, *Chet Huntley's Perspective on the News*, *News of the World*, *News on the Hour* and *Monitor*, and **Renzit Products**, through Kalish, Spiro, Walpert & Ringold, both Philadelphia, in *News on the Hour*, *David Brinkley* and *Chet Huntley* news, *Emphasis*, *Monitor News on the Hour* and *Ring Around the World*.

CBS-TV buys reported last week were **Coca-Cola**, Atlanta, through McCann-Erickson, Atlanta-New York, and **Interstate Bakeries Corp.**, through Dancer-Fitzgerald-Sample, both New York, for the repeat of *He's Your Dog*, *Charlie*

Brown, Feb. 20, 7:30-8 p.m. EST, and **Armstrong Cork Co.**, Lancaster, Pa., through BBDO, New York, for *Looking Back*, starring Andy Griffith, Janet Leigh, Don Knotts and Tennessee Ernie Ford on Feb. 20, 8-9 p.m. EST.

Harris Bank & Trust Co., Chicago, which claims it will be first local bank advertising on national network TV, starts schedule April 19 using golf shows on ABC-TV. The aim is to reach top business executives. Agency: Leo Burnett Co., Chicago.

AT&T, through N. W. Ayer & Sons, both New York, will sponsor a one-hour special on movie magnate David O. Selznick. The special produced by Metromedia Producers Corp. in association with Selznick Properties Inc., will be on NBC-TV. March 21, 10-11 p.m. EST.

Viking Carpets Inc., New York, will sponsor the repeat of the animated musical, *Babar the Elephant*, on NBC-TV, April 21, 7:30-8 p.m. EST, and will include the special in an \$800,000 promotional campaign. Advertising will begin March 12 on CBS Radio with a 13-week schedule of Arthur Godfrey commercials.

Public pressure pushes Congress to help consumer

A bipartisan coalition in both houses of Congress has formed to promote the idea of a separate cabinet-level Department of Consumer Affairs. The principal sponsor of a House bill (H.R. 6037) introduced last week, Benjamin S. Rosenthal (D-N. Y.), was joined by 85 cosponsors. Similar legislation was introduced in the Senate by Senator Gaylord Nelson (D-Wis.), with seven cosponsors.

Representative Rosenthal cited three factors converging to bring pressure for a separate consumer department. They include growing congressional concern regarding how recent consumer legislation is being administered; complaints by consumer spokesmen, in and out of government, that the federal and state regulatory agencies never hear the consumer's viewpoint when they set rates or guide practices of business and industry, and support from the President's Consumer Advisory Council and the National Commission on Food Marketing for a separate consumer affairs department.



Firemen's union demands a return to coal-shovel work rules. It's featherbedding... and would cost you plenty!

There's no need for a fireman on freight and yard diesels. Not since the Steam Age.

There's no coal for him to shovel, no fires for him to stoke. With both engineer and brakeman in the cab of a road locomotive, there are no lookout duties for a third man to perform. A fireman would serve no purpose other than featherbedding.

A Presidential Railroad Commission condemned it. Congress provided for a Board to deal with it. That Board ruled

against it. The Courts agreed.

And railroads got a green light to eliminate the unnecessary firemen jobs on freight and yard diesels. *But the men were protected.* They received other railroad jobs at no loss in earnings or got generous severance allowances.

Now the Firemen's union leaders are demanding that we restore featherbedding—even though that means hiring people with no previous railroad experience. In one year alone it would cost you the public over \$200 million in higher

shipping charges...higher prices for the goods you buy. And put a serious roadblock in the way of railroad progress.

Railroads must continue to make progress...faster...to keep ahead of your growing transportation needs.

**American
Railroads**
WASHINGTON, D. C.

There must be a stop to featherbedding

In at last: radio data for 1967

FCC's relayed report shows sluggish year that preceded strong comeback in 1968

Revenues of radio broadcasting in 1967 registered an unimpressive 4% gain over 1966, but income before federal taxes decreased 17%.

The FCC's radio financial report for 1967, released last week, showed that 1967 radio revenues were \$907.3 million, compared with \$872.1 million for the previous year. Combined radio and television revenues increased 3.4%—to about \$3.2 billion in 1967 compared with 1966's \$3.1 billion.

Radio's income before federal income taxes declined from \$97.3 million in 1966 to \$80.8 million in 1967. Pretax income for radio and television was not much better. It declined 16.1% from the \$590.2 million level in 1966 to \$495.4 in 1967.

(Both radio and television made impressive comebacks in 1968, according to BROADCASTING's estimates in its "Perspective" report, Jan. 27. TV time sales in 1968 were 12.8% bigger than in 1967. Radio time sales passed the \$1-billion mark, in a 15.8% gain. Official FCC figures for 1968 will not be released until later this year. The commission's reports for 1967 were later than usual, owing to computer trouble.)

In 1967 radio networks posted a \$1.27 million loss in pretax income on revenues of \$40.45 million, a slight improvement over their 1966 loss of \$1.7 million. Income before federal income taxes for the 19 network-owned

stations, however, showed a considerable decline—a 1967 loss of \$759,000 on revenues of \$36.67 million, compared to the 1966 profit of almost \$5.4 million. The 4,000-odd other stations registered pretax income of \$87.1 million on revenues of \$807.6 million—a 10.2% decrease from the previous year's total of \$97 million. In addition, 405 non-AM affiliated FM stations suffered a loss of \$4.2 million on total revenues of \$22.6 million.

Pretax income for the entire industry totaled \$85 million on revenues of \$884.7 million. This was a 15.5% decrease from 1966.

Total time sales of networks and stations in 1967 before deduction of commissions to agencies and representatives amounted to \$946.6 million, a \$34.6 million increase over 1966's \$912 million. Network time sales were up 3.7% to \$36 million from \$34.7 million in 1966; national spot rose 1.8% to \$289.8 million from the previous year's \$284.6 million, and local rose 5% to \$609.2 million from 1966's \$580.2 million.

For the third straight year, the percentage of network, national and local spot time sales to total sales remained constant—network 5%; national spot 31%, and local 64%.

The number of radio stations reporting revenues of \$1 million or more in 1967 increased by four to 110. In 1966

there were 106 such stations. Of the 3,976 stations reporting profits and losses, 2,654 reported profits; 1,322 were in the red—an increase of 220 stations over 1966.

Among the stations reporting revenues of \$1 million or more, 43 had profits of \$500,000 or over. This figure coincides with that for 1966. Three stations in the \$1 million category had losses of \$500,000 or more. In 1966 there were only two.

Average revenues of profitable stations amounted to \$249,871 and average profits were \$48,186. In the unprofitable station category, \$134,830 was the average for revenues and \$30,653 the average loss.

In markets with populations of two million or more, average revenues for the money-making stations were \$1.17 million; income \$327,445. In the same markets, stations reporting losses averaged revenues of \$480,790 and losses of \$170,224.

In one-station markets outside Standard Metropolitan Statistical Areas, 1,482 stations had average revenues of \$90,045 and profits of \$6,976. Stations reporting profits in these markets totaled 1,065, with average revenues of \$99,664 and income of \$12,652. There were 417 stations showing red ink in the one-station markets; their average revenues were \$65,479 and their average losses amounted to \$7,521.

In two-station communities, 513 outlets averaged \$112,382 in revenues and \$6,006 in profits. Of this number, 337 stations were in the black with average revenues of \$125,669 and average profits of \$14,699. There were 176 stations reporting losses in the two-station markets. They had average revenues of \$86,941 and average losses of \$10,639.

FM station revenues for 1967 were \$39.8 million, an increase of \$7.5 million or 23% over 1966's \$32.3 million. In 1967 there were 1,706 FM stations, up 131 from 1966's 1,575.

FM stations affiliated in ownership with AM's reported total revenues of \$17.2 million for the year, an increase of 33.3% over 1966's \$12.9 million. Profits for those stations are not broken down. They are included in the licensee's income for both AM and FM.

Here's how 1967-66 compare for radio-TV

Broadcast revenues, expenses and income of networks and stations of radio¹ and television broadcast services

	1967	1966	Percentage change 1966-67
BROADCAST REVENUES			
Radio	\$ 907,300,000	\$ 872,100,000	4.0 %
Television	2,275,400,000	2,203,000,000	3.2
INDUSTRY TOTAL	\$3,182,700,000	\$3,075,100,000	3.4 %
BROADCAST EXPENSES			
Radio	\$ 826,500,000	\$ 774,800,000	6.7 %
Television	1,860,800,000	1,710,100,000	8.8
INDUSTRY TOTAL	\$2,687,300,000	\$2,484,900,000	8.1 %
BROADCAST INCOME (before federal income tax)			
Radio	\$ 80,800,000	\$ 97,300,000	(17.0)%
Television	414,600,000	492,900,000	(15.9)
INDUSTRY TOTAL	\$ 495,400,000	\$ 590,200,000	(16.1)%

¹ Includes AM and FM.

Note: 1967 Radio data cover the operations of four nationwide networks, 4,076 AM and AM-FM and 405 independent FM stations. 1966 radio data cover the operations of four nationwide networks, 4,019 AM and AM-FM and 381 independent FM stations. 1967 TV data cover the operations of three networks and 619 stations. 1966 data cover the operations of three networks and 608 stations.

The 405 independently owned FM stations had total revenues of \$22.6 million in 1967, compared to the 1966 total of \$19.4 million, when there were 381 stations in this listing. The 405 stations, however, reported an aggregate loss of \$4.2 million, compared to the 1966 loss of \$3.3 million. Of the 405, 115 reported a profit and 290 showed a loss. Of the 381 reporting in 1966, 111 were operating in the black and 270 suffered a loss.

The FCC's breakdown of revenues, expenses and income in Standard Metropolitan Statistical Areas where three or more independently owned FM's were operating, shows that five major markets took in \$1 million or more in revenues: Chicago, \$1.6 million; San Francisco-Oakland, \$1.33 million; Los Angeles-Long Beach, \$1.32 million; Detroit, \$1.11 million, and New York, \$1.0 million. Only in eight markets did independent FM's show an aggregate pretax profit: Chicago, \$40,178; Detroit, \$36,606; Baltimore, \$10,631; Cleveland, \$8,798; Madison, Wis., \$7,811; Miami, \$7,200; Buffalo, N. Y., \$3,010, and Terre Haute, Ind., \$377.

As in 1966, New York suffered the heaviest deficit — \$284,069 — and Milwaukee had the smallest — \$22,894.

Independently owned FM's employed 3,689 people in 1967, of which 1,643 were part-time. They had an investment in tangible property of \$25.3 million at original cost and \$17.1 million at de-

preciated cost.

During 1967, 2,646 radio stations reported payments to proprietors, partners or stockholders aggregating \$47,383,215. Sixteen of the stations paid out over \$100,000 each.

Among the 1,322 stations reporting losses for the year totaling \$40,523,714, 791 reported payments to owners amounting to \$10,470,079, and 1,239 radio stations deducted a total of \$16,871,817 for depreciation.

Of the 1,322 radio stations reporting losses, 740 made payments to proprietors, partners or stockholders and/or took depreciation in amounts exceeding their losses. There were 430 stations that paid more to their owners than the amount of their losses.

The 10 metropolitan areas with the highest radio revenues in 1967 were New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, Detroit, Washington, Cleveland and Baltimore.

Markets where all radio outlets had total revenues of \$5 million or more included: Atlanta, \$7.3 million; Baltimore, \$7.8 million; Boston, \$11.7 million; Chicago, \$24.8 million; Cleveland, \$8.1 million; Dallas, \$5.9 million; Denver, \$5.4 million; Detroit, \$11.1 million; Houston, \$6.8 million; Kansas City, Mo., \$5.2 million; Los Angeles, \$25.7 million; Miami, \$5.2 million; Milwaukee, \$5.2 million; Minneapolis, \$7.4 million; New York, \$42.3 million;

Philadelphia, \$14.6 million; Pittsburgh, \$7.4 million; St. Louis, \$7.8 million; San Francisco, \$13.3 million; Seattle, \$5.7 million, and Washington, \$9.2 million.

Markets where total profits reached \$1 million or more: Atlanta, \$2.4 million; Baltimore, \$1.6 million; Boston, \$2.2 million; Chicago, \$5.4 million; Dallas, \$1.7 million; Detroit, \$2.3 million; Houston, \$1.8 million; Kansas City, Mo., \$1.1 million; Los Angeles, \$5.1 million; Minneapolis, \$2.9 million; New York, \$8.6 million; Philadelphia, \$2.3; Pittsburgh, \$1.4 million; St. Louis, \$1.3 million; San Francisco, \$1.6 million, and Washington, \$2.2 million.

Over-all 1967 radio expenses amounted to \$794.8 million. Of that \$88.97 million was spent for technical, \$265.28 million for programing, \$151.59 million for selling and \$288.97 on general and administrative expenses.

In 1967, radio broadcasters employed 63,521 persons, 15,600 part-time. Investment in tangible property amounted to \$645.4 million at original cost and \$344.8 million at depreciated cost.

A total of 4,481 radio stations reported financial data for 1967. Of those in operation the full year, 3,976 were AM's and AM-FM's and 359 were FM independents. Of the number in operation part of the year, 100 were AM's and AM-FM's and 46 were FM's not affiliated with AM stations.

Revenues and expenses of national networks and stations

Broadcast financial data of 4 nationwide radio networks and 4,076 AM and AM-FM stations,¹ 1967
(In thousands of dollars)

Item	4 Nationwide Networks	% Change from Previous Year	19 Owned and Operated Stations	% Change from Previous Year	4,057 Other Stations	% Change from Previous Year	Total 4 Nationwide Networks and 4,076 Stations	% Change from Previous Year
A. Revenues from the sale of time:								
1. Network time sales:								
a. Sale of major network time to advertisers	\$45,042	—	\$ 1,218	(11.2)	\$ 8,313 ¹	(2.9)	—	—
b. Sale of other network time	—	—	—	—	2,020	(20.5)	—	—
Total network time sales	45,042	2.7	1,218	(11.2)	10,333	(7.0)	—	—
2. Deductions from network's revenue from sale of time to advertiser:								
a. Paid to owned and operated stations	1,218	(11.2)	—	—	—	—	—	—
b. Paid to affiliated stations	7,794	1.0	—	—	—	—	—	—
Total participation by others (excluding commissions) in revenue from sale of network time	9,012	(0.8)	—	—	—	—	—	—
3. Total retentions from sale of network time	36,030	3.7	1,218	(11.2)	10,333	(7.0)	47,581	0.8
4. Non-network time sales:								
a. National and regional advertisers	—	—	27,489	(12.9)	262,333	3.7	289,822	1.8
b. Local advertisers	—	—	13,354	(3.0)	595,819 ²	5.2	609,173	5.0
Total non-network time sales	—	—	40,843	(9.9)	858,152	4.7	898,995	4.0
5. Total time sales	36,030	3.7	42,061	(10.0)	868,485	4.6	946,576	3.8
6. Deduct—Commissions to agencies representatives, etc.	6,652	3.2	7,451	(12.5)	87,646	4.8	101,749	3.2
7. Net time sales	29,378	3.8	34,610	(9.4)	780,839	4.5	844,827	3.9
B. Revenues from incidental broadcast activities:								
a. Talent	9,449	0.5	1,969	27.5	10,898	(2.5)	22,316	0.9
b. Sundry broadcast revenues	1,625	2.1	96	(77.7)	15,872	4.8	17,593	2.5
Total incidental broadcast activities	11,074	0.8	2,065	4.6	26,770	1.7	39,909	1.6
TOTAL BROADCAST REVENUES	40,452	3.0	36,675	(8.7)	807,609	4.4	884,736	3.8
C. TOTAL BROADCAST EXPENSES	41,724	1.7	37,434	7.5	720,520	6.5	799,678	6.3
D. BROADCAST INCOME (before Federal income tax)	(1,272)	*	(759)	*	87,089	(10.2)	85,058	(15.5)

¹ Amount differs from that shown in Item 2.b because of variations in accounting practices.

² Some small amount of network and national non-network time sales may be included here since stations with less than \$25,000 time sales for the year do not report detailed revenue breakdown.

³ Loss in 1966 was \$1,733,000.

⁴ Income of \$5,357,000 in 1966.

() Denotes loss or percentage decrease.

Note: Data for 1966 cover the operations of 4 nationwide networks, their 19 owned and operated stations, and 4,000⁰ other stations.

Market-by-market comparison of radio revenues and expenses

Selected revenue items and broadcast revenues, expenses and income¹ of 4,076 radio² stations by Standard Metropolitan Statistical Areas and by communities not in SMSA's, 1967

	No. stations	No. re- porting in or more operating time sales ³	Time sales			Total stations re- porting ⁴	Total broadcast revenues ⁴	Total broadcast expenses	Total broadcast income ¹
			Networks	National & regional ¹	Local ¹				
Metropolitan areas									
Abilene, Tex.	6	6	1,017	\$ 100,068	\$ 669,425	6	\$ 739,266	\$ 690,014	\$ 49,252
Akron, Ohio	5	5		1,195,883	2,336,334	5	3,176,703	2,279,524	897,179
Albany, Ga.	4	4	2,386	121,067	431,681	4	541,278	516,238	25,040
Albany-Schenectady-Troy, N.Y.	9	8	108,465	1,547,667	2,390,671	9	3,569,793	3,500,559	69,234
Albuquerque, N.M.	9 ¹	8	15,613	507,709	1,320,245	8	1,658,494	1,783,614	(125,120)
Allentown-Bethlehem-Easton, Pa.-N.J.	8	8	18,476	487,424	1,665,363	8	2,102,477	1,681,170	421,307
Altoona, Pa.	5	5	4,408	152,335	564,018	5	692,794	785,019	(92,225)
Amarillo, Tex.	7	7	9,281	301,634	914,462	7	1,145,306	1,258,578	(113,272)
Anaheim-Santa Ana-Garden Grove, Calif.	2	2	*	*	*	2	*	*	*
Anderson, Ind.	2	2	*	*	*	2	*	*	*
Ann Arbor, Mich.	5	5	207	69,063	546,400	5	622,882	678,170	(55,288)
Asheville, N.C.	4	4	13,251	159,053	686,574	4	824,589	777,017	47,572
Atlanta	21 ¹	19	205,647	2,753,943	5,656,015	21	8,010,859	5,652,861	2,357,998
Augusta, Ga.-S.C.	10	10	25,542	198,598	1,098,979	10	1,368,668	1,402,384	(33,716)
Austin, Tex.	5	5	16,262	479,757	1,215,124	5	1,586,552	1,478,530	108,022
Bakersfield, Calif.	14	12	38,690	388,803	1,099,939	13	1,487,830	1,566,585	(78,755)
Baltimore	19	19	91,082	4,089,928	6,578,224	19	9,148,810	7,470,324	1,678,486
Baton Rouge	7	7	5,077	249,684	1,492,849	7	1,633,737	1,400,542	233,195
Bay City, Mich.	2	2	*	*	*	2	*	*	*
Beaumont-Port Arthur, Tex.	8	8	3,737	422,881	1,222,313	8	1,542,020	1,601,260	(59,240)
Billings, Mont.	5	5	10,444	160,562	483,756	5	619,605	658,267	(38,662)
Binghamton, N.Y.	5	5	19,750	260,860	839,659	5	1,082,705	1,066,301	16,404
Birmingham, Ala.	15	15	41,588	1,077,169	2,713,782	15	3,600,155	3,102,345	497,810
Bloomington-Normal, Ill.	2	2	*	*	*	2	*	*	*
Boise, Idaho	6	6	20,862	203,543	604,872	6	753,758	795,130	(41,372)
Boston	18	17	201,068	8,143,046	7,481,851	17	13,956,726	11,816,762	2,139,964
Bridgeport, Conn.	3	3		399,265	993,955	3	1,243,906	1,134,722	109,184
Brockton, Mass.	2	2	*	*	*	2	*	*	*
Brownsville-Harlingen-San Benito, Tex.	2	2	*	*	*	2	*	*	*
Buffalo, N.Y.	12	11	96,254	2,694,346	3,507,390	12	5,422,577	5,005,625	416,952
Canton, Ohio	6	6	39,428	710,592	804,351	6	1,504,423	1,248,960	255,463
Cedar Rapids, Iowa	4	4	31,762	833,319	851,122	4	1,712,042	1,556,576	155,466
Champaign-Urbana, Ill.	3	3	7,065	73,586	468,628	3	531,888	400,014	131,874
Charleston, S.C.	7	7	24,337	232,454	941,267	7	1,146,066	978,356	167,710
Charleston, W.Va.	7	7	16,450	214,273	1,173,213	7	1,372,599	1,230,679	141,920
Charlotte, N.C.	9	8	61,029	1,163,608	2,045,927	8	2,959,710	3,054,137	(94,427)
Chattanooga	9	9	21,346	292,061	1,583,800	9	1,837,015	1,769,059	67,956
Chicago	32 ¹	31	320,524	18,934,327	15,036,769	32	31,100,338	24,695,302	6,405,036
Cincinnati	9	8	402,785	2,707,082	3,958,976	8	6,403,610	4,986,511	1,417,099
Cleveland	10	10	191,960	4,524,297	5,164,504	10	8,955,953	8,308,858	647,095
Colorado Springs, Colo.	7	7	5,337	187,697	931,976	7	1,042,162	975,916	66,246
Columbia, S.C.	7	7	16,841	309,667	1,114,360	7	1,391,809	1,238,881	152,928
Columbus, Ga.-Ala.	6	6	14,931	226,370	1,015,252	6	1,241,940	1,175,093	66,847
Columbus, Ohio	7	7	26,829	2,653,632	3,098,692	7	5,157,714	3,795,498	1,362,216
Corpus Christi, Tex.	8	8	22,658	461,452	909,719	8	1,282,670	1,144,705	137,965
Dallas	13	13	82,534	2,624,834	5,028,505	13	6,771,704	5,218,193	1,553,511
Davenport, Iowa-Rock Island-Moline, Ill.	7	7	30,441	397,928	1,524,810	7	1,873,384	1,842,637	30,747
Dayton, Ohio	5	5	30,687	1,590,369	2,563,319	5	3,578,098	2,678,301	899,797
Decatur, Ill.	2	2	*	*	*	2	*	*	*
Denver	20	18	135,253	2,624,518	5,162,404	18	6,983,739	6,486,937	496,802
Des Moines, Iowa	6	6	96,340	1,348,821	1,482,143	6	2,630,839	2,589,335	41,504
Detroit	12	12	352,548	8,373,492	9,010,856	12	15,269,854	12,339,110	2,930,744
Dubuque, Iowa	2	2	*	*	*	2	*	*	*
Duluth-Superior, Minn.-Wis.	11 ¹	9	35,783	371,974	942,448	9	1,329,45	1,184,645	144,806
Durham, N.C.	5	5	7,952	195,742	663,182	5	836,600	772,756	63,844
El Paso, Tex.	7	7	12,180	341,873	1,247,256	7	1,473,670	1,384,754	88,916
Erie, Pa.	6	5	24,983	355,622	608,616	6	916,703	891,050	25,653
Eugene, Ore.	9	8	5,850	273,028	788,394	8	998,067	1,143,458	(145,391)
Evansville, Ind.-Ky.	6	6	12,378	263,792	946,236	6	1,243,864	1,121,778	122,086
Fall River, Mass.	2	2	*	*	*	2	*	*	*
Fargo-Moorhead, N.D.-Minn.	4	4	29,210	236,370	945,728	4	1,187,076	1,245,301	(58,225)
Fayetteville, N.C.	5	5	3,656	130,943	755,981	5	878,429	735,724	142,705
Fitchburg-Leominster, Mass.	3 ¹	2	*	*	*	3	*	*	*
Flint, Mich.	7	7	19,991	588,322	1,799,051	7	2,285,889	2,153,657	132,232
Fort Smith, Ark.	6	5	9,203	123,914	588,313	5	687,402	594,032	93,370
Fort Wayne, Ind.	4	4	15,445	611,393	1,659,486	4	2,260,038	1,719,414	540,624
Fort Worth	7	7	35,215	1,200,293	2,346,353	7	3,199,489	2,852,283	347,206
Fresno, Calif.	12	11	41,050	1,227,701	1,593,923	12	2,517,082	2,458,234	58,848
Fort Lauderdale-Hollywood, Fla.	6	6	3,232	394,014	1,061,088	6	1,369,934	1,551,823	(181,889)
Gadsden, Ala.	3	3	5,096	113,683	436,108	3	553,708	494,239	59,469
Galveston-Texas City, Tex.	3	3	4,132	128,121	389,576	3	516,953	500,179	16,774
Gary-Hammond-East Chicago, Ind.	5	5		39,850	1,150,855	5	1,166,022	1,131,187	34,835
Grand Rapids, Mich.	11	10	96,805	736,452	2,051,141	10	2,661,157	2,758,746	(97,589)
Great Falls, Mont.	4	4	8,392	146,696	395,828	4	545,828	544,929	899
Green Bay, Wis.	3	3	17,608	171,342	625,775	3	787,235	719,392	67,843
Greensboro-High Point, N.C.	15	14	29,989	594,760	2,424,406	15	2,936,511	2,543,863	392,648
Greenville, S.C.	11	10	10,118	258,811	1,364,513	11	1,713,247	1,542,946	170,301
Hamilton-Middleton, Ohio	3	3		168,785	678,533	3	1,085,800	1,053,508	32,292
Harrisburg, Pa.	7	7	25,587	555,907	1,122,619	7	1,633,439	1,473,237	160,202
Hartford, Conn.	7	7	64,713	2,824,024	1,714,034	7	3,814,721	3,117,568	697,153
Honolulu	17	16	89,862	696,945	2,678,476	16	3,303,130	3,911,512	(608,382)
Houston	17 ¹	16	58,864	2,918,740	6,429,624	17	8,198,164	6,237,239	1,960,925
Huntington-Ashland, W.Va.	6	6	9,111	273,241	968,146	6	1,184,404	1,144,105	39,335
Huntsville, Ala.	6	6		152,434	735,125	6	860,223	771,139	89,084
Indianapolis	10 ¹	10	68,791	2,915,460	3,764,107	10	5,823,352	5,050,054	773,298
Jackson, Mich.	3	3	2,443	78,417	404,003	3	464,170	453,245	10,925
Jackson, Miss.	8 ¹	8	16,060	372,881	1,287,865	8	1,660,800	1,587,074	73,726

	No. sta- tions	No. re- porting \$25,000 in or more opera- tion	Time sales			Total sta- tions re- port- ing ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
			Networks	National & regional ¹	Local ¹				
Jacksonville, Fla.	11	11	48,449	735,113	1,665,347	11	2,312,023	2,320,791	(8,768)
Johnstown, Pa.	9	8	9,432	201,720	742,588	9	942,283	948,623	(6,340)
Kalamazoo, Mich.	5	4	24,014	266,712	940,635	4	1,204,156	1,042,553	161,603
Kansas City, Mo.	10 [#]	10	68,570	2,563,397	4,519,369	10	6,292,185	5,285,056	1,007,129
Kenosha, Wis.	1	1	*	*	*	1	*	*	*
Knoxville, Tenn.	12 [#]	11	24,563	734,686	1,434,732	11	2,074,368	1,980,599	93,769
Lafayette, La.	3	3	1,551	196,475	591,503	3	751,868	689,637	62,231
Lafayette-West Lafayette, Ind.	2	2	*	*	*	2	*	*	*
Lake Charles, La.	4	3	7,053	132,033	380,213	3	494,709	487,877	6,832
Lancaster, Pa.	5	5	14,002	213,346	716,854	5	911,079	825,980	85,099
Lansing, Mich.	7 [#]	6	8,472	283,384	1,138,696	7	1,429,554	1,281,476	148,078
Laredo, Tex.	2	2	*	*	*	2	*	*	*
Las Vegas	8	7	42,103	194,872	943,199	8	1,097,560	1,090,091	7,469
Lawrence-Haverhill, Mass.-N.H.	2	2	*	*	*	2	*	*	*
Lawton, Okla.	2	2	*	*	*	2	*	*	*
Lewiston-Auburn, Me.	2	2	*	*	*	2	*	*	*
Lexington, Ky.	3	3	11,606	293,170	743,068	3	1,003,164	864,623	138,541
Lima, Ohio	3	3	1,471	88,045	643,640	3	758,087	688,498	69,589
Lincoln, Neb.	4	4	3,593	149,371	882,900	4	1,011,061	954,214	56,847
Little Rock-North Little Rock, Ark.	11	9	21,767	555,668	1,372,239	10	1,763,614	1,854,994	(91,380)
Lorain-Elyria, Ohio	2 [#]	1	*	*	*	1	*	*	*
Los Angeles-Long Beach	29	29	251,993	19,647,053	19,781,780	29	33,618,545	28,209,910	5,408,635
Louisville, Ky.	11	11	128,239	2,166,365	2,536,577	11	4,246,594	4,358,791	(112,197)
Lowell, Mass.	2	2	*	*	*	2	*	*	*
Lubbock, Tex.	8 [#]	7	18,081	231,087	1,217,131	8	1,362,517	1,316,811	45,706
Lynchburg, Va.	6	6	2,603	77,027	503,748	6	574,525	661,321	(86,796)
Macon, Ga.	9 [#]	9	12,771	248,545	1,143,572	9	1,375,957	1,265,039	110,918
Madison, Wis.	4	4	19,786	415,348	1,374,123	4	1,795,211	1,404,812	390,399
Manchester, N.H.	3	3	18,750	159,424	733,557	3	870,073	840,232	29,841
Mansfield, Ohio	2	2	*	*	*	2	*	*	*
McAllen-Pharr-Edinburg, Tex.	4	4	7,704	139,679	639,417	4	759,780	734,452	25,328
Memphis	12	11	64,736	1,527,885	2,893,185	12	4,073,111	3,266,938	806,173
Meriden, Conn.	1	1	*	*	*	1	*	*	*
Miami	15 [#]	15	72,640	3,307,707	4,960,409	15	7,264,605	7,014,102	250,503
Midland, Tex.	4	4	1,405	93,761	346,587	4	422,064	406,632	15,432
Milwaukee	13	13	67,010	2,854,590	3,907,001	13	6,033,976	5,251,575	782,401
Minneapolis-St. Paul	17	16	120,860	3,147,927	6,767,576	17	9,718,951	7,142,166	2,576,785
Mobile, Ala.	11	11	16,337	476,252	1,046,782	11	1,450,366	1,440,143	10,223
Monroe, La.	4	4	2,439	112,871	393,063	4	484,197	484,989	(792)
Montgomery, Ala.	9	9	15,083	317,690	891,595	9	1,198,714	1,243,465	(44,751)
Muncie, Ind.	2	2	*	*	*	2	*	*	*
Muskegon-Muskegon Heights, Mich.	5	5	15,294	153,531	526,976	5	680,501	675,038	5,463
Nashville	12	12	78,680	1,600,591	2,638,700	12	4,380,663	3,560,204	820,459
New Bedford, Mass.	2	2	*	*	*	2	*	*	*
New Britain, Conn.	2	2	*	*	*	2	*	*	*
New Haven, Conn.	5	5	4,559	819,269	1,382,852	5	1,945,596	1,915,076	30,520
New London-Groton-Norwich, Conn.	3	3	6,167	275,184	541,849	3	777,675	679,806	97,869
New Orleans	13	11	71,703	2,034,331	2,774,027	12	4,551,983	3,935,090	616,893
New York	34 [#]	33	625,653	28,055,001	24,982,881	33	46,799,448	38,307,763	8,491,685
Newark, N.J.	6	6	1,542,761	2,081,302	2,081,302	6	3,284,755	3,299,132	(14,377)
Newport News-Hampton, Va.	3	3	4,877	268,985	1,035,140	3	1,230,785	1,277,438	(46,653)
Norfolk, Va.	8 [#]	7	21,204	773,994	1,651,849	7	2,282,276	2,023,213	259,063
Norwalk, Conn.	2	2	*	*	*	2	*	*	*
Odessa, Tex.	4	4	67,976	385,766	385,766	4	430,285	465,322	(35,037)
Ogden, Utah	4	4	83,196	4,034	320,819	4	320,819	323,812	(2,993)
Oklahoma City	8	8	37,965	1,368,907	2,016,337	8	2,994,555	2,570,002	424,553
Omaha, Neb.-Iowa	7	7	90,136	1,149,047	2,317,476	7	3,135,215	3,086,453	48,762
Orlando, Fla.	10	10	40,558	524,266	1,761,401	10	2,144,345	2,187,103	(42,758)
Oxnard-San Buena-Ventura, Calif.	5	5	241,971	641,056	641,056	5	839,194	856,830	(17,636)
Paterson-Clifton-Passaic, N.J.	2	2	*	*	*	2	*	*	*
Pensacola, Fla.	8 [#]	7	5,724	113,047	1,069,564	8	1,158,389	1,158,172	* 217
Peoria, Ill.	5	5	16,905	425,355	1,355,180	5	1,689,296	1,444,459	244,837
Philadelphia	24 [#]	24	296,586	10,862,784	8,636,961	24	17,173,930	14,841,487	2,332,443
Phoenix	19 [#]	19	55,846	1,250,806	2,825,509	19	3,925,933	4,500,965	(575,032)
Pine Bluff, Ark.	5	5	120	47,219	329,992	5	367,665	331,559	36,106
Pittsburgh	22	21	101,787	4,057,438	5,706,332	21	9,214,176	7,713,784	1,500,392
Pittsfield, Mass.	2	2	*	*	*	2	*	*	*
Portland, Me.	5 [#]	5	22,610	365,704	635,394	5	941,911	940,967	944
Portland, Ore.-Wash.	16 [#]	16	88,567	2,159,678	3,263,022	16	4,772,828	4,705,121	67,707
Providence-Pawtucket-Warwick, R.I.-Mass.	13	13	62,234	1,565,591	2,572,471	13	3,794,360	3,378,372	415,988
Provo-Orem, Utah	4	4	79,013	24,356	252,270	4	308,221	332,471	(24,250)
Pueblo, Colo.	6	6	195	120,337	436,843	6	550,663	545,996	4,667
Racine, Wis.	2	2	*	*	*	2	*	*	*
Raleigh, N.C.	7	7	53,162	677,194	1,125,249	7	1,759,408	1,464,643	294,765
Reading, Pa.	3	3	13,710	176,637	800,560	3	942,597	734,299	208,298
Reno	6	5	5,221	187,633	739,698	6	870,986	957,408	(86,422)
Richmond, Va.	13	12	64,836	1,008,942	2,113,351	12	2,886,676	2,603,936	282,740
Roanoke, Va.	7	6	16,997	210,870	895,753	6	1,066,512	894,111	172,401
Rochester, N.Y.	6	6	151,472	1,423,868	2,437,900	6	3,452,272	2,813,544	638,728
Rockford, Ill.	5	5	5,932	174,537	1,088,829	5	1,258,669	1,152,395	106,274
Sacramento, Calif.	8	8	65,781	2,038,880	1,685,185	8	3,249,770	3,089,867	159,903
Saginaw, Mich.	3	3	12,851	215,603	641,948	3	812,051	700,039	112,012
Salem, Ore.	6	4	196	58,911	482,843	6	564,481	592,062	(27,581)
Salinas-Monterey, Calif.	8	8	11,260	189,857	819,000	8	985,869	1,123,011	(137,142)
Salt Lake City	12 [#]	11	51,828	886,839	2,042,418	12	2,844,430	2,711,485	132,945
San Angelo, Tex.	4	4	14,168	83,297	299,164	4	380,620	419,596	(38,976)
San Antonio, Tex.	14	14	111,846	1,271,267	3,423,235	14	4,397,288	4,436,810	(39,522)
San Bernardino-Riverside-Ontario, Calif.	26	23	31,598	882,981	2,111,197	25	2,947,757	3,145,593	(207,836)
San Diego	10 [#]	9	49,866	2,370,735	2,240,734	10	3,946,220	3,862,410	83,810
San Francisco-Oakland	18	18	202,338	11,166,030	9,358,002	18	17,481,693	16,398,380	1,083,313
San Jose, Calif.	7	7	341	801,476	1,688,587	7	2,261,290	2,186,673	74,617
Santa Barbara, Calif.	11	10	45,595	272,262	920,653	10	1,160,796	1,331,755	(170,959)
Savannah, Ga.	6	6	25,506	198,148	754,356	6	950,292	870,214	80,078
Scranton, Pa.	6	5	14,624	489,677	1,087,654	5	1,478,507	1,324,542	153,965

Market-by-market comparison of radio revenues and expenses (continued)

	No. sta- tions in opera- tion	No. re- sta- porting \$25,000 or more time sales ¹	Time sales			Total sta- tions re- port- ing ²	Total broadcast revenues ³	Total broadcast expenses	Total broadcast income ¹
			Networks	National & regional ⁴	Local ⁴				
Seattle-Everett, Wash.	19	18	77,848	3,134,939	4,608,196	18	6,803,482	6,435,161	368,321
Sherman-Denison, Tex.	3	3		44,710	230,834	3	268,713	268,221	492
Shreveport, La.	8	8	92,527	680,025	1,187,771	8	1,752,396	1,511,652	240,744
Sioux City, Iowa	3	3	6,274	108,714	542,847	3	639,077	536,380	102,697
Sioux Falls, S.D.	3	3	10,479	149,646	631,757	3	771,315	729,812	41,503
South Bend, Ind.	4	4	17,930	281,815	792,868	4	1,003,450	873,407	130,043
Spokane, Wash.	11	11	39,370	707,249	1,137,212	11	1,664,808	1,691,696	(26,888)
Springfield, Ill.	3	3	8,616	139,049	879,360	3	989,716	891,373	98,343
Springfield, Mo.	4	4	23,057	208,159	780,216	4	958,924	832,156	126,768
Springfield, Ohio	2	2	*	*	*	2	*	*	*
Springfield-Chicopee-Holyoke, Mass.	10	10	18,681	607,876	1,720,883	10	2,113,261	1,870,581	242,680
St. Joseph, Mo.	3	3		153,135	473,895	3	584,406	525,626	58,780
St. Louis	18	18	174,934	4,528,700	6,310,791	18	9,587,091	8,017,426	1,569,665
Stamford, Conn.	2	2	*	*	*	2	*	*	*
Steubenville-Weirton, Ohio-W.Va.	2	2	*	*	*	2	*	*	*
Stockton, Calif.	4	4		217,252	791,868	4	954,241	840,000	114,241
Syracuse, N.Y.	11	11	75,004	1,155,321	1,843,191	11	2,676,961	2,435,366	241,595
Tacoma, Wash.	5	5	703	215,376	468,400	5	674,881	796,507	(121,626)
Tallahassee, Fla.	4 ¹	4	4,115	94,381	465,709	4	556,863	478,004	78,859
Tampa-St. Petersburg, Fla.	17	15	46,193	1,538,007	2,267,495	16	3,497,817	3,336,466	161,351
Terre Haute, Ind.	4	4	5,142	76,240	570,072	4	634,553	728,025	(93,472)
Texarkana, Tex.	4	4	6,491	87,433	411,600	4	506,722	458,030	48,692
Toledo, Ohio	7	7	27,057	1,140,350	2,739,600	7	3,435,102	2,816,194	618,908
Topeka, Kan.	4	4	23,999	474,671	936,293	4	1,338,450	1,203,018	135,432
Trenton, N.J.	4	4	4,879	316,846	884,922	4	1,183,091	1,122,436	60,655
Tucson, Ariz.	12 ¹	11	15,069	403,062	1,204,548	12	1,546,362	1,775,803	(229,441)
Tulsa, Okla.	9 ¹	7	20,591	782,413	1,739,654	8	2,284,033	2,170,277	113,756
Tuscaloosa, Ala.	5	5	5,757	65,264	510,075	5	590,721	551,455	39,266
Tyler, Tex.	4	4		146,713	435,099	4	545,483	523,919	21,564
Utica-Rome, N.Y.	9	9	27,857	309,092	1,091,960	9	1,348,302	1,386,537	(38,235)
Vallejo-Napa, Calif.	2	2	*	*	*	2	*	*	*
Waco, Tex.	4	4	2,629	203,828	607,354	4	782,370	749,165	33,205
Washington	23 ¹	22	103,923	5,967,743	9,133,844	23	14,104,013	11,427,916	2,676,097
Waterbury, Conn.	3	3	3,320	61,626	432,826	3	480,979	486,197	(5,218)
Waterloo, Iowa	3	3	14,663	196,357	698,437	3	893,919	775,473	118,446
West Palm Beach, Fla.	9 ¹	9	12,988	223,405	970,310	9	1,176,234	1,324,858	(148,624)
Wheeling, W.Va.	6	6	40,073	686,938	924,386	6	1,556,053	1,371,098	184,955
Wichita, Kan.	7	7	40,626	624,743	1,942,138	7	2,458,763	2,141,507	317,256
Wichita Falls, Tex.	3	3	9,825	278,699	575,261	3	792,762	745,587	47,175
Wilkes-Barre-Hazleton, Pa.	6	6	22,409	194,584	884,598	6	1,047,600	968,291	79,309
Wilmington, Del.-N.J.-Md.	7	7	9,864	238,909	1,506,752	7	1,786,861	1,435,543	351,318
Wilmington, N.C.	5	5	1,390	83,080	354,328	5	439,786	439,412	374
Worcester, Mass.	4	4	57,056	521,776	790,858	4	1,253,957	1,233,499	20,458
York, Pa.	5	5	9,995	349,208	1,071,132	5	1,343,243	1,094,541	248,702
Youngstown, Ohio	6	6	95,836	619,740	1,171,032	6	1,749,917	1,639,890	155,027
Total	1,681	1,618	\$8,767,396	\$255,863,533	\$399,323,262	1,651	\$600,650,893	\$530,222,485	\$70,428,408
Nonmetro areas of three or more stations									
Aniston, Ala.	3	3	1,213	38,815	338,450	3	374,093	335,265	38,828
Decatur, Ala.	3	3	2,460	30,759	269,015	3	300,956	257,954	43,002
Dothan, Ala.	3	3	5,688	41,253	283,783	3	326,296	261,034	65,262
Florence, Ala.	6	6	3,389	136,075	471,946	6	605,768	600,399	5,369
Selma, Ala.	3	3	1,978	23,687	230,823	3	255,613	268,661	(13,048)
Anchorage, Alaska	5 ¹	4		198,714	995,377	5	1,230,936	1,290,327	(59,391)
Flagstaff, Ariz.	3	3	8,538	98,226	238,509	3	324,374	302,613	21,761
Prescott, Ariz.	3	2	*	*	*	3	*	*	*
Yuma, Ariz.	3	3	16,882	90,554	217,061	3	314,136	336,755	(22,619)
Hot Springs, Ark.	3	3	2,568	75,501	268,160	3	320,542	341,489	(20,947)
Eureka, Calif.	3	2	*	*	*	2	*	*	*
Merced, Calif.	3	3		59,525	172,592	3	211,569	225,468	(13,899)
Modesto, Calif.	3	3	4,710	129,781	486,296	3	597,943	662,303	(64,360)
Redding, Calif.	5 ¹	4	5,660	73,084	272,285	5	344,818	449,787	(104,969)
San Luis Obispo, Calif.	3	3	9,884	102,454	294,798	3	389,624	376,025	13,599
Santa Rosa, Calif.	4	3		61,090	413,186	3	450,678	477,810	(27,132)
Grand Junction, Colo.	4	4	14,269	68,669	404,553	4	481,653	550,229	(68,576)
Cocoa, Fla.	3	3		117,302	285,768	3	380,793	447,628	(66,835)
Daytona Beach, Fla.	3	3	1,276	42,338	437,578	3	469,172	473,402	(4,230)
Fort Myers, Fla.	3	3	4,520	85,713	326,451	3	405,349	383,460	21,889
Gainesville, Fla.	4	4	27,294	69,347	408,145	4	517,750	540,898	(23,148)
Lakeland, Fla.	3	3	2,830	103,532	350,045	3	457,075	464,810	(7,735)
Ocala, Fla.	3	3	1,232	41,439	307,347	3	341,667	350,920	(9,253)
Panama City, Fla.	4	4	453	51,359	316,831	4	365,397	420,201	(54,804)
Sarasota, Fla.	4	3	3,554	75,839	228,853	3	297,924	396,815	(98,891)
Athens, Ga.	3	3	4,598	97,131	440,107	3	554,440	488,788	65,652
Brunswick, Ga.	3	3	3,376	70,359	263,874	3	333,951	362,867	(28,916)
Dalton, Ga.	3	3		76,059	282,993	3	357,591	284,769	72,822
Gainesville, Ga.	3	2	*	*	*	3	*	*	*
Griffin, Ga.	3	3	122	29,373	236,861	3	263,622	270,676	(7,054)
Rome, Ga.	4	4	275	60,312	486,167	4	559,913	579,778	(19,865)
Valdosta, Ga.	4	4		112,334	250,173	4	351,061	294,843	56,218
Hilo, Hawaii	3	3	12,384	14,030	201,214	3	223,545	267,912	(44,367)
Mason City, Iowa	3	3	8,215	130,730	340,468	3	480,418	476,018	4,400
Idaho Falls, Idaho	3	3	20,605	95,974	400,640	3	515,553	478,672	36,881
Pocatello, Idaho	3	3	3,177	91,357	266,091	3	341,496	282,425	59,071
Twin Falls, Idaho	3	3	3,750	75,702	216,463	3	293,322	314,469	(21,147)
Salina, Kan.	3	3	656	267,891	393,367	3	643,602	634,061	9,541
Bowling Green, Ky.	3	3		69,428	326,840	3	384,446	348,317	36,129
Paducah, Ky.	3	3	5,840	62,020	348,705	3	413,578	404,570	9,008
Alexandria, La.	3	3	8,329	100,060	494,257	3	591,064	530,199	60,865
Battle Creek, Mich.	3	3	6,422	115,369	432,215	3	527,010	473,623	53,387
Cumberland, Md.	3	3	7,833	29,857	387,151	3	415,104	482,004	(66,900)

	No. sta- tions	No. re- porting in or more oper- ation	No. re- sales ¹	Time sales		Total sta- tions re- porting ²	Total broadcast revenues ³	Total broadcast expenses	Total broadcast income ⁴
				Networks	National & regional ⁵	Local ⁶			
Salisbury, Md.	3	3	2,841	77,195	393,069	3	460,197	453,755	6,442
Bangor, Me.	3	3	18,988	121,717	314,715	3	440,480	382,485	57,995
Rochester, Minn.	3	3	2,359	37,678	484,671	3	515,750	506,889	8,861
Greenville, Miss.	3	3	1,335	24,642	304,113	3	322,393	257,281	65,112
Greenwood, Miss.	3	3	2,373	23,447	161,036	3	188,625	195,801	(7,176)
Hattiesburg, Miss.	4	4	2,545	8,755	387,642	4	396,582	346,791	49,791
Laurel, Miss.	3	3	1,077	18,152	354,387	3	389,041	376,321	12,720
Meridian, Miss.	5	4	1,226	54,273	414,244	4	460,754	436,910	23,844
Cape Girardeau, Mo.	3	3		88,319	243,026	3	316,691	299,961	16,730
Joplin, Mo.	4	4	9,955	90,294	338,779	4	425,838	408,120	17,718
Missoula, Mont.	4	4	23,098	43,671	425,292	4	507,922	464,927	42,995
Goldsboro, N.C.	3	3	29,236	32,760	365,931	3	443,728	387,351	56,377
Greenville, N.C.	3	3	20,392	37,767	235,508	3	285,199	297,070	(11,871)
Hickory, N.C.	3	3	2,472	110,425	357,983	3	461,222	467,759	(6,537)
Kinston, N.C.	3	3	14,099	23,265	390,529	3	429,747	385,867	43,880
Rocky Mount, N.C.	3	3	16,165	17,975	292,036	3	330,414	315,263	15,151
Wilson, N.C.	3	3	12,881	65,639	276,524	3	377,104	339,925	37,179
Bismarck, N.D.	3	3	11,793	137,316	443,562	3	576,140	578,207	(2,067)
Minot, N.D.	3	3	1,573	117,307	351,752	3	446,542	429,695	16,847
Carlsbad, N.M.	3	3		23,915	170,111	3	190,211	247,943	(57,732)
Farmington, N.M.	3	3	10,375	22,984	292,478	3	324,236	302,634	21,602
Roswell, N.M.	6 ⁷	3	2,131	77,806	227,585	5	341,650	376,693	(35,043)
Santa Fe, N.M.	3	3		22,974	203,636	3	223,090	251,685	(28,595)
Elmira, N.Y.	4 ⁸	4	10,184	53,268	531,258	4	591,484	576,965	14,519
Kingston, N.Y.	3	3		122,568	475,163	3	583,473	563,182	20,291
Watertown, N.Y.	3 ⁹	3	10,815	46,999	298,790	3	369,182	373,932	(4,750)
Klamath Falls, Ore.	3	3	5,647	65,898	178,408	3	240,406	255,627	(15,221)
Medford, Ore.	5	4	12,002	86,772	393,059	4	486,543	471,258	15,285
Roseburg, Ore.	3	3	3,261	48,970	261,483	3	301,757	305,030	(3,273)
Williamsport, Pa.	3	3	9,788	56,726	249,303	3	321,109	323,848	(2,739)
Florence, S.C.	3	3	1,954	79,570	324,688	3	384,345	337,619	46,726
Orangeburg, S.C.	3	3		46,724	333,323	3	377,634	377,876	(242)
Spartanburg, S.C.	3	3	15,027	147,743	648,957	3	809,593	674,891	134,702
Sumter, S.C.	3	3		25,247	288,205	3	309,513	304,067	5,446
Rapid City, S.D.	4	4	10,091	79,745	386,837	4	472,025	450,396	21,629
Bristol, Tenn.-Va.	4	3	5,051	89,150	308,946	3	394,149	381,341	12,808
Jackson, Tenn.	3	3	2,991	80,827	321,340	3	399,437	367,705	31,732
Kingsport, Tenn.	3 ¹⁰	2	*	*	*	3	*	*	*
Big Spring, Tex.	3	3	1,500	46,295	272,211	3	311,430	316,186	(4,756)
Charlottesville, Va.	3	3	6,390	115,589	457,630	3	592,113	509,537	82,576
Danville, Va.	4	4	1,943	108,297	638,622	4	746,278	685,447	60,831
Harrisonburg, Va.	3 ¹¹	3	4,268	121,108	398,683	3	516,954	469,626	47,328
Burlington, Vt.	3	3	6,476	118,054	468,998	3	580,685	502,557	78,128
Bellingham, Wash.	3	2	*	*	*	2	*	*	*
Kennewick-Pasco-Richland, Wash.	4	4	4,602	41,436	427,002	4	449,492	449,714	(222)
Walla Walla, Wash.	3	3	5,033	47,251	214,638	3	252,933	246,228	6,705
Wenatchee, Wash.	3	2	*	*	*	2	*	*	*
Yakima, Wash.	5	5	34,367	162,929	484,001	5	644,415	596,155	48,260
Eau Claire, Wis.	3	3	3,681	39,688	572,550	3	618,319	559,124	59,195
La Crosse, Wis.	3	3	11,598	110,240	493,635	3	675,416	624,949	50,467
Manitowac-Two Rivers, Wis.	3	3	410	27,405	413,946	3	444,653	455,311	(10,658)
Wausau, Wis.	3	3	8,796	95,669	375,832	3	452,092	428,538	23,554
Beckley, W.Va.	3	3	5,065	74,530	362,795	3	433,181	423,121	10,060
Clarksburg, W.Va.	3	3	3,418	41,943	281,458	3	330,019	319,829	10,190
Parkersburg, W.Va.	3	3	4,068	51,879	350,060	3	394,589	346,986	47,603
Casper, Wyo.	3	3	19,500	45,979	358,864	3	422,700	418,679	4,021
Cheyenne, Wyo.	4	4	18,727	35,073	308,259	4	363,052	341,397	21,655
Total	334	318	\$ 646,968	\$ 7,356,017	\$ 34,846,754	326	\$ 42,519,595	\$ 41,562,933	\$ 956,662
Commonwealth and possessions									
San Juan, P.R.	12	12	582,916	1,704,072	2,863,854	12	4,722,318	3,645,740	1,076,578
Mayaguez, P.R.	5	5	132,340	316,691	418,485	5	846,992	741,415	105,577
Ponce, P.R.	5	5	177,976	646,135	222,835	5	962,340	652,844	309,496
Total	22	22	\$ 893,232	\$ 2,666,898	\$ 3,505,174	22	\$ 6,531,650	\$ 5,039,999	\$ 1,491,651
Nonmetro areas of three or more stations									
Arecebo, P.R.	3	3	\$ 19,597	\$ 283,496	\$ 192,038	3	\$ 459,336	\$ 371,562	\$ 87,774

¹ Before federal income tax.

² Excludes 418 independently operated FM stations.

³ Stations with less than \$25,000 time sales report total revenues and total expenses. Stations with total sales of \$25,000 or more, however, accounted for 99% of the broadcast revenues.

⁴ Before commissions to agencies, representatives and others.

⁵ Excludes data for 62 stations whose reports were not filed.

⁶ Total revenues consist of total time sales less commissions plus talent and program sales.

⁷ Data withheld to maintain confidentiality of individual station figures

⁸ Not all stations in this market operated a full year in 1967.

Note: Figures in parentheses denote loss.

Revenues for selected communities within metro areas

Selected revenue items and broadcast revenues, expenses, and income¹ of radio² stations for selected³ communities within Standard Metropolitan Statistical Areas, 1967

	No. sta- tions	No. re- porting in or more oper- ation	No. re- sales ⁴	Time sales		Total sta- tions re- porting	Total broadcast revenues ⁵	Total broadcast expenses	Total broadcast income ¹
				Networks	National & regional ⁶	Local ⁶			
Metropolitan area community									
Albany, N.Y.	4	4	\$ 78,646	\$ 644,250	\$ 1,074,008	4	\$ 1,534,889	\$ 1,439,095	\$ 95,794
Allentown, Pa.	4	4	16,581	391,719	965,273	4	1,321,792	991,115	330,677
Atlanta	11	11	200,437	2,650,772	5,030,330	11	7,290,150	4,845,808	2,444,342

Revenues for selected communities within metro areas (continued)

	No. sta- tions opera- tion	No. re- sta- tions in or of more time sales ¹	Time sales			Total sta- tions re- port- ing ²	Total broadcast revenues ³	Total broadcast expenses	Total broadcast income ¹
			Networks	National & regional ⁴	Local ⁴				
Augusta, Ga.	5	5	25,542	144,224	641,011	5	863,237	904,417	(41,180)
Bakersfield, Calif.	8	8	35,217	358,086	989,668	8	1,324,089	1,373,386	(49,297)
Annapolis, Md.	3	3		206,250	322,754	3	533,475	497,927	35,548
Baltimore	9	9	77,376	3,828,630	5,483,226	9	7,796,563	6,160,120	1,636,443
Beaumont, Tex.	4	4	3,017	359,102	733,215	4	1,004,212	1,035,699	(31,487)
Birmingham, Ala.	9	9	41,588	1,016,260	2,068,248	9	2,889,864	2,475,764	414,100
Boston	9	9	172,910	7,698,115	5,758,375	9	11,659,444	9,471,157	2,188,287
Buffalo, N.Y.	6	6	88,911	2,341,685	2,885,869	6	4,483,387	4,178,550	304,837
Chattanooga	6	6	21,343	156,526	1,187,605	6	1,305,158	1,299,157	6,001
Chicago	13	13	320,524	16,461,875	10,542,003	13	24,781,686	19,377,571	5,404,115
Cleveland	7	7	191,960	4,275,220	4,495,043	7	8,080,719	7,592,977	487,742
Dallas	7	7	82,174	2,527,207	4,235,627	7	5,950,289	4,258,649	1,691,640
Davenport, Iowa	3	3	18,554	218,151	610,449	3	798,510	891,227	(92,717)
Denver	10	10	91,268	2,258,382	3,884,852	10	5,432,334	4,867,270	565,064
Detroit	6	6	352,548	6,668,742	5,945,439	6	11,146,193	8,804,434	2,341,759
Superior, Wis.	4	3	13,781	48,158	193,821	3	250,580	273,001	(22,421)
Grand Rapids, Mich.	6	6	96,805	735,641	1,391,799	6	1,989,014	2,109,720	(120,706)
Greensboro, N.C.	5	4	21,175	308,024	769,970	5	1,016,910	856,385	160,525
Winston-Salem, N.C.	6	6	6,536	243,528	1,119,114	6	1,337,641	1,149,987	187,654
Greenville, S.C.	6	6	10,118	252,459	1,055,395	6	1,343,313	1,206,787	136,526
Harrisburg, Pa.	4	4	25,587	518,609	844,707	4	1,317,913	1,160,889	157,024
Houston	9	9	57,042	2,642,963	5,223,942	9	6,826,190	5,056,813	1,769,377
Huntington, W.Va.	3	3	5,828	191,925	549,662	3	692,817	643,365	49,452
Johnstown, Pa.	3	3	9,432	167,744	384,590	3	534,646	541,094	6,448
Kansas City, Mo.	5	5	37,023	2,234,670	3,607,880	5	5,165,029	4,014,888	1,150,141
Knoxville, Tenn.	8	7	24,563	689,939	1,028,871	7	1,630,058	1,566,383	63,675
Lansing, Mich.	3	3	3,660	267,149	851,906	3	1,099,478	920,321	179,157
Little Rock, Ark.	6	5	16,431	534,963	1,055,834	5	1,418,344	1,457,026	(38,682)
Los Angeles	12	12	247,604	17,182,888	13,332,558	12	25,736,905	20,583,870	5,153,035
Louisville, Ky.	8	8	126,899	2,142,814	2,270,404	8	3,962,731	3,998,029	35,298
Macon, Ga.	6	6	12,771	245,476	914,012	6	1,143,125	1,036,514	106,611
Memphis	9	9	64,736	1,527,417	2,780,181	9	3,943,851	3,134,265	809,586
Miami	8	8	43,357	2,403,171	3,580,507	8	5,192,565	4,623,094	569,471
Milwaukee	7	7	67,010	2,804,601	3,141,930	7	5,217,788	4,358,681	859,107
Minneapolis	6	6	83,977	2,476,206	4,957,924	6	7,419,280	4,541,681	2,877,599
Mobile, Ala.	7	7	16,337	467,050	781,929	7	1,177,980	1,154,908	23,072
Nashville	7	7	78,680	1,491,831	1,818,736	7	3,444,412	2,721,295	723,117
New York	16	16	624,754	26,714,048	21,445,354	16	42,260,315	33,683,642	8,576,673

A look at radio's finances over the past 10 years

AM and AM-FM radio financial data (industry totals), 1957-1967¹

Year	Time sales					
	Total (\$ millions)	Network (\$ millions)	Percent of total	National spot (\$ millions)	Percent of total	Local (\$ millions)
1967	\$946.6	\$47.6	5%	\$289.8	31%	\$609.2
1966	912.0 _R	47.2 _R	5	284.6	31	580.2
1965	827.7	44.6	5	254.1	31	529.0
1964	763.7	43.8	6	237.3	31	482.6
1963	711.7	41.8	6	224.7	31	445.2
1962	665.2	37.3	6	212.1	32	415.8
1961	617.2	35.8	6	200.0	32	381.4
1960	622.4	35.0	6	202.1	32	385.3
1959	582.9	35.6	6	118.2	32	359.1
1958	541.6	46.5	8	171.9	32	223.2
1957	536.9	50.6	9	169.5	32	316.8

¹Excludes independently owned FM stations.

²Before federal income tax.

³Revised.

Broadcast revenues, expenses, and income²

Year	(\$ millions)		
	Revenues	Expenses	Income
1967	\$884.7	\$799.7	\$ 85.0
1966	852.7	752.1	100.6
1965	776.8	695.7	81.1
1964	719.2	645.4	73.8
1963	669.7	611.6	58.1
1962	626.8	580.1	46.7
1961	583.6	551.6	32.0
1960	591.9	543.6	48.3
1959	555.7	511.7	44.0
1958	520.6	482.6	38.0
1957	515.2	460.9	54.3

Financial picture for FM-only stations

A. FM financial data—1957-1967

Year	FM stations operated by non-AM licensees					
	Total FM stations reporting	Total FM Revenues (millions)	Number of stations re- porting	Revenues (millions)	Expenses (millions)	Income (millions)
1967	1706	\$39.8	405	\$22.6	\$26.8	\$(4.2)
1966	1575	32.3	381	19.4	22.7	(3.3)
1965	1381	24.7	338	15.7	19.0	(3.3)
1964	1175	19.7	306	12.8	15.8	(3.0)
1963	1071	16.3	294	11.4	14.6	(3.2)
1962	993	13.9	279	9.3	12.5	(3.2)
1961	938	10.0	249	7.1	9.7	(2.6)
1960	789	9.4	218	5.8	8.2	(2.4)
1959	662	5.7	148	4.3	5.9	(1.6)
1958	533	4.0	93	2.5	3.2	(0.7)
1957	499	3.1	67	2.0	2.5	(0.5)

Figures in parentheses denote loss

B. Number of FM stations operated by non-AM licensees reporting profit and loss, 1962-1967

Year	Total number reporting		
	Total number reporting	Number reporting profit	Number reporting loss
1967	405	115	290
1966	381	111	270
1965	338	102	236
1964	306	93	213
1963	294	86	208
1962	279	71	208

	No. sta- tions	No. re- sta- tions \$25,000 in or more opera- tion	No. re- sta- tions \$25,000 in or more opera- tion	Time sales		Total sta- tions re- port- ing ¹	Total broadcast revenues ²	Total broadcast expenses	Total broadcast income ¹
				National & regional ¹	Local ¹				
Newark, N.J.	3	3		1,463,777	1,482,588	3	2,595,750	2,564,886	30,864
Norfolk, Va.	4	4	15,301	715,703	1,365,600	4	1,941,318	1,555,393	385,925
Orlando, Fla.	5	5	40,558	420,103	1,395,646	5	1,673,646	1,651,048	22,598
Philadelphia	11	11	280,855	10,384,557	6,576,613	11	14,653,270	12,312,198	2,341,072
Phoenix	12	12	41,971	872,823	1,904,882	12	2,688,957	2,919,067	(230,110)
Pittsburgh	8	8	73,795	3,620,535	4,239,225	8	7,370,538	5,949,616	1,420,922
Portland, Ore.	9	9	79,365	1,583,738	2,088,794	9	3,251,129	3,136,996	114,133
Vancouver, Wash.	3	3	9,202	513,375	776,934	3	1,096,882	971,700	125,182
Providence, R.I.	7	7	54,500	1,488,005	1,971,258	7	3,101,081	2,648,977	452,104
Richmond, Va.	9	9	64,836	938,523	1,933,974	9	2,651,683	2,363,840	287,843
St. Louis	9	9	174,934	4,143,228	4,724,065	9	7,776,247	6,420,874	1,355,373
Salinas, Calif.	4	4	10,740	123,055	316,125	4	431,883	480,227	48,344
San Antonio, Tex.	11	11	111,846	1,078,296	2,749,786	11	3,629,549	3,777,458	(147,909)
Palm Springs, Calif.	3	3	4,707	111,862	284,243	3	378,488	557,285	(178,797)
San Bernardino, Calif.	4	4	5,370	364,142	631,554	4	905,366	917,785	(12,419)
San Diego, Calif.	6	6	49,866	2,177,231	1,720,295	6	3,284,045	3,162,658	(121,387)
Oakland, Calif.	3	3		2,121,550	1,665,771	3	3,150,780	3,476,709	(325,929)
San Francisco	10	10	202,338	8,816,745	6,816,008	10	13,317,194	11,718,160	1,599,034
San Jose, Calif.	4	4		739,743	1,401,894	4	1,861,051	1,650,591	210,460
San Juan, P.R.	7	7	578,391	1,134,729	1,589,301	7	3,064,634	2,263,103	801,531
Santa Barbara, Calif.	5	5	35,872	212,577	515,471	5	681,140	768,850	87,710
Seattle	12	12	77,848	2,878,540	3,752,281	12	5,745,041	5,336,743	408,298
Springfield, Mass.	3	3	3,900	487,604	821,093	3	1,117,283	996,361	120,922
Syracuse, N.Y.	5	5	74,028	1,053,781	1,427,742	5	2,173,239	1,888,753	284,486
St. Petersburg, Fla.	4	4	22,622	751,555	626,262	4	1,227,947	1,159,792	68,155
Tampa, Fla.	8	7	23,571	762,137	1,140,775	7	1,724,121	1,607,913	116,208
Tulsa, Okla.	6	5	20,591	699,862	1,586,804	5	2,052,973	1,955,945	97,028
Utica, N.Y.	4	4	21,037	240,648	771,775	4	961,918	937,518	24,400
Washington	6	6	89,529	4,763,902	4,892,336	6	9,253,390	7,063,792	2,189,598
West Palm Beach, Fla.	3	3	2,643	152,310	391,089	3	547,342	569,948	(22,606)
Wilkes-Barre, Pa.	3	3	18,447	102,096	643,816	3	710,726	622,992	87,734
Wilmington, Del.	4	4	9,864	230,266	1,227,527	4	1,491,500	1,157,758	333,742

¹ Before Federal income tax.

² Excludes independently operated FM stations.

³ Communities are included in this table if totals do not reveal individual station data.

⁴ Stations with less than \$25,000 time sales report only total revenue and total expenses.

⁵ Before commissions to agencies, representatives and others.

⁶ Total revenues consist of total time sales less commissions plus talent and program sales.

Figures in parentheses denote loss.

How FM-only stations fared in metropolitan areas

Broadcast revenues, expenses and income of FM stations operated by non-AM licensees in Standard Metropolitan Statistical Areas with three or more independent FM stations, 1967¹

Standard Metropolitan Statistical Areas	Total stations reporting	Total broadcast revenues ¹	Total broadcast expenses	Total broadcast income ¹
Anaheim-Santa Ana-Garden Grove, Calif.	3	\$ 163,795	\$ 288,152	\$ (124,357)
Baltimore	3	216,528	205,897	10,631
Buffalo, N.Y.	5	421,146	418,136	3,010
Chicago	13 ²	1,628,413	1,588,235	40,178
Cincinnati	3 ²	126,529	161,604	(35,075)
Cleveland	4	734,997	726,199	8,798
Denver	3	48,887	133,954	(85,067)
Des Moines, Iowa	3	112,628	138,350	(25,722)
Detroit	8	1,111,898	1,075,292	36,606
Grand Rapids, Mich.	3 ²	65,941	128,862	(62,921)
Houston	6	342,039	568,553	(226,514)
Indianapolis	6 ²	310,130	366,639	(56,509)
Los Angeles-Long Beach	14	1,321,240	1,599,888	(278,648)
Louisville, Ky.	3 ²	124,466	189,322	(64,856)
Madison, Wis.	3 ²	63,656	55,845	7,811
Miami	3	123,914	116,714	7,200
Milwaukee	5	174,956	197,850	(22,894)
New York	6	1,010,793	1,294,862	(284,069)
Oklahoma City	7 ²	246,293	304,428	(58,135)
Philadelphia	5	715,476	840,312	(124,836)
Sacramento, Calif.	5	112,874	177,418	(64,544)
St. Louis	4 ²	466,976	567,780	(100,804)
San Diego	7	420,100	521,285	(101,185)
San Francisco-Oakland	9 ²	1,332,967	1,451,194	(118,227)
San Jose, Calif.	4 ²	178,873	299,062	(120,189)
Seattle-Everett	3	175,964	202,656	(26,692)
Terre Haute, Ind.	3 ²	55,543	55,166	377
Toledo, Ohio	4 ²	87,522	145,834	(58,312)
Total	145	\$11,894,544	\$13,819,489	\$(1,924,945)

¹ Total revenues consist of total time sales less commissions plus total incidental broadcast revenues.

² Before Federal income tax.

Figures in parentheses denotes loss.

³ Not all stations in this group operated a full year during 1967.

Did payments to owners influence station profit or loss?

Number of stations reporting payments to proprietors, partners, or stockholders (excludes dividends and other payments from surplus), 1967¹

Stations reporting payments of:	Number	Amount
Over \$100,000	16	\$ 2,222,769
75,000-99,999	26	2,152,434
50,000-74,999	99	5,937,272
40,000-49,999	92	4,061,293
30,000-39,999	204	7,029,275
25,000-29,999	151	4,131,097
20,000-24,999	228	5,107,539
15,000-19,999	318	5,443,121
10,000-14,999	492	6,061,657
5,000-9,999	545	4,101,623
2,500-4,999	216	799,108
Under 2,500	259	336,027
Total	2,646	\$47,383,215

Relationship of station losses to reported payments to proprietors, partners and stockholders, and to reported depreciation expense, 1967¹

1. Total number of stations reporting a loss	1,322
a. Total amount of losses	\$40,523,714
2. Number of losing stations which reported payments to proprietors, etc.	791
a. Total amount of payments to proprietors, etc.	10,470,079
3. Number of losing stations which reported depreciation expense	1,239
a. Total amount of depreciation expense	16,871,817
4. Stations reporting a loss:	
a. Total number of losing stations reporting payments to proprietors, etc. and/or depreciation expense which together exceeded the amount of loss	740
b. Total number losing stations reporting payments to proprietors, etc. which alone exceeded the amount of loss	430

¹ Includes only stations operating for the full year.

How market size influenced profits and losses

Average financial data for AM and AM-FM stations reporting profits by size of area or community in which station is located¹ (stations operating full year), 1967

Population of:	No. stations reporting total time sales of \$25,000 or more ²	Average time sales per station reporting			Total stations reporting	Average per station reporting		
		Networks	National and regional ³	Local ³		Total broadcast revenues ⁴	Total broadcast expenses	Total broadcast income ⁵
2,000,000 and over	146	\$ 9,443	\$710,491	\$629,956	146	\$1,171,924	\$844,479	\$327,045
1,000,000-2,000,000	106	11,771	313,688	461,794	106	700,098	511,328	188,770
500,000-1,000,000	217	8,939	192,243	286,459	219	428,742	348,108	80,634
250,000- 500,000	241	4,758	94,993	212,539	242	290,235	246,738	43,497
200,000- 250,000	58	2,375	66,681	230,157	58	289,464	245,434	44,030
150,000- 200,000	89	3,076	58,958	178,031	90	233,525	202,549	30,976
100,000- 150,000	116	4,334	54,738	158,403	116	208,042	180,302	27,740
50,000- 100,000	71	3,106	37,439	143,000	71	178,273	158,856	19,417
25,000- 50,000	239	2,211	30,676	149,358	240	181,518	158,674	22,844
10,000- 25,000	465	1,176	17,836	113,345	465	131,524	115,816	15,708
5,000- 10,000	457	454	11,222	84,067	466	94,414	82,635	11,779
2,500- 5,000	294	471	7,393	63,884	303	70,207	61,723	8,484
Less than 2,500	125	117	7,080	64,932	132	69,141	60,798	8,343
Total	2,624	3,157	92,808	177,495	2,654	249,871	201,685	48,186

¹ Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's Census of Population, 1960.

² Stations with total time sales of less than \$25,000 are not required to report time sales separately.

³ Before commissions to agencies, representatives and others.

⁴ Total revenues consist of total time sales less commissions plus talent and program sales.

⁵ Before federal income tax.

Average financial data for AM and AM-FM stations reporting losses by size of area or community in which station is located¹ (stations operating full year), 1967

Population of:	No. Stations reporting total time sales of \$25,000 or more ²	Average time sales per station reporting			Total stations reporting	Average per station reporting		
		Networks	National and regional ³	Local ³		Total broadcast revenues ⁴	Total broadcast expenses	Total broadcast losses
2,000,000 and over	77	\$16,267	\$207,270	\$303,289	77	\$480,790	\$651,014	\$170,224
1,000,000-2,000,000	62	4,272	109,420	201,936	65	266,830	335,098	68,268
500,000-1,000,000	123	4,332	54,325	148,508	127	187,447	244,586	57,139
250,000- 500,000	156	2,346	34,968	117,321	161	141,836	170,228	28,392
200,000- 250,000	24	1,641	16,456	111,511	24	126,249	156,117	29,868
150,000- 200,000	58	1,360	21,274	101,403	58	120,824	146,343	25,519
100,000- 150,000	50	4,736	30,618	124,700	53	144,088	166,118	22,030
50,000- 100,000	40	1,326	18,826	91,533	40	110,170	124,994	14,824
25,000- 50,000	111	1,430	18,287	95,620	114	110,936	127,464	16,528
10,000- 25,000	206	781	14,124	82,953	210	95,447	106,316	10,869
5,000- 10,000	144	383	8,077	59,432	154	64,435	72,823	8,388
2,500- 5,000	139	297	4,905	50,870	159	51,394	58,377	6,983
Less than 2,500	66	298	6,907	55,944	80	54,652	62,464	7,812
Total	1,256	\$ 2,596	\$ 36,651	\$109,808	1,322	\$134,830	\$165,483	\$30,653

¹ Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.

² Stations with total time sales of less than \$25,000 are not required to report time sales separately.

³ Before commission to agencies, representatives and others.

⁴ Total revenues consist of total time sales less commissions Plus talent and program sales.

Average 1967 financial data for AM and AM-FM Stations in one and two-station communities outside Standard Metropolitan Statistical Areas by population of community (stations operating full year)

Community population (1960 Census)	One-station Communities			Two-station Communities		
	No. of Stations	Average station Revenue	Average station Profit or (Loss)	No. of Stations	Average station Revenue	Average station Profit or (Loss)
25,000-50,000						
Total stations reporting	50	\$223,602	\$27,039	92	\$162,266	\$11,259
Stations reporting profits	43	237,298	32,799	64	178,542	21,845
Stations reporting losses	7	139,471	(8,345)	28	125,066	(12,934)
10,000-25,000						
Total stations reporting	279	130,538	11,432	290	112,261	6,094
Stations reporting profits	213	139,362	17,997	189	123,659	14,320
Stations reporting losses	66	102,059	(9,757)	101	90,932	(9,300)
5,000-10,000						
Total stations reporting	518	87,694	7,396	99	83,011	3,852
Stations reporting profits	397	94,069	11,952	67	96,373	10,941
Stations reporting losses	121	66,777	(7,554)	32	55,034	(10,991)
2,500-5,000						
Total stations reporting	432	63,460	3,195	24	65,706	971
Stations reporting profits	284	70,375	8,463	15	67,829	7,280
Stations reporting losses	148	50,192	(6,913)	9	62,166	(9,545)
Less than 2,500						
Total stations reporting	203	64,071	2,883	8	46,608	(15,804)
Stations reporting profits	128	69,709	8,457	2	38,891	3,424
Stations reporting losses	75	54,448	(6,630)	6	49,180	(22,214)
Total all communities						
Total stations reporting	1,482	90,045	6,976	513	112,382	6,006
Stations reporting profits	1,065	99,664	12,652	337	125,669	14,699
Stations reporting losses	417	65,479	(7,521)	176	86,941	(10,639)

New 'Yearbook' offers radio-TV facts, figures

On-air editorializing by TV and FM stations increased in 1968 but editorializing by AM's showed a sharp decrease, according to the 1969 BROADCASTING YEARBOOK, which is now in the mails.

The annual survey of stations by the YEARBOOK shows that of the reporting FM's, 59.1% said they editorialized in 1968, an increase of 13.1% compared with 1967. Editorializing by television stations was reported by 50%, compared with 48.4%, which said they editorialized in 1967.

Of the AM's, only 51.3% reported carrying on-air editorials last year, a drop of 11.3% from the 62.8% that editorialized in 1967.

The 1969 YEARBOOK shows that 755 broadcast properties were owned by newspapers and/or magazines. Of that figure, 381 stations were AM, 191 were FM and 183 were TV.

Local group seeks KNBC channel

It follows pattern of attack on another L.A. station, KHJ-TV; calls NBC 'vulnerable'

An unprecedented major assault on the license renewal of a network owned-and-operated TV station is in the works at the FCC. KNBC(TV) Los Angeles (ch. 4), an NBC-owned station since its inception 20 years ago, was made the target last week of a diverse group of predominantly Los Angeles-based businessmen called the Voice of Los Angeles Inc.

The group filed a competing application for the channel 4 facility, spurred on, in part, by what it considers the current "vulnerability" of the license and coached, to a degree, by another applicant challenging another multiple-group-owned Los Angeles TV station.

The challenge follows by two weeks a landmark FCC decision that stripped WHDH Inc. of its license to operate WHDH-TV (ch. 5), Boston, an action that served to warn multimedia owners that their licenses are vulnerable to challenge by local groups with the funds and determination to oppose renewals (BROADCASTING, Jan. 27).

In response to the challenge Julian Goodman, NBC president, said in New York last week: "NBC has an unbroken record of 20 years of responsible and responsive service to the Los Angeles area, both as a broadcaster and as an active, concerned member of the community. We are confident that record will be acknowledged in the renewal of KNBC's license."

Much the same thing was said of WHDH-TV's record by its owner, the Boston Herald Traveler Corp., two weeks ago, but the commission chose to divest WHDH Inc. of its 10-year-old license to operate the facility and award it to Boston Broadcasting Inc. The commission action was seen as a move to foster diversification of ownership of mass media and the integration of ownership and management, both comparative criteria which were found to be in Boston Broadcasting's favor.

The KNBC challenge coming, apparently coincidentally, so closely on the heels of the Boston case was reportedly initiated by what the group considered the station's vulnerability at this time, principally in two areas: its integration of ownership and management, and recent complaints filed

against the station.

According to well-informed sources the challenge is pegged to KNBC's recent removal of several members of its top management team with years of local experience and "importation" of comparable executives from outside the Los Angeles area to take their places.

In addition, KNBC has already tucked away in its license renewal file allegations regarding the station's stage-management of a news event involving students at Claremont Men's College in Los Angeles (BROADCASTING, Dec. 11, 1967), and two letters of reprimand from the commission itself for NBC's handling of the Golden Globe Awards program last summer, and for its alleged laxity in supervising two quiz shows last fall—*Hollywood Squares*, a network offering, and *PDQ*, a show supervised by KNBC.

On these latter two occasions the commission said it would consider the matter further in connection with the KNBC license-renewal application. That application was up for consideration Dec. 1, 1968, but it was held over, along with numerous other California

renewals involving network-owned and group-owned stations, pending commission investigations of various complaints against the stations (BROADCASTING, Dec. 2, 1968).

Another factor said to be influencing the Voice of Los Angeles group is William G. Simon, a Los Angeles lawyer who has been acting as local counsel for the applicant. Mr. Simon told BROADCASTING he had been active in the assembly of the Voice group.

Mr. Simon is currently president of Fidelity Television Inc., which has been challenging for nearly four years RKO General Inc.'s stewardship of its KHJ-TV Los Angeles (ch. 9) facility. That case is currently awaiting an initial decision from an FCC hearing examiner. (Coincidentally, Washington counsel for both the Fidelity challenge as well as the Voice of Los Angeles bid is Welch and Morgan.) Mr. Simon's name does not appear on the Voice of Los Angeles application.

The Voice of Los Angeles officers are Nathan K. Rickles, president (20.4%), Elbert T. Hudson, vice president (5.1%), and Norman N. Mamey, secretary-treasurer (12.2%).

Other stockholders are Charles P. Colby (20.4%), James I. Getzoff (4.1%), H. Claude Hudson (5.1%), Leon M. Saliba (8.2%), Elliott Taylor (10.2%), Charles Marquis Warren (4.1%), and Paul R. Williams (10.2%).

Most of the 10 stockholders have business interests in or around Los Angeles. Dr. Rickles is a Beverly Hills psychiatrist; Mr. Elbert Hudson is an attorney, and Mr. Mamey is sole owner of Finance Service Corp., a real-estate investment, brokerage and loan company.

Mr. Colby owns Anita Shops Inc. of Los Angeles, a chain of about 120 retail stores for women's clothing. Mr. Getzoff is a "free lance violinist." Dr. H. Claude Hudson is a dentist as well as president and director of Broadway Federal Savings and Loan Association, Los Angeles. And, in the application for the facility, he is credited as a member of an unspecified (and apparently, unsuccessful) applicant for an AM facility in the "late '40's or early '50's."

Mr. Saliba is an insurance broker

Study shows U.S. homes get big TV selection

More than half—53%—of the television homes in the U.S. can now receive programs from at least seven television stations, according to an A.C. Nielsen Co. study commissioned and released Friday (Feb. 7) by the Television Information Office. The special report also showed that 24% of the TV homes can now get nine or more channels—double the percentage two years ago.

TIO director Roy Danish ascribed the increase to growth both in the number of stations on the air and CATV systems.

Percentages of U.S. television households able to view stations:

Stations received	1966	1968
9 or more	12%	24%
8 or more	20%	34%
7 or more	40%	53%
6 or more	58%	65%
5 or more	73%	79%
4 or more	86%	90%
3 or more	91%	97%
2 or more	99%	99%

and Mr. Williams is a partner in the Los Angeles-architectural firm of Paul R. Williams & Associates. Mr. Warren is a "free-lance writer, director and producer" of numerous motion pictures and television programs. Mr. Warren is credited as the creator and producer of *Gunsmoke*, and producer of the initial episodes of *The Virginian*.

Another stockholder with tangential ties to the broadcasting industry is Mr. Taylor, who is executive vice president and director of Transamerica Financial Corp., and director of Transamerica Insurance Co. and Transamerica Research Co., all San Francisco-based subsidiaries of Transamerica Corp. None of the subsidiaries is engaged in broadcasting, but the parent company is through its United Artists subsidiary, and it is currently awaiting FCC action on a proposed \$300-million acquisition of Metromedia Inc. (BROADCASTING, Oct. 14, 1968 et seq.).

The group's estimated construction costs are \$1,832,000 with estimated first-year operating costs of \$2 million. It is estimated that first-year revenues will be \$2,750,000. The Voice of Los Angeles proposes to employ 130 persons, of whom 73 would be involved in programing and production.

Thus far, the group has new capital of \$245,000, and is said to be seeking a loan to meet the other estimated costs.

Three members of the group reported net-income earnings in 1967 of less than \$35,000; Messrs. Colby and Getzoff each reported \$50,000-plus, Mr. Mamey, \$100,000-plus.

Voice of Los Angeles proposes to program nearly 50% of its 18-hour-a-day operation with news, public affairs and other categories exclusive of entertainment shows, with a heavy emphasis on daily local live product. The group says the community, based on several surveys, wants more educational, cultural, music, art, movies, science, youth and documentary programing and "no more and no less programing of news." Those it has surveyed, the group says, demand "less violence on television."

Of interest are two proposed programs designed primarily for Negro audiences. One is to be called *Friends and Lovers*, a daily half-hour live drama "which concerns itself with the realities of life among large segments of the black community. This series will give the white community new insights into the attitudes, manners, and customs of their black brothers; and it will offer the black community a singular opportunity to identify with people whom they recognize—people with whom they will feel a common bond." The group further says that "while the emphasis will be on black performers

and the black world, we will show interaction with the white community."

Another proposed program is a live, occasionally scheduled *Negro Theater*, "designed to bring out the artistic dramatic talents in the Watts area and including all of the Negro citizens from the total Los Angeles area. We would encourage them," the group says, "to produce new programs, as well as famous classics, utilizing all-Negro casts with Negro directors and other technicians."

Other proposed programs include local drama drawing on amateur theater groups, local sporting events, a daily live two-hour talk program on controversial local issues, courtroom dramas showing the "workings of the law," "parole and probation," and a daily want-ad program. Nearly 30% to 40% of the station's news coverage, the group says, will be devoted to local and regional events.

The Voice of Los Angeles stockholders were reluctant to talk about their bold new venture against the NBC-owned station. A Welch and Morgan attorney commented tersely: "The application will have to speak for itself."

Changing Hands

Announced:

The following stations sales were reported last week, subject to FCC approval (for other FCC activities see "For the Record," page 74):

■ **KDIG(FM)** San Diego: Sold by E. Edward Jacobson to Adolfo and Elias Liberman for \$285,000. Mr. Jacobson is former owner of **KGLA(FM)** Los Angeles (now **KOST-FM**). Messrs. Liberman have real estate interests. **KDIG(FM)** is on 98.1 mc with 4.5 kw and an antenna height of 650 feet. Broker: Wilt Gunzendorfer & Associates, Los Angeles.

■ **WLOS** Asheville, N. C.: Sold by Wometco Enterprises Inc. to O. W. Myers, John E. Jenkins Jr., Robert M. Hauck and F. J. Evans for \$200,000. Wometco will retain **WLOS-FM-TV** Asheville. It also owns **WTVJ(TV)** Miami, **KVOS-TV** Bellingham, Wash. (Vancouver, B.C.), 45.5% of **WFGA-TV** Jacksonville, Fla., and has other diversified business interests. Buyers own **WHTN-TV** Huntington, W. Va., and **WWKE** Ocala, Fla. **WLOS** is full time on 1360 kc with 5 kw day and 1 kw night. Broker: Blackburn & Co.

Cable Television:

Lakeland, Fla.: Community Cablevision Inc. sold by Duane McConnell and associates to Richmond Newspapers Inc. for \$900,000 in convertible RNI stock. The *Tampa Tribune* and *Times*, an

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RNI subsidiary, previously owned 28% of Community Cablevision. RNI's other newspapers are the *Richmond* (Va.) *Times-Dispatch* and *News Leader*; RNI also owns WRNL-AM-FM Richmond and WFLA-AM-FM-TV Tampa-St. Petersburg as well as Cablevision of Fredericksburg, Va. Community Cablevision was founded in 1967 and serves 3,500 customers.

WTAF makes familiar antitrust pitch to FCC

Anthony R. Martin-Trigona, the UHF owner who filed a \$3-million antitrust suit last month against two networks and two group owners, has taken his argument to the FCC in connection with the application of an Indianapolis VHF outlet for permission to relocate its transmitter.

Mr. Martin-Trigona last week asked the commission to reject the proposed transmitter move of Corinthian Broadcasting Corp.'s WISH-TV Indianapolis because "Corinthian is acting in violation of Sherman Act antitrust practices and regulations . . . by using its market power to control the programing sources of other stations."

The contention is directly linked to Mr. Martin-Trigona's court suit, in which he charged that CBS and its Indiana affiliates WANE-TV Fort Wayne, and WISH-TV, both owned by Corinthian, and ABC and its affiliate WLWI-TV Indianapolis, owned by Avco Broadcasting Corp., have conspired to deny network per-program affiliation to WTAF-TV Marion, Ind., of which Mr. Martin-Trigona is 81% owner.

The court suit held that WTAF provides the "exclusive" grade-A primary service to Marion, and implied that the other stations provide at best, grade-B service. Mr. Martin-Trigona said that ABC claims to saturate the market, and CBS says its affiliates provide "satisfactory service" (BROADCASTING, Feb. 3).

The application of this argument to the proposed WISH-TV transmitter move, Mr. Martin-Trigona said last week, is a direct one. "By moving its transmitter closer to Marion, Ind., and the service area of WTAF, Corinthian will be able to foreclose completely the possibility of WTAF ever obtaining network programing from CBS, without at the same time showing any corresponding gain in public service over-all, or in public service motives to necessitate the relocation."

This use of a transmitter move "to aggravate an existing restraint of trade," Mr. Martin-Trigona said, would contravene the commission's policy of encouraging local ownership and diversification, since it would "increase the pressure on a competitor to go out of business."

The WTAF owner also invoked the

commission's decision last month to strip WHDH Inc. of its license to operate channel 5 Boston, in favor of another applicant said to be less entangled in "media alliances" (BROADCASTING, Jan. 27). Although he said he did not rely exclusively on that case, Mr. Martin-Trigona argued that the decision "clearly appears to stand for the principle that locally owned stations, and particularly those that do a good job of serving their community of license, should be given consideration in weighing the effects of mergers, transfers and license renewals. It would appear that changes in transmitter location also fall within this category."

WBAI asks its critics to help air programs

The management of WBAI(FM) New York, criticized for allowing allegedly anti-Semitic material to be broadcast (BROADCASTING, Feb. 3), last week invited its critics to join the station in its "broadcasting efforts on the problems of racism."

In a news conference Thursday (Feb. 6), Dr. Harold Taylor, board chairman of WBAI, restated management's position that "the anti-Semitic views expressed and the manner of their expression were repugnant to all those connected with the board and management," but

that "we have an open microphone in a free-speech station, and it is up to the community and ourselves to put it to the best possible use."

The board suggested as possible cooperative programs documentaries on school problems, education of teachers in race relations, classrooms of the air and live programs from the schools. The invitation was extended to the Anti-Defamation League of B'nai B'rith, the American Jewish Congress, the Workman's Circle, the Jewish Defense League, the New York Council of Rabbis, the National Jewish Committee on Law and Public Affairs, and the United Federation of Teachers, all of which have complained to the FCC.

Reprise

Last week's FCC hearing on CATV (see page 56) will have a rerun of sorts next Sunday (Feb. 16) on *Public Broadcasting Laboratory*. The 90-minute program on National Educational Television plans an in-depth look at the technological potential of cable television as well as an examination of the current regulatory philosophy of the FCC. Along with the second look at the hearing, *PBL* will include interviews with CATV operators, FCC Chairman Rosel Hyde and Commissioner Nicholas Johnson as well as reports on other aspects of the cable-TV controversy.

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CATV rules create more heat, less light

Cable spokesmen lambaste FCC for 'beaut' of mistake, broadcasters partially agree but for other reasons

The FCC has begun sifting the comments—some bitter, many repetitious, some possibly helpful—that it heard in two days of oral argument last week on its proposed CATV rules and the procedures it has adopted for regulating the cable industry on an interim basis.

In all, the commission heard from more than 60 parties. And since many were given no more than five or 10 minutes to make their points, the commission may have received subliminal impressions, if any, in some cases.

But these impressions shone through the fog of talk:

- There was bitterness on the part of CATV spokesmen. Some said the commission has been grossly unfair to them in the proposed and interim procedures, as well as in the adoption of those procedures without notice.

- Representatives of local communities have come to feel that the commission has barred their constituents from receiving the variety of signals they could otherwise receive by means of CATV. And a tough-talking union man is convinced that layoffs in the CATV equipment-manufacturing industry are the fault of the commission.

- Broadcast-industry representatives feel that the proposed retransmission-consent rule—keystone of the commission's new approach to CATV regulation—would provide the stations with inadequate protection against CATV competition, at best. Some CATV spokesmen, on the other hand, are persuaded the proposed rule would virtual-

ly bar cable companies from importing distant signals.

But amid the welter of conflicting testimony, the commission received powerful support for that proposed rule. It came from attorney Louis Nizer, representing producers and distributors of copyrighted television film programs, who defended the proposal on both policy and legal grounds. He also praised the commission for its effort to solve a most "complex" problem.

The proposal is designed to eliminate what the commission says is the "unfair" advantage CATV systems enjoy over television stations in not bargaining for programing in the market place, as the stations do. It would require a system in the top-100 markets to obtain retransmission permission from the distant station whose signal it wants to import.

Virtually all broadcasters who have discussed it say the zone within which such a requirement would be effective—35 miles of the main post office of the major city in the top markets—is too small. Systems outside the zone could import signals without the permission of anyone.

And since the commission's interim procedures provide for waivers of existing regulations for CATV systems that can meet the requirements of the proposed rules, broadcast spokesmen, including representatives of the National Association of Broadcasters, All-Channel Television Society and Association of Maximum Service Telecasters, expressed concern.

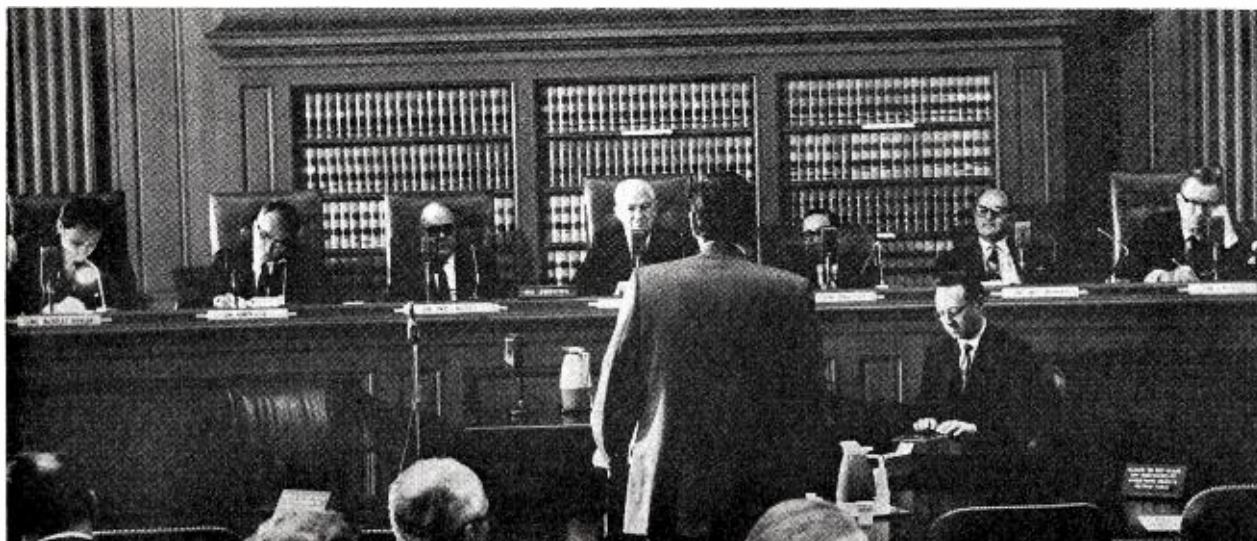
They said that if the commission ultimately decides on a wider zone, it would be difficult, if not impossible, to roll back service that would be permitted under the interim procedures. So they urged a wider zone be used during the interim period. The present rules require systems proposing to import distant signals into a major market to undergo a hearing to demonstrate their service would serve the public interest.

Attorney Robert Coll, speaking for ABC, also was cool to the retransmission proposal, asserting that broadcasters were uncertain as to how it would affect their interests. One objection he raised was that the programing available to viewers would depend on the respective bargaining abilities of CATV systems.

He also said the proposal is "unresponsive" to the question of CATV impact on local television service. And that fundamental criticism was developed further by Ernest Jennes, counsel for AMST.

The commission envisions the proposed rules as requiring the CATV systems to deal with copyright owners. But Mr. Jennes said the practical effect would be to permit the distant station and the program supplier to determine what the program-distribution patterns might be.

He said a station in Los Angeles could, for a relatively nominal fee, obtain the right from a copyright owner to grant retransmission authority to CATV systems practically "everywhere



Martin Firestone, ACTS counsel, faces FCC

west of the Mississippi." The reason for CATV regulation, he added, was to prevent stations from dominating vast stretches of the country with their programming.

Somewhat surprisingly, a leading attorney for CATV interests, E. Stratford Smith, broke with other CATV counsel on the point and made a similar forecast. Bruce E. Lovett, general counsel for the National Cable Television Association, had told the commission that the requirement that systems obtain program-by-program retransmission authority would place an impossible burden on CATV systems.

Mr. Jennes suggested that the commission simply bar the importation of distant signals into the grade A contour of any station, or to protect those stations out to a distance of 50 miles. He would make exceptions in the case of markets below the top-100 to assure that systems there could provide at least a full network service plus the signals of one independent and educational television station. This is similar to the commission's proposal as it affects small markets, except that the commission would use a 35-mile zone for the smaller markets as well as the top-100.

Mr. Smith, offering a suggestion developed by a client, Cable Com General, one member of RKO General Inc.'s corporate family, said that a CATV system should be permitted, as a minimum, to carry in three network signals, plus the signals of an independent and an ETV station. Then if it chooses to carry additional signals, it should be held responsible for economic losses that a local station could prove that it suffered.

However, Mr. Nizer, under questioning from Commissioners Nicholas Johnson and Kenneth A. Cox, disagreed with Mr. Jennes's forecast as to how the commission's retransmission rule would work. He said copyright owners want "as many customers as possible." Their contracts, he said, generally contain provisions prohibiting those obtaining performing rights from reselling them.

"The real economic interest of copyright owners," he said, "is to see that this rule works exactly as the commission wants it to." And if it doesn't, he added, the commission can always adopt remedies.

He also rejected arguments of CATV spokesmen that the Supreme Court decision last June, holding that CATV systems are not liable for payment of royalties on copyrighted material they transmit, prohibits the commission from adopting the proposed retransmission rule.

Mr. Nizer, who was on the losing side in that case (he represented United



Representative Stratton

Artists), said the copyright law does not override the commission's authority under the Communications Act to "protect the integrity" of a station's market. He also said that, in any event, the Supreme Court case dealt with systems carrying local signals; it would not, he added, apply to situations in which systems use microwave to import signals long distances—a point with which CATV attorneys would disagree.

He had two suggestions, however. He urged the commission to make explicit what he said was implicit in the proposal and state that the consent for retransmission permission be given by the program supplier, not the distant station. And, like the broadcasters, he would enlarge the zone within which stations would be protected.

The oral argument gave major spokesmen for the CATV industry an opportunity to tell the commission in person and in public what they have been saying privately and in news releases since the commission issued its proposed CATV rules on Dec. 13 (BROADCASTING, Dec. 16, 1968). Fred Ford, NCTA president, said the rules have, "as their purpose, the prevention of CATV's continued ability to open the dam, and thus ease the flow of telecommunications in order to quench the public thirst. To perpetuate the con-



Mr. Nizer

cept of limited reception areas," he added, "seems to be the height of folly, wholly unworthy of this country."

Mr. Lovett said the commission action in requiring the CATV industry to follow interim procedures on which it had no chance to comment was not fair, nor does he think it was intended to be fair. "Lawyer and client alike are understandably offended by what they feel to be the lack of fair play," he added.

He also denounced the commission assertion that CATV constitutes a form of "unfair competition" as "libelous." The charge, he said, cannot be supported in either common law or statute. And Harold J. Barnett, an economic consultant retained by NCTA, said the charge cannot be sustained on economic grounds either.

"The essential contribution of CATV firms," Mr. Barnett told the commission, is "to increase the level of competition in the TV industry" by importing signals to compete with local ones." He said "TV broadcasters scream in anguish at the prospect of further growth of CATV, and in diverse ways manipulate and contrive to obstruct it" simply because "they have had monopoly positions" and want to retain them.

Mr. Lovett also warned the commission that it assumes a great risk "in influencing relative bargaining posi-



Mr. Jennes

tions" in the continuing negotiations between CATV interests and copyright owners on proposed copyright legislation that would apply to CATV. It is generally believed that the commission's action has strengthened the copyright owners' hand in those negotiations.

"Why should the CATV industry cooperate in a copyright solution if it believes that any restrictions on the industry which are not imposed by copyright will be imposed after the fact by the commission?" he asked.

Robert H. Beisswenger, head of Jerrold Corp. and chairman of NCTA, labeled as "contrary to the facts" the contention of FCC Chairman Rosel H. Hyde that the proposed rules would facilitate the growth of CATV in the major markets. Mr. Beisswenger said a study he has made indicates that the "loss potential" to CATV as a result of the proposed rules "is in excess of eight million people."

Douglas A. Anello, NAB's general counsel, said however, there was no anti-CATV plot. Neither the broadcasting industry nor the FCC seeks CATV systems' "demise," but only their "integration into the free television system," he said. "What they seem to desire," he said, referring to cable operators, "is the restructuring



Mr. Beisswenger



Mr. Ford

of broadcasting in their own image."

Nevertheless, it appeared that the commission is developing the image of a hard-faced government agency that prevents the public from getting all the signals they want. From the Pennsylvania boroughs of Wilkensburg, Aliquippa, Castle Shannon and Carnegie, all near Pittsburgh, came local officials complaining that the commission's regulations were making what one of the representatives said was "second-class citizens" of their constituents so far as TV viewing was concerned.

And if J. Mack Miller, head of Omni-Vision CATV of Pensacola, Fla., was unable to deliver the governor of his state, Claude Kirk, and his mayor, Charles Soule, in person, he did the next best thing. He presented them on tape, in statements urging the commission to grant Omni-Vision the waiver it needs to bring in distant signals.

The commission also heard from two members of Congress—Representatives Jerome R. Waldie (D-Calif.) and Samuel S. Stratton (D-N.Y.), who complained that the commission was acting unfairly and unwisely in its CATV regulation. Both said the interim procedures amount to a freeze, and urged the commission to rescind them. Representative Stratton said that the commis-

sion should suspend further action until the report of the Task Force on Telecommunications Policy, which was appointed by former President Johnson, is released and studied.

The report, now being reviewed by the new Republican administration, is said to advocate policies to encourage CATV development.

But it was left to Louis L. Kaplan, international representative of the United Electrical, Radio & Machine Workers of America (UE) District 1, to present the anti-FCC side in its most forceful terms. He said the commission's action—which he also called a freeze on CATV activity—had resulted directly in the layoff of 1,186 of the 2,100 workers he represents at Jerrold in Philadelphia and the Technical Appliance Co. (TACO) in upstate New York (in Representative Stratton's district).

Commission officials meeting with Mr. Kaplan last month said the commission's action was not responsible for the layoffs. And Chairman Hyde's legal assistant, Robert Cahill, later wrote the union local at Jerrold, repeating the denial and asserting that the future of CATV was "bright."

But Mr. Kaplan did not accept those presentations. Nor were the commissioners able to persuade him last week. "Fiorello LaGuardia," Mr. Kaplan recalled, "used to say, 'When I make a mistake, I make a beaut.' Well," he added, addressing the commission, "you made a beaut."

The commission also heard representatives from a number of state CATV organizations who expressed concern about a variety of issues involved in the proposed rules. Many indicated an interest in originating programming—the proposed rules would require such service—but said they could not afford to do it unless they sold advertising.

Albert R. Stern, president of Television Communications Corp., a multiple-system operator, said the company originates programs on channels of two of its systems, intends to sell advertising "at an early date," if the commission doesn't prevent it, and then expand the service into other communities "as rapidly as possible."

He said that with originations on the two systems costing the company \$120,000 annually, the sale of advertising is essential to the continuance of such service.

The comments and abuse the commission received last week marked the beginning of what is expected to be a long period of deliberations. The commission will receive written comments on the proposed rules on March 3 and reply comments on April 3. In addition, it has indicated that additional oral argument will be scheduled after those written views have been filed.

SRA protests Metromedia merger

**Citing threat to reps,
it asks FCC to block
Transamerica takeover**

An objection to the \$300-million merger of Metromedia Inc. into Transamerica Corp. was filed last week with the FCC. The Station Representatives Association asked the commission to deny the merger, or designate the application for approval, submitted early this year, for hearing.

SRA charged that the merger of the two companies, both of which produce programs for TV, would result in increasing "the unfair leverage" in station representation by Metromedia's TV and radio sales-representation subsidiaries, and "extend undue concentration."

Last November, SRA filed complaints with the FCC against Metromedia, Storer Broadcasting Co. and Golden West Broadcasters Inc. The object of SRA's grievance then was these group broadcasters' representation of stations other than their own (BROADCASTING, Nov. 4, 1968). SRA represents 20 national station-representation firms.

At that time also, SRA asked the commission to deny, or set for hearing, eight station license-renewal applications by the three group owners. These stations are KNEW Oakland, KSNB(FM) and KNEW-TV, both San Francisco, and K1AC, KMET(FM) and KTTV(TV), all Los Angeles, all owned by Metromedia; KGBS Los Angeles, owned by Storer, and KMPC Los Angeles, owned by Golden West.

Metromedia, Storer and Golden West told the FCC, in their replies to the SRA protest, that the petitions should be dismissed. They said that SRA's goal, to prohibit group owners from representing stations other than their own, should be the subject of a rulemaking proceeding, not the object of attacks on licenses (BROADCASTING, Nov. 25, 1968).

In asking the FCC to deny, or set for hearing, the merger applications by Metromedia and Transamerica, SRA declared last week that Metromedia has available 14,627 hours of television programs for syndication, and that Transamerica, through its United Artists subsidiary, has 6,163 hours of syndicated programming available, plus "a vast library" of feature films for lease to TV stations.

Such program capability, SRA said, can be justified only if it is in the public interest. But, it continued, as long as Metromedia represents non-owned stations as well as its own, "there now

is and can continue to be undue pressure on licensees to accept Metromedia sales representation in order to obtain Metromedia programming."

SRA stated that since Metromedia should be proscribed from operating in station representation for stations other than its own while it is also a major program producer, the commission cannot permit Metromedia's combination with Transamerica, which also is a substantial TV program source.

SRA repeated what it had said in its original complaints last year, that it intended to ask the FCC to initiate rule-making proceedings to prohibit group owners from representing more than their own stations. But it added, it also intends to pursue its fight against license renewals. Both actions, SRA said, "are cumulative and in no way mutually exclusive."

Five nominees picked for new N.J. authority

The New Jersey Public Broadcasting Authority came a step closer to a working existence last week when Governor Richard J. Hughes nominated five members to the board. Included in the designations was television personality Merv Griffin, a resident of Califon, N. J.

Yet to be named are five more public members and five ex-officio members from the executive department. All nominations must be confirmed by the New Jersey state senate.

The authority, enacted by the New Jersey legislature late last year, has no specific timetable for establishing public broadcasting facilities. The board is supposed to meet annually in July for elections and other business, although Governor Hughes will appoint the first chairman. New Jersey voters last November passed a bond issue of \$7.5 million to finance state public broadcasting.

Broadcasters, FCC chat at Mark Century seminar

FCC-broadcaster relationship is the broad-range theme of the eighth annual programming and sales seminar for broadcasters to be held next month by Mark Century Corp. concurrently with the National Association of Broadcasters convention in Washington.

A panel of three that is planned will include FCC Commissioner Kenneth A. Cox; Harold R. Krelstein, president of Plough Broadcasting Co. and Robert Dreyer, who is retiring as vice president, secretary and general counsel of Metromedia Inc.

This year's Mark Century seminar will be held Monday morning, March 24, in the Empire room of the Shore-

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Mark Century, which has sponsored seminars for the past seven years, serves 500 radio and TV stations through its various program and production services. It is part of the Music Makers Group Inc., which is publicly owned.

New Comsat complexion up for House action

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) anticipates little difficulty in gaining prompt committee action on a bill that would change the makeup of the board of directors of the Communications Satellite Corp. Sponsors hope enactment can be gained in time for mailing of proxy statements prior to Comsat's annual meeting in May.

The bill (S. 17), which was passed by the Senate on Jan. 31, would adjust the division between public and common-carrier directors to reflect stock sales by the carriers to the general public. Currently, carriers hold approximately 38% of the outstanding Comsat stock, but elect six of the 12 directors allocated to the carriers and the public (BROADCASTING, Feb. 3). The President appoints three additional directors to fill out the board's total of 15 members.

Chairman Staggers set Feb. 18 for a hearing on the bill and suggested it could be disposed of "in one morning," to clear the way for a House vote in time to meet Comsat's deadline.

Conglomerate study sought in House bill

The FCC would participate with five other federal regulatory agencies in a massive study of the impact of conglomerate corporations on the nation's communications and transportation systems, according to a resolution introduced in the House by Representative Hastings Keith (R-Mass.).

The legislation (H. J. Res. 315) would authorize \$2 million for the study, which would also focus on the impact of conglomerates on the financial community and the broad implications in such corporations for the nation's economic and social life. The study would not be an "investigation" as such, it was emphasized, but rather would attempt to provide a perspective on current trends. "There has been a revolution in commerce and industry going on for several years," Mr. Keith noted, "but no one has studied it in depth."

The agencies conducting the study

would be the FCC, the Civil Aeronautics Board, Interstate Commerce Commission, Securities and Exchange Commission, Federal Trade Commission, and the Federal Power Commission.

"A comprehensive study of conglomerates would also find out whether our present securities laws adequately protect those who invest in conglomerates or in companies acquired by the merger process," Mr. Keith said. "Misleading financial disclosures and stock price irregularities are too often a part of the acquisition process," he also observed.

Representative Keith is the ranking Republican on the Commerce and Finance Subcommittee of the House Commerce Committee.

UHF's bright outlook cited at dedications

FCC Commissioner Robert E. Lee, the commission's chief exponent of UHF TV, spoke briefly at dedication ceremonies for two new UHF's, WPGH-TV Pittsburgh (Feb. 1) and WRDU-TV Durham, N.C. (Feb. 6).

In Pittsburgh, Mr. Lee said: "We have a new development on the horizon called pay television that may be a help to some independent stations in many markets.

"We have approved it at the commission," he added, "and there may be a marriage with some of these independent stations. It will help in the process of keeping independent local TV alive and prosperous."

Commissioner Lee predicted that within a year or two there will be no differentiation between UHF and VHF television. "It will just be television," he said.

State and local officials joined Communications Corp.'s newly appointed President Robert McGredy and General Manager Richard B. Rawls for the ch. 53 WPGH-TV ceremonies.

On hand for Triangle Telecasters Inc.'s ch. 28 WRDU-TV ceremonies were the mayors of Raleigh, Chapel Hill and Durham, as well as Triangle President Robinson O. Everett, and Station Manager Glenn C. Jackson.



L. to r.- Messrs. Lee, McGredy, Rawls.

Macy is tapped for top CPB post

He leaves behind career in government to accept corporation chairmanship

The Corp. for Public Broadcasting's board of directors last week announced the election of John W. Macy Jr., chairman of the U. S. Civil Service Commission during the administrations of Presidents Kennedy and Johnson, as president of that federally chartered non-profit organization for noncommercial broadcasters ("Closed Circuit," Jan. 20).

Mr. Macy will be based in Washington, where he plans to establish a major center for CPB, in addition to maintaining a base in New York. The staff will be enlarged at both offices, he said, including assistants with experience in broadcasting and finance.

He said he sees his main responsibilities as reporting to Congress on past and future plans, working with administration representatives such as Dr. Lee DuBridge, science adviser to President Nixon, getting acquainted with other organizations in the field, and working on long- and short-term financing plans.

In a closed-circuit presentation Thursday (Feb. 6) to National Educational Television affiliates, Mr. Macy supported the basic goals outlined by CPB's board chairman Frank Pace at an International Radio and Television Society luncheon earlier in the week: (1) strengthen local stations and NET programming, (2) aid children's programming, (3) develop continuing education programs, (4) help develop a good relationship between the community and its citizens, and (5) aid creative young talent, with the need for an interconnected network included in all of these.

Mr. Macy, 51, entered government service in 1938 as an intern with the National Institute of Public Affairs. He then became an administrative aide to the executive director of the Social Security Board, transferred to the War Department's civilian personnel program in 1940, and enlisted in the Air Force in 1943. He returned to the War Department in 1946, then joined the Atomic Energy Commission as director of organization and personnel in Santa Fe, N. M. In 1953 Mr. Macy was appointed executive director of the Civil Service Commission.

He left government service for three years to become executive vice president of Wesleyan University, Middletown, Conn., and returned to Washington in 1961 as chairman of the Civil Service Commission.

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Local is local, national is national, but in Washington the twain definitely do meet.

And that describes the problem of the radio-TV outlets in the nation's capital as they attempt to report the "local" happenings that can also generate news of intense interest to the entire world.

It has called for constant revamping of staffs and improvising by station news chiefs who often must long for the simplicity of just covering city hall. And as the pace of news keeps increasing, Washington-area stations doggedly step up their pace to meet the news demand.

The latest major expansion has been undertaken by CBS-affiliated WTOP-AM-FM-TV. WTOP is planning to go all-news 24 hours a day starting March 3, with a 67-man news staff, 21 of them on-air men. The present news staff under a talk-news-information format is 13. At WTOP-TV the news staff is about 50 of whom 15 are reporters. The latest and most notable addition is Martin Agronsky, who just left CBS (BROADCASTING, Feb. 3).

At NBC-owned WRC-AM-FM-TV the news staff numbers 40, covering strictly local events with network personnel available to the station as an augmenting force. WMAL-AM-FM-TV, affiliated with ABC, has a 32-man staff with 20 of them on the air. At Metromedia's independent WTTG(TV) there are 10 on-air men out of a news staff of 50.

When WTOP turns to the all-news format it will be the second such sta-

tion in the market. WAVA-AM-FM Arlington, Va., across the Potomac River from the capital, has had a 24-hour all-news operation since last spring. Its only limitation has been that WAVA is a daytimer, thus restricting the after-sunset signal to WAVA-FM. On AM, WAVA has been all-news operation since 1964.

The WTOP format switch comes about eight months after Larry Israel was named chairman of the parent Post-Newsweek Stations. Mr. Israel had headed station operations for Westinghouse Broadcasting when several of those stations went the all-news route. Running the WTOP operation is Jim Snyder, former head of Westinghouse's Washington news bureau and more recently Washington producer of the Walter Cronkite evening news on CBS-TV.

The lone music block on the station, American Airlines *Music 'til Dawn*, (11:30 p.m.-6 a.m.) along with baseball and football play-by-play have gone by the boards in the changeover.

WTOP is retaining its CBS affiliation and intends to carry the network's news and public-affairs programs. To beef up the news sources it has added the Reuters wire to its AP and UPI services, will get Westinghouse Broadcasting's twice-daily foreign news service and will tie into the CBS-owned stations' Private Line News Exchange service.

At WTOP-TV, where another former newsman, John Corporon, became general manager in November, some

changes are already in evidence. Mr. Corporon moved to WTOP-TV from Metromedia Television where he was vice president and director of news and public affairs. Since Washington is an atypical market as far as government activity is concerned, WTOP-TV is now scheduling tapes of President Nixon's daytime news conferences in evening hours. The first news conference was replayed that night at 11:30 p.m. Last Thursday's (Feb. 6) presidential meeting with the media was replayed that night at 8 p.m.

Another move at the station was to assign staff newsmen to "local" beats like the White House, State Department, Pentagon and Capitol Hill. It is the first station in the city to designate local reporters specifically to several of those beats although all the stations have them covered by their staffs.

At WMAL News, where Ted McDowell, news director, has steadily increased his staff adding six people within the last two years, Joseph McCaffrey has been covering Capitol Hill since 1944. Mr. McDowell's most recent move was to make newsman Vince Clephas into a national correspondent, starting with coverage of the touring presidential candidates last year.

Like Ford Rowan, who will be WTOP News's White House man, Mr. Clephas will be traveling with the President on his trips, such as the European trek scheduled for later this month (see page 64).

The problem of covering national offices locally is a little easier for Irv Margolis, news director for WRC-AM-FM-TV, who can call on network resources. However, the need for additional local coverage has necessitated increases in the WRC news staffs and about a half-dozen people have been added in recent months.

One innovation at WRC-TV has been in its 7-7:30 p.m. newscast, which formerly had been more or less a repeat of the hard news featured in the station's 6-6:30 p.m. segment. However, last month the 7-7:30 p.m. segment was changed into a feature-type half hour emphasizing softer news.

At WTTG, which about two years ago had virtually no news staff, the growth has been continual and with it the number of news hours programed. The initial early-evening half-hour was dropped last year, but the late-evening half-hour newscast was expanded to an hour from 10-11 p.m., placing news on the independent opposite network prime-time fare.

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ton news have been WTOP-TV and WTTG's Saturday night head-bumping. Last month WTTG began 10-10:30 p.m. newscasts on Saturday and Sunday. On Saturday it ran right into WTOP-TV's late-night news which was pushed back from 11 p.m.

It may be called an attempt at meeting a public's insatiable appetite for news or it may be called one-upmanship at programming. Whatever it is called, the news business in Washington isn't getting any smaller.

ABC News to use its own analysts

ABC News has decided to alter the format of commentaries during its early evening newscast, *ABC Evening News with Frank Reynolds* on ABC-TV. Instead of using outside contributors in the "scatter-gun technique," the network will rely on a few of its own analysts to establish greater identification.

Regular spots will be given to Howard K. Smith, Bill Lawrence, John Scali and Louis Rukeyser, in addition to Frank Reynolds. Only three of the more than 30 outside experts put under contract during the past year will be retained. These will be Bill D. Moyers, publisher of the Long Island, N.Y. *Newsday*, critic Marya Mannes and journalist James Kilpatrick. Other commentators, not all of whom appeared, included Gore Vidal, William Buckley, Jimmy Breslin, David Schoenbrun, Louis Lomax, Stewart Alsop, Norman Cousins, Harry Golden, Malcolm Muggeridge, Gunnar Myrdal, Ralph Nader, George Plimpton, Victor Riesel, Mort Sahl, Marietta Tree, James Wechsler and Dame Rebecca West.

Many of these commentators may be signed for a new ABC Radio Entertainment Network program, three-and-a-half minute daily *World of Commentary* series, which began Jan. 1.

SNI will concentrate on sports, maybe news

Sports Network Inc. plans to expand in the area of sports documentaries and is exploring a role it can play in TV news coverage, but it does not intend to become active in entertainment programs, according to Richard Bailey, SNI president.

Mr. Bailey last week denied reports that SNI, now owned by industrialist Howard Hughes, was moving into the area of entertainment productions and news. He said entertainment is a sector in which SNI cannot hope to emulate the conventional networks. Mr. Bailey said the company is exploring ways in which it can distribute news to

TV stations more efficiently, but noted that this is a project that has held his interest for more than five years.

In anticipation of an expanded sports-production schedule, SNI has appointed John L. Koushournis, formerly vice president, program operations, WOR-TV New York, as vice president-special projects, and has added Ed Silverman, recently news director, WABC-TV New York, to the staff to develop sports documentaries and to research the TV-news area. Mr. Bailey said that an announcement will be made in a few weeks changing the name of the company to the Hughes Sports Network.

More CPB, Ford funds spark new NET project

Grants from the Corp. for Public Broadcasting and the Ford Foundation have enabled National Educational Television to establish a special-projects unit to cover national and international news developments in depth. CPB has supplied \$450,000 and Ford, \$150,000 for production through this summer.

The special-projects team will be based in New York, directed by executive producer Ned Schnurman, and aided by an expanded NET Washington bureau, headed by executive producer Jim Karayn. Working with Mr. Schnurman will be John Richard Starkey, formerly

producer with WNBC-TV New York and WNDT-TV Newark, N. J.; Edward M. Jones, previously producer and writer with ABC News and *CBS Reports*, and associate-producer Betty Paysner, formerly with WABC-TV and WNEW-TV both New York. The unit's first program, broadcast last week, covered highlights of the week's National Commission on Crime and Delinquency conference in San Francisco.

N.Y. state bill would limit cable programing

Twenty-seven members of the New York state assembly have co-sponsored a bill to limit program origination by cable TV companies to public-service programs. The bill was introduced in the assembly last Wednesday (Feb. 5) by Leonard P. Stavisky of Queens. The supporters are all from New York City.

After hearing the arguments of many of these same congressmen, the New York City Board of Estimate voted to allow public-service program origination late last year (BROADCASTING, Dec. 23, 1968), but left the determination of what was included in public service up to the director of franchises, who then indicated he would let the cable companies restrict themselves.

Manhattan Cable Television, franchised to wire half of Manhattan, is

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already originating college-basketball games, with its first out-of-town program—the Columbia-Princeton game—scheduled for last Friday (Feb. 7). The company also plans to carry concerts and “art” movies.

The assemblymen proposed to limit public-service programs to services such as time, weather, news, stock exchange ticker, governmental programs, public meetings, communications to particular neighborhoods or ethnic groups, educational and training programs, political discussions and amateur community or drama-group programs. They would specifically exclude professional sports events, motion pictures, and theatrical or other entertainment programs now shown in theaters or on television.

The bill would give the Public Service Commission jurisdiction over CATV services and rates.

More originals

CBS Enterprises, which had been active years ago in syndication-TV production when it was CBS Films, plans to step up its efforts in this area with co-production projects with established producers in New York and Hollywood. It's pleased with its first such endeavor in years, syndicated version of *What's My Line*, and currently is working out details on several co-production deals.

Networks prepare for Nixon visit to Europe

Within hours of President Nixon's announcement of his European tour plans, two of the television networks mobilized large-scale coverage assignments for the trip.

For both network pool and its own coverage of President Nixon's projected European tour starting Feb. 23, CBS News over the past weekend was to send a crew along with pool producer Arthur Kane of CBS aboard an official U.S. plane that is making an advance swing of the six cities now on the President's agenda.

The CBS crew were to be aboard Air Force One Feb. 8 (last Saturday) accompanying Tim Elbourne, assistant White House news secretary, who is making the advance journey.

CBS plans to get satellite pictures daily during Mr. Nixon's tour in time for evening-news broadcasts with supplemental feeds of any unusual events.

Mr. Kane said TV newsmen plan to work with Eurovision (European Broadcasting Union) and the national TV networks in the individual countries to supplement U.S. coverage, including the pool operation.

NBC radio and TV planned to send a total of 75 people on the Nixon trip, spearheaded by an advance team that

was to leave Friday morning (Feb. 7) to begin preparations.

Of the 76 NBC producers, editors and technicians, 11 will be correspondents, headed by White House correspondent Herb Kaplow, who will accompany the President throughout the trip.

The network plans extensive satellite feeds for special reports on the trip, as well as inserts for the *Huntley-Brinkley* report and *Today* show.

ABC said it also would originate coverage of the Nixon tour from Europe by satellite, but assignments had not been worked out by Friday.

'Hunger' critic wants network regulation

Representative Henry B. Gonzalez (D-Tex.) has once again sounded the battle cry against television networks—especially against the network (CBS) that aired a controversial documentary on hunger that reported, unfairly, says the congressman, on hunger in his home district. The San Antonio legislator has reintroduced a bill (H. R. 6225) to license and regulate television networks.

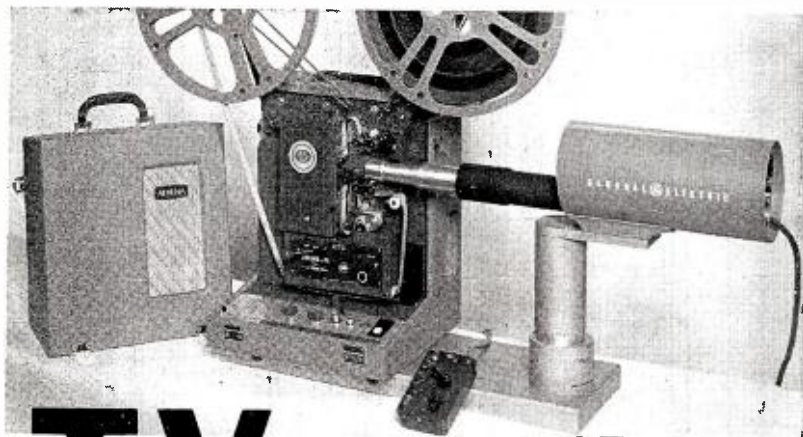
Last year Representative Gonzalez conducted a running correspondence with top CBS officials, charging their special program on *Hunger in America* was in part “inaccurate and grossly distorted.” Mr. Gonzalez said “the network, far from correcting the record on . . . untrue or misleading elements in the program, rebroadcast it and promoted it.”

In remarks made on the House floor last week Congressman Gonzalez said: “It seems to me that the quality of programming would improve perceptibly if the networks could be held accountable for their broadcasts. Therefore the networks should be licensed, and should be held accountable for their programming through a license-renewal procedure. Only in this way can there be any public accounting for a network's actions.”

Specials mark Official expansion in television

Official Films Inc., New York, once a mainstay in network TV and syndications, is embarking on an expansion program encompassing the production of first-run series and specials.

Official has completed a pilot of a former network series, *Stump The Stars*, produced in color for the first time, and is now negotiating with an advertiser for its placement in about 50 markets. The company produced a one-hour special, *Let Us Entertain You*, which was carried on the Metromedia TV stations last year, and now is developing six other programs with this title. Another



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project in development is a revival of one of the company's most successful series, *Robin Hood*, which would be produced in stop-motion animation with the characters depicted by three-dimensional figures.

In addition Official's *Your Daily Horoscope*, a five-minute, daily astrology program, has been sold in 24 markets since its introduction last November and additional sales now are being processed. The company has been making sales to UHF stations and to CATV installations of its old-line product, including *Robin Hood*, *Peter Gunn*, *Biography* and *Battle Line*.

Official also has announced the election of George A. Shaps and Leslie T. Harris to its board of directors. Mr. Shaps is vice president and general manager of Official, and Mr. Harris, formerly a vice president of CBS Films (now CBS Enterprises), is vice president of the Interpublic Group of Co.'s.

ITC's 'Action 6' presold to 17 stations

Independent Television Corp. last week announced syndication of *Action 6*, a package of feature films made for television.

Four of the films are first-run, two off-network. In the package are "Koroshi," starring Patrick McGeehan; "The Man in a Looking Glass" and "Mystery Island," both starring Steve Forrest and Sue Lloyd; "Affair with a Killer" and "Don't Forget to Wipe the Blood Off," both starring Stephen Young and Austin Willis; and "To Catch a Million," starring Richard Bradford.

With syndication, ITC also announced the package already has been sold to CBS owned WCBS-TV New York; WBBM-TV Chicago; KNXT(TV) Los Angeles; WCAU-TV Philadelphia, and KMOX-TV St. Louis, as well as to U.S. Communications Corp. for its WPGH-TV Pittsburgh; WXIX-TV Newport, Ky.-(Cincinnati) and WBMO-TV Atlanta, and to Western Telecasters for KCST(TV) San Diego; KFDA-TV Amarillo, and KAUS-TV Wichita Falls, both Texas; and to KRON-TV San Francisco; KTVT(TV) Dallas-Fort Worth; WHEN-TV Syracuse, N. Y.; KGMB-TV Honolulu; KORK-TV Las Vegas, and KOAT-TV Albuquerque, N. M.

Back to television for 'To Tell the Truth'

Goodson-Todman Productions has announced that *To Tell the Truth*, which was carried on CBS-TV for 12 years, will return to TV next fall as a newly produced five-times-a-week program.

Giraud Chester, executive vice president of G-T, said Metromedia Television has signed to broadcast the series during evening hours over its five

owned-and-operated stations, WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington, KSNB-TV San Francisco, and KMBC-TV Kansas City, Mo. In other markets, tapes of the series will be distributed by Firestone Films Sales, New York. Metromedia has agreed to carry 39 weeks (195 programs) and 32 repeats of the new *To Tell the Truth* series, which will be produced in New York by G-T.

Lewron gains MacArthur

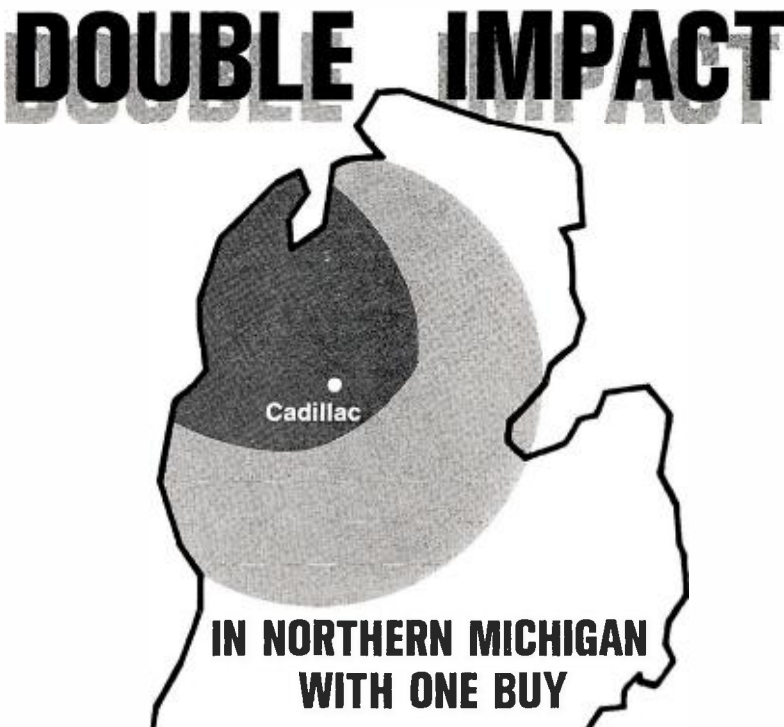
MacArthur Productions, Palm Beach Shores, Fla., has been merged into Lewron Productions, Baltimore and

New York. The combined operation will be active in both TV film programming and commercial production in New York, Palm Beach Shores and Hollywood.

CBS moves back into Nielsen lead

CBS-TV move into the lead in the national Nielsen ratings for the week of Jan. 20-26 with a 22.3 average. NBC-TV had a 20 rating, and ABC-TV a 14.9 rating.

Among the usual programs in the top-20 were three movies and two



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specials: CBS's Thursday and Friday movies, "Never Too Late" and "Girl Happy"; NBC's Monday movie, "Billie"; and specials, *Lions are Free* on NBC and *Voyage to Enchanted Isles* on CBS.

Two replacement shows, CBS's *The Queen and I* and NBC's *My Friend Tony*, dropped in the ratings to 16.8 and 14.5 respectively. The previous week *Queen* was rated 17.3 and *Tony*, 16.2.

Record series sales marked by Sandy Frank

Record sales of \$275,000 were reported last week for the fourth quarter of 1968 by Sandy Frank Program Sales Inc., New York, a TV-film distributor. Mr. Frank, president of the firm, also noted that the sales impetus has carried into January with the re-introduction of *My Little Margie* in syndication.

Among initial sales for *Margie*, for which Sandy Frank was appointed distributor by Hal Roach Studios, were WNEW-TV New York; KPLR-TV St. Louis; WSMS-TV Fort Lauderdale, Fla.; KHOL-TV Kearney, Neb.; WHIZ-TV Zanesville, Ohio, and WSUN-TV St. Petersburg, Fla. Other series distributed by the firm include *Across the Seven Seas, America!, The American West, The Golden Voyage, Comedy Capers* and *Mischief Makers*.

Personal-attack law is back for consideration

A bill (H. R. 5973) that would enact part of the FCC's personal-attack rules into law has been reintroduced in the House by Representative John Dingell (D-Mich.). The bill was first introduced in the 90th Congress.

The proposed legislation would amend Section 315 of the Communications Act and would prohibit any station from broadcasting its own editorial views on the day of an election and the three

days preceding an election with respect to any issue or candidate involved in the election.

The bill also calls for the broadcast station to inform at least three days in advance any person who is to be referred to in a broadcast editorial. The legislation also prescribes that the broadcast station must accord that person equal opportunity to use the station in order to reply to or discuss the subject matter of the editorial aired by the station.

The proposal would implement one of the proposed recommendations of the House Investigations Subcommittee, of which Mr. Dingell is a member, that have been offered in a draft report on fairness-doctrine problems that is being circulated for committee endorsement (BROADCASTING, Nov. 25, 1968).

Mighty cry of Tarzan in TV jungle again

Tarzan, who swung through the treetops at NBC-TV for several seasons, is heading up the trail to domestic TV syndication. Banner Films Inc., New York, last week announced that 57 one-hour color episodes of *Tarzan*, starring Ron Ely, have been put into syndication. Banner, which also distributes Tarzan feature films, says that the TV series is in almost every major foreign market.

Guest stars with Mr. Ely in the television programs include such names as Helen Hayes, Ethel Merman, Maurice Evans, Julie Harris and Robert Loggia.

Krantz has new game show

Krantz Films, subsidiary of Vikoa Inc., is syndicating a new daily half-hour quiz program, *The Money Makers*. Jim Perry is host of the telephone participation show, which is based upon bingo. With the five daily contestants provided the possibility of winning up to \$9,999.99 on each program, Krantz claims it is the highest-priced syndicated game show being offered. Announce-

ment of the syndication last week was simultaneous with its purchase by Metromedia Television for showing on WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington, and KNEW-TV San Francisco.

Creasy heads TNC's new Trans National Network

Formation of Trans National Network and the appointment of William N. Creasy Jr., CBS-TV Sports producer, as president has been announced by the new organization's parent company, Trans National Communications Inc. (TNC). Mr. Creasy will also be a member of the executive board of directors of TNC.

Trans National Network, based in New York, will produce live, taped and filmed television shows of all types, including entertainment series, specials, spectaculars, documentaries and sports events. The parent company, TNC, owns WUPD Lewisburg, Pa., and is negotiating for more radio stations; produces and distributes industrial films and TV commercials; operates radio sports networks, and owns recording studios.

New animated special in Tony Benedict house

Tony Benedict Productions Inc., a West Coast animation production company that creates and produces animated films for television and theatrical exhibition, has started work on its first major television production, *A Yellowstone Christmas*. It is designed as an hour prime-time live-action and animated special for Christmas 1969. Reportedly, the TV special about two bear cubs, their mothers and a park ranger, is being done in "a Walt Disney style of detail and warmth of character."

Tony Benedict Productions, founded in 1967 and based in the Sherman Oaks section of Los Angeles, hopes to re-establish individual animation producers as a primary creative source for new television programming.

Tower: Violence may stem from inborn values

A suggestion that the violence in America today may be traceable at least in part to some of the country's historic national characteristics was advanced last week by Charles Tower, executive vice president of Corinthian Broadcasting's Television Division.

He said characteristics on which the U.S. has always put emphasis—a nation of greater freedom, more competitive, more dynamic, less structural and

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Program notes:

More of Joan ■ Trans-Lux Television Corp. will produce an additional 130 half-hours of *That Show*, starring Joan Rivers, making 52 weeks of across-board programming available. Comedy-discussion series has been sold in 25 markets and six stations already have renewed for second cycle.

Senatorial source ■ Senator John J. McClellan (D-Ark.) appears headed for TV credits. His best-selling, nonfiction book, "Crime Without Punishment," has been purchased for television by Universal Studios, which plans to make the book into a motion picture for first-time viewing on television, and the movie serving as the basis for a projected weekly series. Senator McClellan's book is based on the hearings investigating labor unions and organized crime held before the Senate Select Committee on Improper Activities in the Labor Management Field.

Option pickup ■ VTP Enterprises, Beverly Hills, Calif. has picked up its option on the 90-minute, variety-conversation strip, *The Donald O'Connor Show*, assuring a full-year of production on the Monday through Friday series. It is syndicated through Metro-media Producers Corp.

Three-way deal ■ Producer-director Greg Garrison, actor Orson Welles and CBS-TV will be involved in the production of three 90-minute specials and a possible weekly series. Mr. Welles will

star in all the shows for CBS-TV with Mr. Garrison, producer of NBC-TV's *Dean Martin Show*, producing and directing. First of the specials is entitled *Around the World with Orson Welles*. The projected series would be a weekly half-hour based on a variety format.

School system examined ■ Westinghouse Broadcasting Co. will examine the American public school system in a 10-part series of half-hour radio programs. The first program of *Changing Patterns and Conflicts in American Education* will be broadcast this week on the seven WBC stations.

New production firm ■ MCI Video/Film Productions Inc., a company specializing in the production of videotapes and their transfer to film, has been formed by Jack Moss, president of Moss Communications Inc. The new firm is located at 270 Madison Avenue, New York 10016.

Family life series ■ National Instructional Television, Bloomington, Ind., is distributing *A Time of Your Life*, a 15-program television series that examines the development of the human being, the family and the social structure. The series is being produced by noncommercial KQED(TV) San Francisco.

Switch of co-stars ■ Dick Sargent, last on television regularly in the short-lived *Tammy Grimes Show*, has been signed to co-star with Elizabeth Montgomery in ABC-TV's *Bewitched* series for the 1969-70 season. He replaces Dick York,

who asked to be relieved so that he could pursue other acting assignments.

Interfaith Project ■ Ecumedia, a joint office for radio-TV has been established by The Maryland Council of Churches and the Roman Catholic Archdiocese of Baltimore. Previously, the council and the archdiocese had maintained separate program production facilities. Handling Ecumedia (anonym for Ecumenical Media Services) are the Rev. Jon Paul Davidson, Episcopal priest who became director of radio-TV for the council last fall, and the Rev. Casimir Pugevicius, radio-TV director for the archdiocese for three years.

Business special ■ A three-hour program devoted entirely to business trends is to be aired Tuesday night (Feb. 11) by WCIU-TV Chicago. Sponsors are American National Bank through Edward H. Weiss & Co. and Chicago Mercantile Exchange through Martin A. Cohen.

Queen returns ■ Some 25 years after its initial telecast, *Queen for a Day*, one of TV's longest-lived audience participation shows, will return to television some time this spring as an hour special. It will be produced by Western Video Productions, affiliate organization of the Hollywood Video Center, in association with Metromedia Television. The special will be distributed by Metromedia Producers Corp. *Queen for a Day* had a 20-year TV run from 1944 to 1964.

less bound by tradition—may in themselves be conducive to some degree of violence. If so, he said, the problem is to "retain the virtues and keep down the violence, too."

Mr. Tower, Chairman of the National Association of Broadcasters television board, stressed that broadcasters, like other citizens are concerned about violence, and he outlined steps taken by broadcasters individually and through the NAB code to eliminate unnecessary violence and to see that, when conflict is necessary, it is handled carefully.

Two-thirds of the prime-time network TV entertainment programming offers no opportunity for depiction of violence, he said, and while he acknowledged that the potential for conflict in the other one-third might be detrimental to some viewers, such as the disadvantaged, he said he had seen no evidence that it had been in youth groups he had worked with, or elsewhere.

Mr. Tower spoke Tuesday, Feb. 4, at a town meeting seminar sponsored by the First Presbyterian Church of Fort Wayne, Ind., where Corinthian owns WANE-TV.

AMPTP-IATSE agree on four-year contract

The International Alliance of Theatrical Stage Employees has signed a new four-year collective bargaining contract with the Association of Motion Picture and Television Producers. The new contract, effective Feb. 1, covers 23 IATSE locals in the film industry and calls for a sliding scale of wage increases over

the contract period.

The wage increases consist of a 12% raise in the first two years of the contract, an additional 5% beginning the third year, and another 4% for the fourth year. With compound interest taken into account, the total wage boost will be about 22%. The increases will range from \$20 to \$75 a week.

The new agreement also provides gains in pension payments, health and welfare plan and distant location work,

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Land mobile polarizes warring camps

AMST views congestion as case of mismanagement, CPB, UHF see threat in proposed FCC reallocations

Is land-mobile radio in desperate need of spectrum space—or is it simply a victim of obsolete regulatory policies and its own haphazard management of existing space? If reallocation is the solution to land-mobile congestion, should the frequencies be taken from UHF broadcasters?

Over 80 answers to those questions poured into the FCC last week in response to a pair of proposed rules that would open up 21 UHF channels to land-mobile services. The more controversial of the two proposals is a plan to share the lowest seven UHF channels (14 to 20) with land-mobile users. The other, a combined notice of rulemaking and inquiry, would set aside 115 mc between 806-960 mc for land mobile. UHF channels 70 to 83 lie within this range, but are presently occupied by only two TV stations and about 600 translators.

Comments on the proposed rules fell forcefully, and predictably, into two polarized camps. Land-mobile operators and allied interests insisted that additional frequencies provide the only feasible answer to their chronic congestion problem, and argued that the lower UHF channels are technically more suitable for their purposes than the higher portions of the spectrum. Many recommended that channels 14 to 20 be turned over entirely to land-mobile services.

Broadcasters, on the other hand, said that existing allocations are more than adequate to meet land-mobile needs now and in the foreseeable future, if the FCC provides a stronger administrative framework and the operators themselves make better use of the frequencies.

The FCC placed itself squarely and explicitly in favor of reallocation when it issued the proposed rules last year. The commission said at that time that it was "persuaded that the burgeoning needs of the land-mobile service can be met on a long-term basis only through the allocation of additional spectrum space to that service" (BROADCASTING, July 22, 1968).

Both proposals were aimed at relieving congestion in the 25 major urban areas of the country. In the lower frequency range, the commission

proposed to reallocate channels 14 to 20 on a geographic basis in order to prevent conflict with TV assignments contained in the commission's nationwide plan. Land-mobile services would use the TV channels only in areas where they are not reserved for broadcasting. In the upper range, the commission would reallocate channels 70 to 83, along with space above the UHF band, for exclusive land-mobile use, except for some sharing with translators. Seventy-five megacycles of the 115 mc involved would be reserved for high-capacity common-carrier systems.

The unanimous cry of outrage from the broadcast industry last week found its most comprehensive embodiment in an encyclopedic, 600-page filing by the Association of Maximum Service Telecasters. Like most of the broadcast groups filing comments, AMST readily acknowledged the present congestion, even "crisis," in land-mobile communications. Its definition of the problem, however, was at opposite poles from that of the land-mobile industry: According to AMST, the culprit is "the existing system of allocating, administering and managing the land-mobile radio spectrum."

Specifically, AMST questioned the utility of block allocations for land mobile; chided the commission for its uncritical authorization of service by all eligible parties, regardless of their real need for the service; deplored the lack of systems design, which it said led some users to engage in a "horsepower race" out of all proportion to their true needs, and noted the lack of coordination among present users.

These and other deficiencies, AMST said, produce a marked and unnecessary under-utilization of the spectrum. For example, the association said that block allocation results in a mechanical dole of spectrum space to groups of users, irrespective of the needs of a particular area. Thus, AMST said, police and fire channels may be clogged, while a large chunk of land-mobile spectrum space in the same area lies virtually fallow—such as the space provided for the petroleum industry in Green Bay, Wis.—because, although there is negligible need for it, the space was automatically allocated under the block system.

At this point, the land-mobile users' response would refer to the projected growth of land-mobile radio. Even if present congestion were eased, many of the land-mobile comments said, the continuing rapid growth of the service would necessitate a reallocation of spectrum resources. AMST's reply was that the projections of land-mobile growth currently accepted by the industry, and by the FCC itself, are vastly overdrawn.

Instead of the total of 7.3 million transmitters that FCC projects will be licensed by 1980, AMST said, the figure should be 5.3 million. Moreover, the association said, its studies show that commission records of land-mobile transmitters are inaccurate and overstate the total by 18%, and that only two-thirds of the "authorized" transmitters listed in commission records exist at all. According to AMST, this is because the commission cannot at present oversee its land-mobile users, and thus keeps the "authorized" transmitters on its records whether they are operative, abandoned, or never put into use.

Correcting for these deficiencies, AMST, said, there are only 1.6 million transmitters on the air today and only 2.9 million likely to be in service by 1980. So although there is congestion, the association said, there is no reason to expect channel saturation.

The problem that does exist, AMST stressed, will never be met by the commission's proposals. Citing studies by Kelly Scientific Corp. and by Howard T. Ring & Associates, the association argued that the proposed rules would simply compound existing problems and delay the advent of needed fundamental reforms; threaten UHF reception at a time of unprecedented UHF growth; threaten interference to UHF stations in Canada and Mexico, and function in general contradiction of the commission's long-time policy of fostering UHF growth.

AMST's solution rests on the assumption that the commission can and should impose far tighter regulatory controls on the land-mobile industry. Because of the commission's lack of direct information concerning actual usage data,

AMST said, it must get the facts before it can take further action.

This would first of all require thorough monitoring of actual channel use to determine user needs and requirements on an objective basis, AMST said. The commission could then proceed with specific geographic and time sharing requirements, and with technical system requirements, the association said.

The block-allocation system should be modified, AMST said, by formulating more inclusive user categories. The present categories could be reduced to three, AMST said: public safety, business, and land transportation. Then, it was argued, the police should be consolidated on the preferred 150 mc band, by moving "low-priority" commercial and industrial users off these frequencies and relocating them in frequency bands higher in the spectrum.

These would include the 450-470 mc band presently allocated to land mobile—and, following a determination of user needs, the 26 mc above 900 mc that were released from the government's frequencies last year (BROADCASTING, June 10, 1968) should also be allocated for this purpose, AMST said. This last point was also emphasized in the National Association of Broadcasters filing, which was inconsistent agreement with AMST's position.

The business users present a particular problem, AMST argued, because they are frequently inexperienced in radio operations, and will therefore use power far beyond their needs and otherwise aggravate the congestion problem. But, according to AMST, "the present system does not give the user what he wants. He wants communications, but all he gets is a license to operate communications equipment, in which he normally has no interest or competence." To ameliorate the problem, AMST urged the commission to encourage the development of communications service companies that would provide leased service to commercial and industrial concerns.

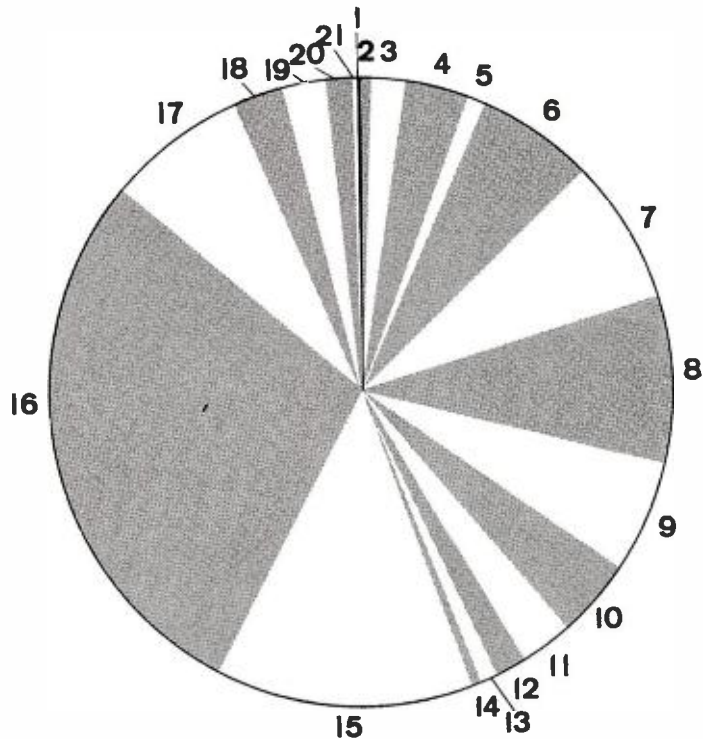
Other broadcast filings emphasized particular aspects of the problem. The Corp. for Public Broadcasting argued that a decrease in the availability of UHF channels would seriously hinder development of noncommercial television, particularly since VHF allocations are all but closed.

Such an action by the commission, CPB said, would also contravene Congress's mandate when it created the corporation in 1967—to create programs for "a maximum number of separate localities." CPB opposed the proposed reallocation of the upper 14 UHF channels, and said that sharing on the lower seven channels must be effected only if there is evidence that no interference

Who has what in land mobile

Here's how the 1.6 million land-mobile transmitters are proportionately divided among 21 different services, ac-

cording to an analysis presented to the FCC last week by the Association of Maximum Service Telecasters.



1. Motion picture.
2. Relay press.
3. Phone maintenance.
4. Motor carrier.
5. Automobile emergency.
6. Taxicab.
7. Railroad.
8. Police.
9. Fire.
10. Local government.
11. Highway maintenance.

12. Forestry conservation.
13. Special emergency.
14. State guard.
15. Special industrial.
16. Business.
17. Power.
18. Petroleum.
19. Manufacturers.
20. Forest products.
21. Industrial radiolocation.

will result.

CBS said that the proposal to share channels 14 to 20 is "impracticable" because the commission has insufficient manpower to police the services. NBC argued that if channels 70 to 83 were deleted, and it appeared later that additional channels were required for full UHF development, "we would once again face the horrendous problem of receiver incompatibility . . . the very problem that was to be eliminated by the adoption of the All-Channel Receiver Act." The All-Channel Television Society, a UHF trade association, charged that the commission has "turned its back on its goals for UHF television" in order to justify reallocation of channels to land mobile. Ac-

cording to ACTS, UHF and the public "are being made the scapegoat for 17 years of misallocation, misuse and abuse of land mobile radio frequencies."

Land-mobile interests seemed to regard the need for spectrum space as indisputable, citing the FCC's own conclusion that such reallocation is necessary.

One major proposal came from the Land Mobile Communications Council, representing 21 groups in the land-mobile camp, including AT&T, the American Automobile Association, the National Association of Manufacturers, and the United States Independent Telephone Association. The council seemed implicitly to accept the idea that broadcast services can be diverted off the air

entirely if necessary. According to LMCC: "Other modes of communication can employ cable or wire, thereby conserving spectrum, but for the policeman on the beat, the power utility crew locating a gas leak, and the fuel trucks delivering oil and coal quickly, there is no substitute" for radio.

Addressing itself particularly to the question of sharing channels 14 to 20, LMCC commended the commission's apparent intention to open up the spectrum to land mobile, but said that "the plan amounts to nothing more than secondary sharing of frequencies by land-mobile users." The council asked for complete turnover of the seven channels to land mobile.

In support of this argument, the council said that the proposed sharing would hamstring land mobile by limiting the sharing to the top 25 urban areas, and would perhaps lead to further restrictions depending upon the proximity of co-channel stations in that frequency range.

The council also said that the question of interference is a "two-way street," because of the negative "public relations" impact if a land-mobile operator happens to interfere with over-the-air television. This problem forces some operators to stop using the frequencies entirely, LMCC said. Additionally, it was argued that power and antenna restrictions in the urban areas would reduce land-mobile coverage to the point where it would frequently fail to meet operating requirements.

To implement its goal of full reallo-

cation of the lower seven channels, LMCC proposed a plan for commission action that would begin with adoption of the sharing rule, as a preliminary to turnover of the channels. There would be no new TV authorizations on channels 14 to 20, and new applications would have to specify channel 21 or above.

This would be followed by immediate nationwide allocation of channels 14 to 20, except when there are existing on-air operations on those channels, or in certain other cases where stations are authorized. Then a process of diverting stations off the seven channels would begin, until all were on channels 20 to 70. The council said that the cost of this channel change would run to approximately \$125,000 per station.

The National Cable Television Association also implied strongly that the FCC ought to reallocate the seven lower channels directly to land mobile. According to NCTA, "the overriding public value of the spectrum has been subordinated to the narrow, traditional concept of commercial-for-profit broadcasting." NCTA opposed the idea of channel sharing, largely because, it said, the FCC failed to take into account CATV installations in establishing interference factors, especially the many systems that are located close to the grade B contour of UHF stations. The proposed restrictions, NCTA said, would cause much trouble to many CATV operations if land-mobile operators shared the frequencies.

Most of the land-mobile interests

shied away from the prospect of extensive use of the higher channels. They argued that adequate equipment for use of the channels will not be available for several years, and that their coverage area would be smaller on those frequencies.

Pale face TV wears troubles industry

All-out year-long study of color problems shows they are difficult, complex

That blush on the face of color TV, due to changes in saturation and hue when viewers change from station to station or even when a station switches cameras, is under attack by the four principal groups in the industry—broadcasters, broadcast-equipment manufacturers, motion-picture-equipment manufacturers and engineers from all three divisions.

One viewpoint they're all agreed upon, after less than a year's look at the problem: It's much more complex than anyone imagined.

In fact, it may be a year or more before any significant improvement is noticeable, according to K. B. Benson, CBS, who is chairman of a special committee working on the problem.

Mr. Benson's committee was organized last year by the Joint Committee in Inter-Society Coordination. This represents the National Association of Broadcasters, the Institute of Electrical and Electronic Engineers, the Electronic Industries Association and the Society of Motion Picture and Television Engineers.

A report on the work of the Ad Hoc Committee on Color TV will be given by Mr. Benson at next month's annual NAB convention in Washington. Some indication of what that statement may include can be foretold from a presentation Mr. Benson made last month at the SMPTE technical meeting in Toronto.

Basically, the question of color uniformity is complex, Mr. Benson said then, including as it does all apparatus, from studio pickup, through transmission to receiver design.

Under study by various technical groups are such details as color film characteristics and practices promoting uniformity, by SMPTE; standardization and tighter control of studio color monitors, by SMPTE and EIA; variations in color video-tape equipment, by SMPTE; test signal standards, by the broadcast and receiver committees of IEEE, and camera colorimetry, by SMPTE.

On a preliminary basis, Mr. Benson also reported on 5,139 ratings resulting



George D. Butler (r.), who will be the first paid president of the Electronic Industries Association when he takes office June 30 (BROADCASTING, Feb. 3), told a Washington news conference that one of the new problems facing EIA is the matter of government-industry relations in such matters as federally imposed safety measures for consumer

products like television.

Mr. Butler, who was president of Electra/Midland Group of the Transistor Corp., will succeed James D. Secrest (l), a 25-year veteran of EIA who has been the paid executive vice president since 1952. Mr. Secrest will retire on June 30, when Mr. Butler takes office.

from a field test of four, separate standard-brand TV receivers using 16 closed-circuit and six off-the-air tests. The subjects were five color slides, including low and high key as well as indoor and outdoor subjects, all with people in them to aid in fixing flesh tones.

Mr. Benson said that an analysis of the results showed that signal specifications relating to hue and saturation "permits wide excursions," with some from a subjective viewpoint "quite objectionable"; receivers may be affected by variations in burst timing, duration and amplitude depending on receiver design, and transmission can introduce phase errors which, while not serious in field tests, were noticeable.

Sometime next month the overall committee will meet in New York to determine what further field tests may be necessary, and to receive early reports from some of the subgroups now working on elements of the problem. Mr. Benson also pointed out that the committee has established a working liaison with a similar industry committee in England, called the PAL Tolerances Committee, which is headed by Darrell Maurice, British Broadcasting Corp.

Turn in fortunes leads to suit against Visual

Sierra Capital Co., Los Angeles business-investment firm, filed suit last week against Visual Electronics Corp., New York, and its president, James B. Tharpe, charging them with conspiring to induce Sierra to sell its interest in Visual on the basis of a misleading report on expected sales and revenues.

Visual said the suit, filed in federal court in Los Angeles, was "without merit." The incident supposedly occurred in January 1966 before Visual made its initial public stock offering. It is now traded on the American Stock Exchange.

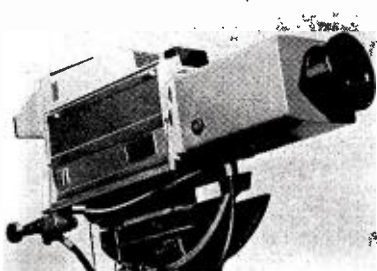
The suit charges that Sierra's president, Marshall I. Kass, a former Visual director, agreed to sell the investment company's interest in Visual for \$317,460 after being told at a board meeting that Visual expected lower sales and earnings in its fourth quarter ending March 31, 1966, than the company previously had expected. On the basis of this report, given by Visual's treasurer, Sierra sold its interest to Mr. Tharpe on Jan. 27, 1966, according to the suit.

After the sale, Sierra alleged, Visual reported earnings for the fiscal year ended March 31, 1966, eight times its net income for the previous year and much higher than it expected them to be. Sierra asked the court to rescind the sale or be given the market value of that stock interest as of the dates of the settling of the court case.

Visual to introduce 3-tube color camera

Visual Electronics Corp., New York, will exhibit at the next month's National Association of Broadcasters convention in Washington its "total studio package" system, consisting of a new three-tube Plumbicon color camera, a new automation system for TV program control and a new color videotape recorder. The new camera is priced at \$75,000.

The color camera weighs 90 pounds (plus 20 pounds for the removable 10:1 zoom lens) and is said by Visual to be "the smallest general purpose color camera of this type on the market." The color tape recorder is designed for mobile use and low-cost tape duplicating. The automated system was custom designed for WTVN-TV Columbus, Ohio.



Visual's new color camera

Review board rejects WLCY-TV bid to move

The FCC review board last week denied an application by WLCY-TV Largo, Fla., for permission to change its antenna site and increase its tower height. The board in its decision said this is the first case, to its knowledge, in which a full adjudicative hearing was held on questions both of UHF impact and waiver of FCC separation rules.

The ruling, which affirmed an earlier initial decision by FCC Examiner Jay Kyle, referred back to the original applications for channel 10 in 1958 in considering the separation question. At that time, all applicants unsuccessfully sought a waiver of separation rules in order to locate in neighboring Tampa-St. Petersburg, Fla. When the waiver was denied, all changed their applications to specify Largo as city of license. WLCY-TV's present application was set for hearing partially to determine whether there has been a change of circumstances since that time that would permit the requested move of transmitter to near Riverview, Fla., at a location which is short-spaced by 38 miles from co-channel WLBW-TV Miami.

The board found that the most significant changes in circumstances

during the period since 1958, "which chiefly concern the development of UHF policy," indicate that a grant of the application would be even less desirable now than originally.

The board noted that there are two operating UHF's in the area, WSUN-TV and WTOG-TV, both St. Petersburg, and two that are authorized but not on the air. It said that WSUN-TV lost its ABC affiliation to WLCY-TV in 1965 and "now relies for economic survival upon a power increase authorized in 1967." Under the WLCY-TV proposal, the board said, WSUN-TV would lose "a marginal coverage advantage which may spell the difference between survival and failure."

EVR road show to tour five cities

Demonstrations of CBS electronic video recording (EVR) will be held in Chicago on Feb. 25; Los Angeles, March 5; Washington, March 11; Atlanta, March 18 and Boston, March 25. The system was shown initially in New York last Dec. 10 (BROADCASTING, Dec. 16, 1968).

The sessions will be attended by marketing executives and newsmen, and in Washington, government officials also will be invited.

Robert E. Brockway, president, CBS Electronic Video Recording Division, said that "through this tour, we hope to reduce our requests for market demonstrations from all over the country."

GE boosts camera prices

General Electric Co.'s visual communication products department last week announced increases in prices for its PE-350 color-camera chain from \$65,265 to \$68,000 and its PE-240 film-color-camera chain from \$45,440 to \$47,800. The company said "the increases are necessary to offset increased labor and material costs which have risen substantially in the past year."

RCA now the name

If RCA stockholders at their annual meeting in New York May 6 vote approval, the company's name will subsequently be changed from Radio Corp. of America to RCA Corp. Last week RCA's board voted a name-changing proposal in what it considers to be the culminating action of a three-year program aimed at modernizing RCA's identity and projecting what the company notes is its "multinational character." Early last year RCA initiated a new look in design to reflect growth and diversification since its establishment 50 years ago (BROADCASTING, Jan. 22, 1968).

Birds now may get the business

Atlantic television rates are down 40%, special color charges are removed

A significant reduction in TV rates for the use of the Atlantic-ocean communications satellites, proposed by the Communications Satellite Corp. and U. S. common carriers two weeks ago (BROADCASTING, Feb. 3), has been approved by the FCC. TV usage of the satellites is expected to double under the new charges, according to Comsat.

The new charges, which became effective Feb. 1, not only cut the TV rates by 40% and more, but also eliminated the special surcharges for color. Comsat is now charging \$660 for the first 10 minutes and \$18 for each additional minute. The Comsat charge is, of course, the cost to common carriers, who alternate in providing TV service to the networks and other broadcasters. The carriers are now charging \$850 for the first 10 minutes and \$25 for each additional minute.

The tariffs are only for half-circuits, from a Comsat ground station in mainland U. S. to the satellite. Fees for the other half of the TV circuit are made by receiving foreign telecommunications administration.

Meanwhile, Comsat sources reported last week that the communications satellites were used more than 660 hours last year, or an average of about 50 hours a month, for television transmissions. In 1967, TV transmissions occupied 384 hours or an average of 32 hours monthly; in 1966, 102 hours, or 8.5 hours monthly, and in 1965, 62.5 hours, or an average of 5.2 hours a month.

Canadians to pay more for CBC's \$166 million

Canadian-government estimates released last week revealed that the Canadian Broadcasting Corp.'s budget will go up in the next fiscal year. The federal outlay for the CBC is estimated at \$166 million for the 1969-70 fiscal year, compared with \$151.1 million in the current year ending March 31.

The \$166-million total includes \$10 million more for programming, distribution and radio-TV transmission, \$134,276,000 compared with \$124,157,000 this year.

The CBC international service, which was reported under threat of abandonment during a government economy move last year (BROADCASTING, Jan. 1, 1968), is to get a bigger allocation next year, \$3,695,000 compared with \$3,453,000 this year.

The cost of CBC service to Canadian taxpayers will rise next year. This year the CBC cost each Canadian \$7.55; in the next fiscal year, the cost will go up to about \$8.30 per person.

Filmways sets up unit for overseas markets

Filmways Inc. has established Filmways International Ltd. to distribute its TV programs abroad and to acquire foreign product for distribution in the U. S. and in worldwide markets, according to an announcement from the company being made today (Feb. 10).

Manny Reiner, who resigned two weeks ago as president of Four Star Entertainment Corp. (BROADCASTING, Feb. 3), has been named president of Filmways International, effective Feb. 17.

He will establish Filmways sales offices in London, Tokyo, Buenos Aires, Sao Paulo, Sydney and Mexico City.

'Veddy British' network seeks American image

Radio 1, the popular-music network of the British Broadcasting Corp., has purchased station identification packages from the U.S. so that the BBC programs will have an American sound.

Pepper & Tanner Inc., Memphis, produced two ID packages for the network, which reaches an estimated 26 million listeners daily. Radio 1 has used U.S. jingles on a random basis, but this is the first time it has purchased complete ID series in this country. The two packages, "The Now Sound," and "It's What's Happening," will be used interchangeably.

Shakespeare gets OK

The Senate last Friday (Feb. 7) confirmed the appointment of Frank J. Shakespeare Jr., former president of CBS International Division, as head of the U. S. Information Agency (BROADCASTING, Feb. 3). The way was cleared earlier in the week when the Senate Foreign Relations Committee voted its approval.

IBI meets in Italy with Morse as new director

The International Broadcast Institute, New York, is scheduled to open its first conference today (Feb. 10) at Bellagio, Italy. The conference, set to run to Feb. 15, will permit 16 behavioral scientists and news executives to discuss the problems faced by TV in attempting to cover news objectively and what effects, if any, television news has on viewers.

IBI, a nonprofit organization concerned with the social effects of technological revolution in mass communications, is funded principally by the Ford Foundation and the Rockefeller Brothers Fund. IBI has also named Arthur D. Morse, broadcaster-author, as executive director of the institute. Mr. Morse, a former producer of *CBS Reports*, left CBS in 1964 after a 10-year association to write *While Six Million Died* and *Schools of Tomorrow—Today*.

Golden radio anniversary

CFCF Montreal, which claims to be the first radio station in North America, is celebrating its 50th anniversary this year.

The station, part of Canadian Marconi Co.'s Montreal broadcasting complex (which includes CFCF-TV, CFQR-FM and shortwave CFCX), first began operating as XWA before it became CFCF on Nov. 4, 1920. Walter Machny, the CFCF general manager, says the official birthday of the station was Nov. 4, 1919.

CFCF is affiliated with ABC Radio, an association that dates back to World War II.

New Intelsat III

The second in the new Intelsat III series of communications satellites, each of which is capable of handling 1,200 telephone calls or four TV channels, was expected to be placed into synchronous orbit over the Pacific Friday night (Feb. 7).

It will become the third Pacific communications satellite, joining the other two there. The Pacific Intelsat III will be positioned over the Gilbert Islands along the equator, 22,300 miles over the earth.

The new \$32-million Intelsat III series—there are two more to be launched this year—are able to handle TV without pre-empting telephone or telegraph circuits.

Broadcasting stocks fall back

CATV shows general slump; Herald-Traveler takes big loss; PKL, W7 are hot items

In the first month of the new year, broadcasting stocks once again displayed their super-sensitivity to general market action. As the Standard & Poor Industrial Average retreated 1% during the period from Dec. 31 to Jan. 31, the BROADCASTING index of selected stocks dropped back an average of 2.4%.

There were mild declines in all five categories of the index, ranging from less than half of 1% in the service stocks to 4.6% in the CATV division.

Purely broadcasting stocks slipped 3.3%. ABC and Gross Telecasting were the only stocks in the category which did not drop, with ABC up 10% and Gross 19%.

Broadcasting with other major interests was off 3.9%, with the steepest individual fall the 41% setback in the price of Boston Herald-Traveler stock in the wake of the FCC decision to deny renewal of its license for WHDH-TV Boston (BROADCASTING, Feb. 3, Jan. 27). LIN Broadcasting stock had a 15% drop following the sale of President-Chairman Frank Gregg Jr.'s 4% share in the company to Saturday Evening Post Co. President Martin S. Ackerman and move to make Mr. Ackerman LIN's president.

Large gains in the category were scored by Lamb Communications, which shot up 64% after announcing its purchase of WKBT(TV) LaCrosse, Wis., subject to FCC approval. Chris-Craft was up 24%, apparently on the basis of its merger talks with the Piper Aircraft Co.

The 4.6% slump in the CATV category was blamed by Wall Street observers on continued reaction to the FCC's proposed new rulemaking for cable television operations. Vikoa was the only CATV stock that did not suffer a setback. It was up 18% as the manufacturer and systems operator announced it had been awarded contracts totaling more than \$15 million for construction of the world's largest CATV system in California.

Programing stocks were off only slightly, down an average of just over one-half of 1%. Warner Bros.-Seven Arts was the outstanding performer in the category, up 45% amid the at-

tempts by Commonwealth United Corp., Kinney National Service Inc. and Data Processing Financial & General Corp. to take over the production company (BROADCASTING, Feb. 3) following collapse of merger attempts with National General Corp. and Chris-Craft.

Performance of individual service stocks was mixed, with Papert, Koenig, Lois leading all stocks in the BROADCASTING index with a 134% gain. Puzzled financial analysts said this apparently is due to continuing reaction to the advertising agency's move to buy ACS Electronics, California electronics manufacturer. Announcement of PKL's loss of \$5.7 million in billings for Procter & Gamble's Dash came too late to affect the stock's performance in the period.

Manufacturing stocks were down 2.5%. Only Reeves Industries and Westinghouse Electric did not suffer setbacks. Reeves gained 13% and Westinghouse 4%.

DDB reaches billings mark of \$237 million

Doyle Dane Bernbach has reported gross billings of \$236,686,825 in the fiscal year ended Oct. 31, 1968, compared with billings of \$228,025,024 in the previous year (BROADCASTING, Jan. 27).

Figures were included in official annual report and notice of the advertising agency's stockholders' meeting, to be held at the Museum of Modern Art in New York Feb. 25. The shareholders' notice also showed that the three founding officers of DDB between them own 26% of the firm's Class A capital stock.

Board Chairman William Bernbach owns 131,094 shares or 6.23% of the stock; Maxwell Dane, executive vice president, 148,262 shares, or 7.05%, and Ned Doyle, executive committee chairman, 269,114 shares or 12.79%. In addition, Mr. Bernbach's wife, Evelyn, owns another 153,337 shares, or 7.29%, and the spouses' other immediate family members or foundations of the founders hold another 4.23% of stock in the agency.

For the fiscal year ended Oct. 31,

1968, Mr. Bernbach and Mr. Doyle were paid salaries of \$117,211 each, and Mr. Dane \$103,962. The 89 principal officers and directors of the agency were paid salaries totaling \$3,636,199 for the year.

Company reports:

Scripps-Howard Broadcasting Co., New York, station group owner, reported an increase in revenues, income and per-share earnings for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.91	\$1.85
Net operating revenues	22,043,972	19,317,837
Income from operations	9,814,935	8,417,196
Other credits	372,098	283,206
Net income	4,931,815	4,784,977

Transamerica Corp., San Francisco, diversified financial and service concern and parent company of United Artists Corp., reported record earnings and a 16.3% increase in earnings per share for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$3.00	\$2.58
Revenues	1,350,000,000	1,100,000,000
Net earnings	90,200,000	76,523,000

Notes: Figures for 1967 are restated to reflect the results of several firms acquired on a pooling of interest basis in 1968 and were adjusted for a 4% stock dividend last May. All the per-share figures are before a two-for-one stock split recently approved by shareholders and are also before a 2% stock dividend payable in May.

Financial notes:

■ Gannett Co., Rochester, N. Y.-based publisher and group broadcaster, will be listed on the New York Stock Exchange beginning March 10. The company has completed the purchase of the San Bernardino (Calif.) *Sun* and *Evening Telegram* for \$17.7 million and has appointed Robert G. LaBorde, manager of cash management for Xerox Corp., assistant treasurer.

■ John Hancock Mutual Life Insurance Co. and Massachusetts Mutual Life Insurance Co. have converted \$3.5 million of 7% convertible subordinated notes of Television Communications Corp. into 299,914 shares of capital stock, half owned by each insurance company. With previously acquired stock, these shares give the two firms about 10% interest in TVC, which operates CATV systems in 60 communities in 10 states.

Teleworld, IQ Films seek added capital

Two film distributors have filed registration statements with the Securities and Exchange Commission, each offering 100,000 shares for public sale through Goodkind & Co., New York.

The price of the shares being offered by Teleworld Inc. and IQ Films Inc., both New York, is estimated at \$10 per share maximum, which would bring \$1 million to each company. Each firm has agreed to sell to Goodkind, for \$100, five-year warrants to purchase 10,000 shares.

Teleworld distributes feature films to TV and has invested in properties for motion picture and television series production, although it is not engaged in any production.

Net proceeds from the Teleworld sale will be used for acquisition of films for distribution, investments in properties for production of motion picture and television films and possible acquisition

of other businesses. The balance will be added to working capital.

The company has 233,333 shares outstanding, of which Robert Seidelman, president, owns 90.9%. After completion of the offering, 30% of the stock will be owned by the purchasers of the shares; 70% by present shareholders.

IQ Films distributes to schools educational films produced by Robert Saudek or Robert Saudek Associates Inc., TV program producers.

Net proceeds of the stock sale will be used by IQ to produce films and television programs, distribute films and acquire film and television rights in literary or artistic properties. The balance will be available for working capital.

The company has 220,000 shares outstanding, of which Robert Saudek, president, owns 75%. After completion of the offering, 31% of the stock will be owned by the purchasers of the stock and 69% by the present stockholders.

Disney annual meeting has a special style

A record-breaking overflow crowd of some 800 stockholders and their children—some 200 of them forced to watch the proceedings on closed circuit television—jammed into the Burbank studios of Walt Disney Productions last week to attend the company's annual meeting.

In the main business of the meeting, stockholders voted to increase authorized shares of \$1.25 par value common stock from 7.5 million to 20-million shares and to create a class of preferred stock consisting of 5-million shares of \$20 par value, which the board of directors may issue at its discretion in one or more series. Stockholders also re-elected all incumbent directors and voted to modernize and clarify the purposes and powers of the company.

The treasurer's report, which was for the first three months of the current fiscal year, showed revenues and earn-

The Broadcasting stock index

A weekly summary of market activity in the shares of 79 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock Symbol	Ex-change	Closing Feb. 6	Closing Jan. 31	% change Month of Jan.	1968-1969 High	1968-1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	72½	71½	+ 10	76½	43¾	4,709	\$ 336,700
Atlantic States Industries		O	15½	15	NA	—	—	1,798	27,000
Capital Cities	CCB	N	75¾	77¾	—	89½	42¾	2,811	218,900
CBS	CBS	N	50½	49¾	- 7	60¾	43¾	24,150	1,204,500
Corinthian	CRB	N	33¾	36½	—	40¾	22¾	3,384	122,200
Cox	COX	N	55	57½	- 3	64¾	43¾	2,879	165,200
Gross Telecasting		O	38	38	+ 19	39	28	400	15,200
Metromedia	MET	N	51	51¾	—	57½	34¾	4,862	252,200
Pacific & Southern		O	21	20½	- 2	25	9	1,614	33,100
Reeves Broadcasting	RBT	A	28¾	30¾	- 14	43½	9¾	1,825	56,300
Scripps-Howard		O	31½	31	—	34	24	2,389	74,100
Sonderling	SDB	A	35½	36	- 10	47½	23½	930	33,500
Taft	TFB	N	38	36¾	- 8	45½	30¾	3,432	124,800
						Total		55,183	\$2,663,700

Broadcasting with other major interests

Avco	AV	N	47½	46¾	- 4	65	37	14,075	\$ 658,000
Bartell Media	BMC	A	20¼	20¾	- 2	23½	9	2,106	42,900
Boston Herald-Traveler		O	38	41	- 41	71	48	574	23,500
Chris-Craft	CCN	N	53¾	48½	+ 24	54	26½	1,153	56,100
Cowles Communications	CWL	N	15¾	15¾	- 10	18½	12¾	3,625	55,700
Fuqua	FQA	N	45¾	46	+ 3	47½	32¾	4,700	226,200
Gannett		O	42	39½	+ 2	44	23	4,736	187,100
General Tire	GY	N	32¾	32¾	- 6	36¾	23¾	17,061	550,200
Gray Communications		O	12	12½	+ 15	15	9	475	5,800
Lamb Communications		O	8	9	+ 64	10	5	2,468	22,200
Liberty Corp.		O	25¾	25	NA	—	—	5,000	125,000
LIN		O	24¾	24¾	- 15	31	15	1,550	37,600
Meredith Publishing	MDP	N	57	54¾	+ 8	57	23¾	2,732	149,900
The Outlet Co.	OTU	N	26¼	26¾	- 10	34	20¾	1,184	31,500
Plough Inc.	PLO	N	72	71¾	—	78½	56¾	7,341	526,600
Rollins	ROL	N	34¾	37¾	- 2	38¾	35¾	7,946	298,005
Rust Craft	RUS	A	37	36¾	+ 7	38¾	29¾	1,184	43,500
Storer	SBK	N	53¾	53¾	- 12	64¾	36	4,188	224,100
Time Inc.	TL	N	90¾	94	- 6	109¾	86½	7,018	659,700
Wometco	WOM	N	34¾	34¾	+ 1	38	17¾	3,815	131,100
						Total		92,931	\$4,054,700

CATV

Ameco	ACO	A	13¾	12¾	- 10	19¾	7½	1,200	\$ 15,000
Cox Cable Communications		O	19	18	- 5	25	15	2,500	45,000
Cypress Communications		O	18½	19	- 3	23	12	808	15,400
Entron		O	7¾	7¾	- 21	12	4	607	4,700
H & B American	HBA	A	16¾	16¾	- 14	28½	9¾	4,973	83,900
Sterling Communications		O	9½	10	—	—	—	500	5,000
Teleprompter	TP	A	56	58½	- 11	83	23¾	994	58,100
Television Communications		O	16¼	17	—	20	15	2,426	41,200
Vikoa	VIK	A	32¾	32¾	+ 18	39¾	12¾	1,587	51,200
						Total		15,595	\$ 319,500

ings significantly higher (BROADCASTING, Jan. 27). Revenues for all divisions, with the exception of television film, were reported increasing. Still, Donn B. Tatum, president of the company, said 1968 was "a very good year in all respects" and noted that Walt Disney Productions is now in its "strongest position in history," with all divisions "operating profitably."

The board of directors at its organizational meeting immediately following the stockholders' meeting declared a regular quarterly dividend of 7½ cents per share, payable April 1, to stockholders of record as of March 12.

W7 to take close look at its suitors

Warner Bros.-Seven Arts Ltd. announced last week that its board of directors has named a committee of three directors to consider and evaluate the offers received from other organiza-

tions for the acquisition of W7.

The offers already received from Commonwealth United Corp. and Kinney National Service Inc. (BROADCASTING, Feb. 3) have been referred to the committee. The committee also has been asked to explore whether any of these offers are in the best interests of shareholders or whether W7 should engage in an acquisition program of its own.

The three directors named to the committee are Samuel H. Haims, Charles Allen Jr. and Jerome A. Newman. They will make recommendations to W7 with the assistance of Allen & Co., New York, the investment-banking firm for W7.

The W7 board suggested that stockholders "not take hasty action" with respect to any offers and await further advice from the company after the committee, its advisers and the board of directors have had an opportunity to give these matters further consideration.

\$50-million loan obtained by Fox

Twentieth Century-Fox Film Corp. reported last week it has arranged for a loan totaling \$50 million from two unidentified insurance companies, which will receive warrants to purchase a total of 330,000 shares of the company's common stock.

The loan was said to be part of the company's long-range financing program, which also involves a three-year revolving credit agreement with four banks, already effective, permitting borrowings up to \$78 million at an interest rate currently ¼% over the prime rate.

The loan from the two insurance companies will be supplied between June 2, 1969, and June 30, 1970, at an average interest rate of 7.17% and has a maturity date of July 1, 1988. The loan is subject to annual sinking-fund payments of \$3,250,000, beginning July 1, 1974.

	Stock Symbol	Ex- change	Closing Feb. 6	Closing Jan. 31	% change Month of Jan.	1968-1969		Approx. Shares Out (000)	Total Market Capitaliza- tion (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	38½	37½	- 10	45½	23½	5,390	\$ 202,100
Commonwealth United	CUC	A	21¾	23½	+ 11	24¾	6¾	6,087	140,800
Disney	DIS	N	83½	83¾	- 1	93½	41¾	4,230	354,300
Filmways	FWY	A	36¾	35¾	- 8	42	16¾	1,100	39,200
Four Star International		O	6¾	7	- 7	10	5	666	4,700
Gulf & Western	GW	N	45¾	47½	- 5	66½	38¾	11,680	556,300
MCA	MCA	N	40¾	39	- 11	53½	38½	7,764	302,800
MGM	MGM	N	38¾	39¾	- 7	55	35¾	5,759	228,900
Transamerica	TA	N	75	74¾	+ 1	87½	43¾	28,859	2,160,800
Trans-Lux	TLX	A	45	47¾	- 18	83¾	21½	753	36,000
20th Century-Fox	TF	N	32¾	32	- 6	40¾	20¾	7,035	225,100
Walter Reade Organization		O	15½	15	+ 11	17	7	2,079	41,200
Warner-Seven Arts	WBS	A	62½	62½	+ 45	64½	26½	3,810	238,100
Wrather Corp.		O	22	20½	+ 14	21	10	1,710	34,600
							Total	86,922	\$ 4,523,700
Service									
John Blair		O	27¾	28½	+ 12	29	23	2,160	\$ 61,600
Comsat	CQ	N	48½	51½	- 3	64¾	41½	10,000	512,500
Doyle Dane Bernbach		O	30½	29½	- 3	41	27	2,104	62,100
Foote, Cone & Belding	FCB	N	14½	15½	+ 4	20½	13	2,157	32,600
General Artists		O	18	18½	+ 3	27	10	610	11,300
Grey Advertising		O	14½	14½	- 20	20	12	1,201	17,100
Movielab	MOV	A	12	12½	+ 4	17½	11½	1,404	17,200
MPO Videotronics	MPO	A	19½	19½	- 3	22½	10½	517	10,000
Nielsen		O	9	34	- 3	43	27	5,130	174,400
Ogilvy & Mather		O	25½	25½	+ 6	28	14	1,090	27,800
Papert, Koenig, Lois	PKL	A	23½	29½	+134	30½	4¾	791	23,100
Wells, Rich, Greene		O	15	13	- 2	22	12	1,501	19,500
							Total	28,665	\$ 969,200
Manufacturing									
Admiral	ADL	N	18½	19	- 3	25½	16½	5,110	\$ 97,100
Ampex	APX	N	37½	37½	- 4	42½	26½	9,629	362,300
General Electric	GE	N	90¾	92¾	- 1	100¾	80½	91,068	8,446,600
Magnavox	MAG	N	52¾	53½	- 5	62½	36¾	15,442	820,400
3M	MMM	N	99¾	99½	- 5	119¾	81	53,793	5,332,200
Motorola	MOT	N	114	119	- 10	153¾	97	6,122	728,500
National Video	NVD	A	13½	13½	- 1	24¾	11½	2,782	38,300
RCA	RCA	N	44	44½	- 5	55	43¾	62,606	2,762,500
Reeves Industries	RSC	A	9½	9½	+ 13	10	4¾	3,240	31,200
Westinghouse	WX	N	67¾	66¾	+ 4	78¾	59¾	38,064	2,540,800
Zenith Radio	ZE	N	55	55	- 1	60½	50¾	18,860	1,037,300
							Total	306,716	\$22,197,200
Grand total								586,012	\$34,728,000
Standard & Poor Industrial Average			112.35	111.79	- 1	118.81	94.23		

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

Shares outstanding and capitalization as of Jan. 31

Broadcast advertising



Mr. Jones
York, named VP.

Frederick H. MacVicar, manager of Atlanta office, Rodgers/Newman/Cauthen Inc., named director of planning and member development for American Advertising Federation, Washington.

David E. Davis, editor and publisher, *Car and Driver*, New York, joins Campbell-Ewald Co., Detroit, as senior VP in charge of special projects.

Phil Bodwell, **Herb Strauss** and **Phil Worcester**, television group supervisors, Doyle Dane Bernbach, New York, elected VP's.

Don Quinn, VP and director of sales, RKO General Broadcasting, New York, joins U.S. Media-International there as VP and national director of sales development.

T. M. Johnson, VP and account supervisor, de Garmo, McCaffery Inc., New York, joins AC&R Advertising Inc. there as VP.

Jonas Berger, with Stanley Kolker & Associates Inc., New York, joins Rob-

inson, Donino & West Inc. agency there as VP and account supervisor.

Richard W. Long, with Zimmer, Keller & Calvert Inc., Detroit, named executive VP.

James C. Vivian, account supervisor, Wilding Inc., Detroit, subsidiary of Bell & Howell, named VP.



Mr. Weithas

creative director, and creative director, Bozell & Jacobs, Omaha, and **Frank Ervin**, associate creative director, Bozell & Jacobs, New York, elected VP's. **Chuck Schiappacasse**, creative group supervisor, New York, appointed associate creative director.

William V. Weithas, VP-marketing services, P. Ballantine & Sons, New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, as VP and management supervisor.

William D. Fries, national associate

Media

Edwin Cooperstein, president, WNJU-TV Newark-Linden, N. J., resigns. **William Schnaudt**, consultant, joins station as acting president.

Edward J. DeGray, VP and director, WXTV-TV Paterson, N. J., elected president.

Michael P. Millardi, VP-general man-

ager, Strauss Broadcasting Group, New York, also assumes management of WMCA, that city. He succeeds **Robert W. Mazur**, who takes leave of absence.

Donald Taverner, with noncommercial WQED-TV Pittsburgh, elected chairman of Eastern Educational Network. **William McCarter**, with noncommercial WETA-TV Washington, elected president; **Sheldon P. Siegel**, with noncommercial WLVT-TV Allentown, Pa., elected VP-instructional television, and **J. Michael Collins**, with noncommercial WNED-TV Buffalo, N. Y., elected VP-programing.

Harold Sunberg, general sales manager, KMBC-TV Kansas City, Mo., joins WLAV-AM-FM Grand Rapids, Mich., as VP and general manager.

Paul H. Downs, with WABR Winter Park, Fla., named VP and general manager.



Mr. Lambourne

marketing director, video division, Reeves Broadcasting Corp., New York, appointed acting general manager.

William A. Creed, general manager, WHYN-AM-FM-TV Springfield, Mass., elected VP.

George W. Bowe, assistant program manager and manager of special programs, WTIC-AM-FM-TV Hartford, Conn., named VP. **Eugene J. Muriaty**, promotion manager; **Ernest H. Peterson**, station manager, and **Kendall Smith**, program manager, also named VP's.

Harold Soldinger, assistant to general manager, WAVY-TV Portsmouth-Norfolk-Newport News, Va., named VP and assistant general manager.

James S. Tighe, general manager, WJHG-TV Panama City, Fla., elected VP.

F. Patrick Shannon, assistant general manager, WLWI-TV Indianapolis, joins WJRT-TV Flint, Mich., as general manager.

Herbert Blankenship, general manager, WJOT Lake City, S. C., joins WSPA-TV Spartanburg, S. C., as manager.

Jack G. Carnegie, VP and general manager, KONO and KITY(FM) San Antonio, Tex., joins WSAI and WJBI(FM)



Mr. Pettett



Mr. Alexander



Mr. Babick

HR&P names managers

Harrington, Richter and Parsons Inc., New York, TV rep firm, has named managers for its new offices in Dallas and Detroit.

George L. Pettett, who has been VP of Hollingbery Co. in Dallas for nine years, will manage HR&P's Dallas of-

fice at 211 North Ervay building 75201.

Roger Alexander, account executive with HR&P, Chicago for past two years, will manage Detroit office at New Center building 48202.

George L. Babick, formerly with H-R in Chicago, will replace Mr. Alexander in HR&P's office there.

Cincinnati, as general manager.

Charles B. Gilmore, commercial manager, WCOA Pensacola, Fla., joins WSAF-AM-FM Sarasota, Fla., as station manager.

Donald H. French, VP, Indian River Broadcasting Co., Ft. Pierce, Fla., joins WJTS Jupiter, Fla., as general manager.

Bob Powers, general manager, WOOD Chattanooga, joins WIUN Atlanta in same capacity.

Thomas M. Girocco, sales representative, WOOD-TV Grand Rapids, Mich., joins Wolverine Cablevision, Battle Creek, Mich., as systems manager.

D. T. Robinson, with Nassau Broadcasting Co., Princeton, N. J., appointed director of operations. Nassau owns WHWH Princeton and WTOA(FM) Trenton, both New Jersey.

Donald Spear, salesman and air personality, WHTV(TV) Meridian, Miss., appointed station manager and general sales manager.

Programing

Pat Whitley, program manager, WMAL-FM Washington, joins WWDC-AM-FM there as program director.

Ronald A. Deere, traffic manager, WRGB(TV) and WGV Schenectady, N. Y., and film coordinator for WRGB, joins KOA-TV Denver as programing manager. All are General Electric stations.

Bill Hunter, production supervisor, KZAZ(TV) Nogales-Tucson, Ariz., appointed program manager.

George Herman, CBS News correspondent, Washington, named moderator of network's TV-radio *Face the Nation*. Mr. Herman succeeds Martin Agronsky, who resigns.

Kip Walton, producer-director of ABC-TV's *Happening* series, joins Dick Clark Productions, Hollywood, as head of TV program development department.

Ed McKee, with WDKC(FM) Albany, N. Y., appointed operations manager.

Jim Hollingsworth, with KRBC Abilene, Tex., appointed program director.

News



Mr. Reina

James L. Reina, chief of unit managers, ABC News, New York, named director of administration. ABC News. **Ted Koppel**, chief of ABC News Miami bureau, appointed Hong Kong bureau chief.

Joseph L. Ramirez, newsmen, KNBC(TV) Los Angeles, named day news manager.

NBC News, West Coast.

Jack Reynolds, producer of satellite news broadcasts in Far East for NBC, named manager of NBC News' Saigon bureau. He succeeds **Ron Steinman**, now NBC's director of news in Far East.



Mr. Adde

Richard Stapleton, newsmen, WWDC-AM-FM Washington, appointed news director.

Ray Moore, news director, WSB-TV Atlanta, joins WAGA-TV there as senior news analyst.

Jonathan Ward, writer-producer, WBBM Chicago, appointed executive producer of CBS-owned stations' Private Line News Exchange servicing material among CBS's seven radio stations.

Bruce Cameron, program producer, KKOQ-TV Ventura, Calif., appointed news director.

Tracy Cole, newsmen, WPOP Hartford, Conn., appointed news director.

Jack Young, UPI regional executive for Georgia, Atlanta, switches jobs with **Thomas J. Beatty**, UPI regional executive for South Carolina, Columbia.

Charles Harrison, news director, WEEK-TV Peoria, Ill., joins WAVE-TV Louisville, Ky., as associate news director.

Ted Work, with KXYZ Houston, appointed assistant news director.

Baker E. Morten, public relations director, International Union of Electrical, Radio and Machine Workers, Washington, joins WMAL there as reporter and newscaster.

Hugh F. Semple, program director, WGMZ(FM) Flint, Mich., joins WNEM-TV Bay City-Saginaw-Flint, Mich., as member of news staff.

Promotion

Terry Turner, special assistant to House Investigations Subcommittee under Commerce Committee Chairman Harley O. Staggers (D-W.Va.), named to newly created position of coordinator of public information, NBC Washington. Mr. Turner, former TV critic on *Chicago Daily News*, was director of radio-TV for Peace Corps before joining Staggers staff.

Kershaw Burbank, VP, Infoplan International Inc., New York, elected executive VP. **William H. Kalis**, with Info-

Leo Adde, managing editor, WDSU-TV New Orleans, joins WTOP-TV Washington, as news director. He succeeds **Jack Jurey**, who becomes senior correspondent for station.

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plan, named VP. **John Bevers Whittles**, with Los Angeles office of Infoplan, elected VP.



Miss Kelly
Angeles, named VP.

Merry Nolan Kelly, corporate PR account executive. BBDO, New York, joins Geyer-Oswald Inc. there as PR director.

Clyde Tussey, publicist, McFadden. Strauss. Ed-
dy & Irwin, Los

James F. Mullen, assistant director of information services, WNEW New York, joins WNBC-TV that city, as promotion supervisor in advertising and promotion department.

David A. Course, promotion manager, WXYZ-TV Detroit, joins WPIX(TV) New York in same capacity.

P. J. Payton, with Saul Isler Advertising. Cleveland, joins WELW Willoughby, Ohio, as promotional director.

Equipment & engineering

Roy Huberty, chief engineer, WLS Chicago, also named manager, technical operations-Chicago for ABC Radio.

Bob Bilodeau, director of field engineering, CATV systems and educational and communications systems divisions, Jerrold Electronics Corp., Philadelphia, appointed to newly created position of technical director.

Bob Hatter, with KTVK(TV) Phoenix, appointed director of engineering.

Deaths

Gus Hagenah, 65, former special representative for RCA Recorded Program Services, Chicago, died Jan. 30 there, of Parkinson's disease. Earlier Mr. Hagenah had been VP of Standard Transcriptions. He is survived by his wife, Margaret, and daughter.

ForTheRecord

As compiled by BROADCASTING. Jan. 29 through Feb. 5 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

- **Peoria, Ill.**—Bradley University. Seeks UHF ch. 47 (668-674 mc); ERP 23.7 kw vis., 4.74 kw aur. Ant. height above average terrain 337 ft.; ant. height above ground 352 ft. P.O. address: c/o Weinberg Jobst Hall, Peoria 61606. Estimated construction cost \$111,169; first-year operating cost \$55,000; revenue none. Geographic coordinates 40° 41' 52" north lat.; 89° 37' 00" west long. Type trans. RCA TTU-1. Type ant. Bogner DR-28. Legal counsel Wilner, Scheiner & Greeley, Washington, consulting engineer Markley and Jones, Mapleton, Ill. Principals: Board of trustees. Ann. Jan. 31.
- **Tyler, Tex.**—Ambassador College. Seeks UHF ch. 38 (614-620 mc); ERP 350 kw vis., 35 kw aur. Ant. height above average terrain 656 ft.; ant. height above ground 505

ft. P.O. address: c/o Stanley R. Rader, 6505 Wilshire Boulevard, Los Angeles 90048. Estimated construction cost \$1,258,930; first-year operating cost \$300,000; revenue none. Geographic coordinates 32° 30' 07" north lat.; 95° 04' 25" west long. Type trans. G.E. TT-56A. Type ant. G.E. TY-106 D. Legal counsel Collier Shannon & Rill; consulting engineer Jansky & Bailey, both Washington. Principals: Board of trustees. Herbert W. Armstrong, chairman. Ann. Feb. 4.

Other action

- Review board in Homewood, Ala., TV proceeding. Docs. 15461, 16760-61, 16758, granted motion for corrections of record filed by Birmingham Television Corp. Oct. 7, 1968. Action Jan. 31.
- Review board in Panama City, Fla., TV proceeding. Doc. 18301, granted motion filed Jan. 28 by Bay Video Inc., extended to Feb. 13 time to respond to motion to enlarge issues filed by Gray Communications Systems Inc. Action Jan. 30.
- Review board in Minneapolis. TV proceeding. Docs. 18381-82, granted joint motion for extension of time filed Jan. 30 by Calvary Temple Evangelistic Association and Viking Television Inc., extended to Feb. 6 time to file responsive pleadings to petition to enlarge and to modify issues: petition for deletion of issues and motion to enlarge issues. Action Feb. 3.
- Review board in Minneapolis. TV proceeding. Docs. 15841-43, 16782-83, granted petition filed Jan. 31 by Control Data Corp., extended to Feb. 24 time to file responsive pleadings to opposition and comments to petition for partial reconsideration or additional of protective condition and petition to dismiss. Action Feb. 4.

Actions on motions

- Chief Hearing Examiner James D. Cunningham in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association). TV proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. in lieu of H. Gifford Irlon to serve as presiding officer (Docs. 18381-2). Action Jan. 29.
- Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association). TV proceeding, granted petitions by Calvary Temple Evangelistic Association to amend to satisfy issues on financial qualifications: to show death of principal and appointment of successor; accepted amendment; advanced conference from 2:00 p.m. to 9:00 a.m., Feb. 10 (Docs. 18381-2). Action Jan. 31.

Existing TV stations

Final actions

- **WUSI-TV Olney, Ill.**—Broadcast Bureau granted license covering new station. Action Jan. 27.
- **WMT-TV Cedar Rapids, K74CU Iowa City, K74BD Dubuque, K11HL Washington, K12EA Decorah**, all Iowa—Broadcast Bureau granted mod. of licenses covering TV and UHF and VHF translators to change licensee name to WMT Inc. Action Jan. 28.
- **WTVQ(TV) Norfolk, Va.**—Broadcast Bureau granted mod. of CP to extend completion date to July 22. Action Jan. 22.
- **WWBT(TV) Richmond, Va.**—Broadcast Bureau granted mod. of license covering change of name to Jefferson Standard Broadcasting Co. of Virginia. Action Jan. 27.

Initial decision

- **WSFA-TV Montgomery, Ala.**—Hearing Examiner Millard F. French in initial decision recommended denial of application to move trans. site and increase ant. height (Doc. 16984). Ann. Feb. 4.

Action on motion

- Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.). TV proceeding, by order following prehearing conference, set certain procedural dates and rescheduled hearing for April 7 (Docs. 18401-2). Action Feb. 4.

Call letter applications

- **KLYD-TV, Kern County Broadcasting Corp., Bakersfield, Calif.** Requests KJTV (TV).
- **KSVJ-TV, Spanish International Broadcasting Co., Hanford, Calif.** Requests KFTV (TV).
- **KUZN-TV, Northeast Louisiana Broadcasting Corp., West Monroe, La.** Requests KYAY-TV.
- **KVKM-TV, Grayson Enterprises Inc.,**

EDWIN TORNBURG & COMPANY, INC.

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164



Monahans, Tex. Requests KMON-TV.

Call letter action

■ **KFEQ-TV**, Panax Corp., St. Joseph, Mo. Granted KQTV(TV).

New AM stations

Applications

■ **Eureka, Calif.**—W. H. Hansen. Seeks 790 kc. 5 kw. P.O. address: Box 1650, Alturas, Calif. 96101. Estimated construction cost \$2,500; first-year operating cost \$30,000; revenue \$50,000. Principals: W. H. Hansen, sole owner. Mr. Hansen owns 25% of KDOV Medford, Ore., and has application pending FCC approval to buy remaining 75%. He also owns applicant for new FM at Medford. Ann. Feb. 3.

■ **Falmouth, Mass.**—Falmouth Broadcasting Co. Seeks 1270 kc. 500 w. P.O. address: c/o David H. Amend, president, Box 546, Falmouth 02541. Estimated construction cost \$39,240; first-year operating cost \$35,000; revenue \$35,000. Principals: David H. Amend, president (12.5%) et al. Mr. Amend is executive vice president of commercial banking firm in Falmouth. Ann. Jan. 29.

Final actions

■ **Clifton, Ariz.**—Ira Q. Toler. Broadcast Bureau granted 1490 kc. 250 w. P.O. address: 188A Coronado Boulevard, Clifton 85533. Estimated construction cost \$5,650; first-year operating cost \$29,856; revenue \$42,180. Principals: Mr. Toler owns *The Greenlee Journal* (Clifton), weekly newspaper and printing firm. Action Jan. 28.

■ **Sweetwater, Tenn.**—Leonard Broadcasting Co. FCC denied request for waiver of rules so application for CP for new AM at Oak Ridge, Tenn., as amended from 1540 kc to 1550 kc, would not be assigned new file number. Action Feb. 5.

Other actions

■ Review board in Boynton Beach, Fla., AM proceeding, Docs. 18310-13, granted petition filed Feb. 3 by Radio Boynton Beach Inc., extended to Feb. 17 time to file oppositions to petition to enlarge issues filed by Broward County Broadcasting Co. Action Feb. 5.

■ Review board in East St. Louis, Ill., AM proceeding, Docs. 17256-57, granted request filed Feb. 3 by Metro-East Broadcasting Inc., extended to Feb. 26 time to file exceptions to initial decision. Action Feb. 5.

■ Review board in Elmhurst, Ill., AM proceeding, Docs. 16965-66, granted motion filed Jan. 31 by Du Page County Broadcasting Inc., extended to Feb. 12 time to file responsive pleadings to petition to reopen record and for enlargement of issues. Action Feb. 4.

■ Review board in Springfield, Mo., AM proceeding, Docs. 17921-23, granted petition for leave to amend filed Jan. 9 by Giant Broadcasting Co. Action Feb. 5.

■ Review board in Franklin, N.J., AM proceeding, Docs. 18251-57, granted petition filed January 24 by Mid-State Broadcasting Co., extended to Feb. 10 time to file responsive pleadings to petition to enlarge issues filed by Broadcast Bureau. Action Jan. 30.

■ Review board in Bayamon, P.R., AM proceeding, Doc. 16891, board members Berkemeyer, Sloane and Pincock adopted order granting petition for stay filed Feb. 3 by Augustine L. Cavallaro, Jr. Action Feb. 4.

■ Review board in Williamsburg, Va., AM proceeding, Docs. 17605-06, 18375, granted motion filed Jan. 30 by James River Broadcasting Corp., extended to Feb. 10 time to file reply to Broadcast Bureau's comments to petition to enlarge. Action Feb. 4.

Actions on motions

■ Chief, Office of Opinions and Review in Las Vegas (Radio Nevada), AM proceeding, granted petition by Broadcast Bureau and extended to Feb. 7 time to file response to application for review filed by Continental Broadcasting Co. (Doc. 16115). Action Jan. 28.

■ Office of Opinions and Review in Bayamon, P.R. (Augustine L. Cavallaro Jr.), AM proceeding, Jan. 29 petition for interpretation or for alternative relief is granted to extent that date for filing application for review is prescribed as Feb. 24 (Doc. 16891). Action Jan. 30.

■ Hearing Examiner H. Gifford Irion in Stirling, N.J. (K & M Broadcasters Inc.), AM proceeding, scheduled conference for Feb. 5 (Doc. 18292). Action Jan. 29.

Existing AM stations

Application

■ **WFAF Farmville, N. C.**—Seeks CP to change from 1250 kc. 500 w-D to 1590 kc. 5 kw-D. Ann. Feb. 3.

Final actions

■ **WCOX Camden, Ala.**—Broadcast Bureau granted license covering new station: specify type trans. Action Jan. 27.

■ **KJST Joshua Tree, Calif.**—Broadcast Bureau granted mod. of CP to extend completion date to July 15. Action Jan. 22.

■ **KFAX San Francisco**—Broadcast Bureau granted license to use night-main trans. and ant. as auxiliary, day. Action Jan. 27.

■ **WBIE Marietta, Ga.**—Broadcast Bureau granted mod. of license covering remote control from 21½ Atlanta Street, Marietta; conditions. Action Jan. 29.

■ **WSAL Logansport, Ind.**—Broadcast Bureau granted license covering changes: granted license covering change of auxiliary ant. trans. location; remote control permitted. Action Jan. 27.

■ **WMT-AM-FM Cedar Rapids, Iowa**—Broadcast Bureau granted mod. of licenses covering change of name of licensee to WMT Inc. Action Jan. 28.

■ **KGLA Gretna, La.**—Broadcast Bureau granted license covering new station: specify type trans. Action Jan. 31.

Initial decision

■ Hearing Examiner Thomas H. Donahue in initial decision proposed grant of renewal of WCHO Washington Court House, WCHI Chillicothe and WKOY Wellston, all Ohio, contingent on payment by each station of \$10,000 forfeiture (Docs. 17977-9). Ann. Jan. 30.

Actions on motions

■ Office of Opinions and Review in Wilkesboro, N. C. (Wilkes County Radio), AM proceeding, granted motion by Wilkes Broadcasting Co. (WKBC) and extended to Feb. 11 time to file reply pleadings to Jan. 24 opposition to petition for reconsideration (Doc. 16311). Action Feb. 3.

■ Hearing Examiner Forest L. McClennan in Jackson, Mo. and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. (WLBH)), AM proceeding, dismissed motion by Jackson Missouri Broadcasting Co. to change prehearing conference and hearing dates (Docs. 18354-5). Action Jan. 31.

■ Hearing Examiner Herbert Sharfman in Milton, Fla. (Clayton W. Mapoles (WEBY)), AM license renewal proceeding, rescheduled further hearing to March 7 (Doc. 17613). Action Jan. 30.

Fines

■ **WWBR Windber, Pa.**—Broadcast Bureau notified of apparent liability forfeiture of \$200 for failure to provide equipment performance measurement data. Action Jan. 22.

■ **KSPL Diboll, Tex.**—Broadcast Bureau notified of apparent liability forfeiture of \$200 for failure to timely file application for renewal of license. Action Feb. 3.

■ **KVAN Vancouver, Wash.**—Broadcast Bureau notified of apparent liability forfeiture of \$200 for failure to provide equipment performance measurement data. Action Jan. 22.

Call letter applications

■ **WQXQ Morris Broadcasting Co.**, Ormond Beach, Fla. Requests WDAT.

■ **WGMN, Millington Broadcasters**, Millington, Tenn. Requests WTNN.

■ **KABH, KMOA Broadcasting Co.**, Midland, Tex. Requests KMOA.

Call letter actions

■ **WDLV, Ascension Parish Broadcasting Co.**, Donaldsonville, La. Granted WSLG.

■ **WKYN, Quality Broadcasting Corp.**, of San Juan, San Juan, P.R. Granted WQBS.

New FM stations

Applications

■ **Thomasville, Ga.**—Thomasville Broadcasting Co. Seeks 107.1 mc. ch. 296. 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 822, Thomasville 31792. Estimated construction cost \$33,150; first-year

operating cost \$43,000; revenue \$24,000. Principals: Robert P. Singletary (60%) and Logan M. Lewis (40%). Mr. Singletary is sole owner of tire sales company. Mr. Lewis owns 33.1% of general contracting, merchandising and electronics firm. Ann. Jan. 29.

■ **Vicksburg, Miss.**—Red Carpet City Broadcasting Corp. Seeks 106.7 mc. ch. 294, 58.41 kw. Ant. height above average terrain 514 ft. P.O. address: c/o Allen U. Hollis, M.D., 500-D, East Woodrow Wilson Drive, Jackson, Miss. 39216. Estimated construction cost \$64,439; first-year operating cost \$28,600; revenue \$43,000. Principals: Allen U. Hollis, M.D., president, Morris Currie, vice president, Bobby F. Bishop, chairman of board, and William Keith Hoisington, secretary-treasurer (each 25%). Mr. Hollis is physician. Mr. Hoisington is employee of WRKN Brandon, Miss. Messrs. Bishop and Currie are employees of WRBC and WJMI-FM both Jackson. Ann. Jan. 31.

■ **Crockett, Tex.**—Pioneer Broadcasting Co. Seeks 92.7 mc. ch. 224A, 3 kw. Ant. height above average terrain 197.5 ft. P.O. address: Box 1109, Crockett 75835. Estimated construction cost \$9,450; first-year operating cost none indicated; revenue none indicated. Principals: James H. Gibbs, sole owner. Mr. Gibbs owns KIVY Crockett. Ann. Feb. 4.

■ **Livingston, Tex.**—Polk County Broadcasting Co. Seeks 92.1 mc. ch. 221, 3 kw. Ant. height above average terrain 147 ft. P.O. address: Box 111, Livingston 77351. Estimated construction cost \$2,300; first-year operating cost \$6,000; revenue \$6,000. Principals: Harold J. Haley, sole owner. Mr. Haley owns KETX Livingston. Ann. Jan. 29.

■ **Harrisonburg, Va.**—Broadcast Associates. Seeks 104.3 mc. ch. 282, 15 kw. Ant. height above average terrain 359 ft. P.O. address: 1111 Bonifant Street, Silver Spring, Md. 20910. Estimated construction cost \$45,490; first-year operating cost \$40,000; revenue \$50,000. Principals: Paul A. and Joan B. Roth (jointly 96%). Mr. and Mrs. Roth own three motion picture theaters in Maryland and others in Virginia. They also own bowling alleys and a miniature golf course and have real estate interests. Ann. Jan. 31.

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Starts authorized

- **WTLN-FM Apopka, Fla.**—Authorized program operation on 95.3 mc. ERP 3 kw, ant. height 145 ft. Action Jan. 23.
- **WGHN-FM Grand Haven, Mich.**—Authorized program operation on 92.1 mc. ERP 3 kw, ant. height 240 ft. Action Jan. 27.
- **KDNA(FM) St. Louis**—Authorized program operation on 102.5 mc. ERP 63 kw, ant. height 370 ft. Action Jan. 24.

Final actions

- **Birmingham, Ala.**—First Security and Exchange Co. FCC granted request for rule waiver and accepted application for CP for new FM on 99.5 mc. ch. 258. ERP 29.5 kw. Action Feb. 5.
- **Pocahontas, Ark.**—Adrian L. White Inc. Broadcast Bureau granted ch. 280A. 3 kw. Ant. height above average terrain 147 ft. P.O. address: Box 508, Pocahontas 72455. Estimated construction cost \$15,927.33; first-year operating cost \$7,000; revenue \$10,000. Principal: Adrian L. White, sole owner. Mr. White owns KPOC Pocahontas. Action Jan. 28.
- **Edwardsville, Ill.**—Board of Trustees of Southern Illinois University. Broadcast Bureau granted ch. 204. 50 kw. Ant. height above average terrain 500 ft. P.O. address: Buren C. Robbins, director, broadcasting service, Southern Illinois University, Carbondale, Ill. 62901. Estimated construction cost \$88,722.60; first-year operating cost \$45,225; revenue none. Principals: Board of Trustees of Southern Illinois University, Kenneth L. Davis, chairman. Principals are affiliated with *WSIU(FM). WSIU-TV and WSIU-TV, all Carbondale, Illinois. Action Jan. 28.
- **Dexter, Mo.**—Dexter Broadcasting Co. Broadcast Bureau granted ch. 272A. 2.36 kw. Ant. height above average terrain 51 ft. P.O. address: Box 380, Dexter, Mo. 63841. Estimated construction cost \$11,049; first-year operating cost \$2,500; revenue \$7,200. Principals: Meyer L., Joseph F., Gerald F. and Eugene D. Grojean (each 25%). Principals own KDEX Dexter. Action Jan. 27.
- **Chester, S.C.**—Chester County Broadcasting Corp. Broadcast Bureau granted ch. 257.

2 kw. Ant. height above average terrain 356 ft. P.O. address: c/o Curtis Sigmon, Box 398, York, S. C. 29745. Estimated construction cost \$40,450; first-year operating cost \$28,000; revenue \$26,000. Principals: C. Curtis Sigmon, president-treasurer (54.8%) et al. Mr. Sigmon owns 54.96% of WYCL York, S.C. Action Jan. 28.

■ ***Randolph Center, Vt.**—Vermont State College. Broadcast Bureau granted ch. 214. 10 w. Ant. height above average terrain 63 ft. P.O. address: c/o Christopher Moore, Vermont Technical College, Randolph Center, Vt. 05061. Estimated construction cost \$2,988; first-year operating cost \$1,000; revenue none. Principals: Robert S. Babcock, provost et al. Action Jan. 28.

Other actions

- **Review board in Pompano Beach, Fla.** FM proceeding. Docs. 18020, 18187, granted to extent indicated, and denied in all other respects, petition to enlarge issues and petition for mod. or enlargement of issues filed by Almadon Inc. of Florida June 24, 1968. Action Feb. 4.
- **Review board in Tampa, Fla.** FM proceeding. Docs. 17943-44, granted motion filed Feb. 3 by WLCY Inc., extended to Feb. 7 time to file replies to exceptions to initial decision. Action Feb. 5.
- **Review board in Ocean City, N. J.** FM proceeding. Docs. 18408-09, granted petition filed Jan. 29 by Lester H. Allen, extended to Feb. 18 time to file responsive pleadings to petition to enlarge issues filed by Salt-Tee Radio Inc. Action Jan. 31.

Actions on motions

- **Hearing Examiner Basil P. Cooper in Fort Smith, Ark.** (George T. Herneich). FM proceeding, continued evidentiary hearing to date to be specified after FCC has acted on pleading requesting that proceeding be consolidated with other proceedings in which George T. Herneich is principal (Doc. 18241). Action Feb. 4.
- **Hearing Examiner Basil P. Cooper in Ocean City, N. J.** (Lester H. Allen and Salt-Tee Radio Inc.). FM proceeding, granted petition on behalf of Lester H. Allen for extension of time and continued prehearing conference to Feb. 11 (Docs. 18408-9). Action Jan. 29.
- **Hearing Examiner Charles J. Frederick in Pompano Beach and Deerfield Beach, both Florida** (Almadon Inc. of Florida and Deerfield Radio Inc.). FM proceeding, on hearing examiner's motion cancelled all procedural dates and scheduled hearing for Feb. 5 (Docs. 18020, 18187). Action Jan. 31.
- **Hearing Examiner Charles J. Frederick in Vero Beach, Fla.** (Seaborn Rudolph Hubbard and Tropics Inc.). FM proceeding, granted petition by Tropics Inc. for leave to amend application and accepted amendment (Docs. 18399-400). Action Jan. 29.
- **Hearing Examiner Jay A. Kyle in Albuquerque, N. M.** (R. Edward Ceries and Jack C. Hughes). FM proceeding, on hearing examiner's motion scheduled prehearing conference for Feb. 10 (Docs. 18213-4). Action Jan. 29.
- **Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois** (Flora Broadcasting Corp., Doyle Ray Flurry, and Thomas S. Land and Bryan Davidson d/b as Salem Broadcasting Co.). FM proceeding, on letter-request of counsel for Salem Broadcasting Co., extended to Feb. 5 time to file response to Flora's supplement to petition to amend (Docs. 18288-90). Action Feb. 3.

Call letter applications

- **Lawrence Gahagan & Darryl Sragow, Pacific Grove, Calif.** Requests KOCN(FM).
- **Lawrence Reilly & James Spates, Groton, Conn.** Requests WSUB-FM.
- **Kickapoo Broadcasting Co., Danville, Ill.** Requests WNHS(FM).
- **University of Missouri, St. Louis.** Requests *KWM(FM).

Designated for hearing

- **FCC designated for hearing mutually exclusive applications for CP for new FM at Las Vegas on 93.1 mc. ch. 226.** Applicants are John R. and Jeannette B. Banoczi, James B. Francis and Quality Broadcasting Corp. Action Feb. 5.
- **FCC designated for consolidated hearing applications of Christian Broadcasting Association Inc. and K & M Broadcasting Co. for new FM's on 107.9 mc. ch. 300, ERP 50 kw. at Huntington, W. Va., and Catlettsburg, Ky., respectively.** Action Feb. 5.

Existing FM stations

Application

- **KHVF-FM Honolulu**—Seeks CP to replace expired permit for new station. Ann. Jan. 29.

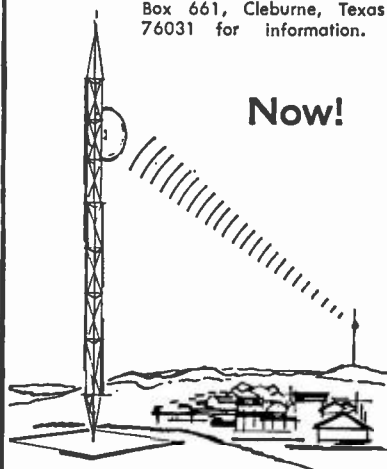
Final actions

- **KFMM(FM) Tucson, Ariz.**—Broadcast Bureau granted license covering change in ant., trans. and studio location; install new trans. and ant.; ERP to 30 kw; ant. height to 73 ft.; remote control permitted. Action Jan. 27.
- **KGUS(FM) Hot Springs, Ark.**—Broadcast Bureau granted CP to replace expired permit. Action Jan. 27.
- **KERN-FM Bakersfield, Calif.**—Broadcast Bureau granted authority for operation by remote control from 5600 Frazer Road, Bakersfield; condition. Action Jan. 27.
- **KARM-FM Fresno, Calif.**—FCC granted application to change ERP from 7.4 kw to 1.8 kw, change ant. height from 360 ft. to 1,370 ft. and change site of trans. to mountain-top site 29 miles northeast of Fresno; granted waiver of principal city coverage requirements of rules. Action Feb. 5.
- **KMAX(FM) Sierra Madre, Calif.**—FCC granted CP to change trans. site from Sierra Madre to Arcadia, Calif.; increase ant. height from minus 700 ft. to minus 240 ft. Action Feb. 5.
- **WORJ-FM Mount Dora, Fla.**—Broadcast Bureau granted mod. of CP for change in ant. trans. and studio location; change type ant., type trans., and ant. height to 360 ft. Action Jan. 29.
- **WWRH(FM) Columbus, Ga.**—Broadcast Bureau granted mod. of CP to extend completion date to June 20. Action Jan. 23.
- **WROI(FM) Rochester, Ind.**—Broadcast Bureau granted CP to replace expired permit. Action Jan. 27.
- **KNEI-FM Waukon, Iowa**—Broadcast Bureau granted license covering new station; specify type trans. Action Jan. 27.
- **WKIC-FM Hazard, Ky.**—Broadcast Bureau granted CP for change in ant.-trans. location to Kentucky 1096. 3.6 miles south of Hazard; install new ant.; make change in ant. system; change ERP to 31 kw; ant. height to 1150 ft.; remote control permitted. Action Jan. 28.
- **WBRZ(TV) Baton Rouge**—Broadcast Bureau granted CP covering change in ERP to 100 kw vls. and 15 kw aur.; change trans. location to Plaquemine Point, near Plaquemine, La.; change type trans., type ant., ant. height to 1680 ft. Action Jan. 27.
- **WOOR(FM) Oxford, Miss.**—Broadcast Bureau granted license covering new FM. Action Jan. 24.
- **KMFL-FM Marshall, Mo.**—Broadcast Bureau granted license covering new FM. Action Jan. 24.
- **KORK-FM-TV Las Vegas**—Broadcast Bureau granted mod. of licenses covering change name of licensee to Western Communication Inc. Action Jan. 28.
- **WAWZ-FM Zarephath, N. J.**—Broadcast Bureau granted mod. of CP for change in type trans., type ant.; ERP to 37 kw. Action Jan. 29.
- ***WVCR-FM Loudonville, N. Y.**—Broadcast Bureau granted mod. of license covering change of name of licensee to Siena College. Action Jan. 28.
- **WFOG(FM) Wilmington, N. C.**—Broadcast Bureau granted mod. of CP for change of trans. location to Burnett Boulevard and Adams Street, Wilmington; change type trans. and type ant.; make change in ant. system; ERP to 50 kw; ant. height to 145 ft.; condition. Action Jan. 29.
- **WTPA-FM Harrisburg, Pa.**—Broadcast Bureau granted CP for installation of new ant.; change ERP to 10 kw; ant. height to 670 ft.; condition. Action Jan. 29.
- **WNUF(FM) New Kensington, Pa.**—Broadcast Bureau granted CP for installation of new ant. Action Jan. 29.
- **WWDB(FM) Philadelphia**—Broadcast Bureau granted mod. of permit and license covering change of licensee name to Banks Broadcasting Co. Action Jan. 28.
- **WVJP-FM Caguas, P. R.**—Broadcast Bureau granted CP to replace expired permit. Action Jan. 27.
- ***WFMO(FM) Lebanon, Tenn.**—Broadcast Bureau granted mod. of CP for change in

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Summary of broadcasting

Compiled by BROADCASTING, Feb. 6, 1969

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,228 ¹	11	4,239 ¹	68	4,304 ¹
Commercial FM	1,925	32	1,957	179	2,136
Commercial TV-VHF	496 ²	10	506 ²	11	517 ²
Commercial TV-UHF	122 ²	51	171 ²	160	333 ²
Educational FM	356	7	363	33	396
Educational TV-VHF	71	4	75	1	77
Educational TV-UHF	70	28	98	13	111

Station boxscore

Compiled by FCC, Jan. 2, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,222 ¹	1,891	615 ¹	354	141
CP's on air (new stations)	14	53	62	8	31
Total on air	4,236 ¹	1,944	675 ¹	362	172
CP's not on air (new stations)	66	187	170	31	16
Total authorized stations	4,302 ¹	2,131	847 ¹	393	188
Licenses deleted	2	3	0	0	0
CP's deleted	1	0	1	0	0

¹ Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

type ant. Action Jan. 27.

■ WRFW(FM) River Falls, Wis.—Broadcast Bureau granted license covering new station. Action Jan. 27.

Fines

■ WBTR-FM Carrollton, Ga.—FCC notified of apparent liability for forfeiture of \$3,000 for fraudulent billing practices during Jan., Feb. and April 1968. Action Jan. 31.

■ KSPL-FM Diboll, Tex.—Broadcast Bureau notified of apparent liability for forfeiture of \$200 for failure to timely file application for renewal of license. Action Feb. 3.

Call letter applications

■ KBBY(FM), Chaparral Broadcasting Inc., Bakersfield, Calif. Requests KUZZ-FM.

■ WGBS-FM, Storer Broadcasting Co., Miami. Requests WJHR(FM).

■ WGR-FM, Knight Radio Inc., Manchester, N. H. Requests WNHS(FM).

■ WVOZ-FM, International Broadcasting Corp., of San Juan, Carolina, P. R. Requests WOLA-FM.

Call letter action

■ WTTM-FM, Scott Broadcasting Co. of New Jersey, Trenton, N. J. Granted WCHR(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-venting auxiliaries: KAPT Salem, Ore.; KARY Prosser and KBKW Aberdeen, both Washington; KBOY-AM-FM Medford, Ore.; KCLX Colfax, Wash.; KFAF Fairbanks, Alaska; KFKF-AM-FM Bellevue and KGHO-AM-FM Hoquiam, both Washington; KGU Honolulu; KGW-AM-TV Portland, Ore.; KFRB Fairbanks, Alaska; KHAR-AM-FM Anchorage; KTAC-AM-FM Tacoma, Wash.; KTKN Ketchikan, Alaska; KTOH Lihue, Hawaii. Actions Jan. 31.

■ Broadcast Bureau granted renewal of licenses for following stations and co-venting auxiliaries: KWRO Coquille, Ore.; KYAK Anchorage; KXL-AM-FM Portland, Ore.; KAMU(FM) Anchorage; KING-FM and KISW(FM), both Seattle; KLYN-FM Lynden, Wash.; KREM-FM Spokane, Wash.; KATU(TV) Portland, Ore.; KEPR-TV Pasco and KHQ-TV Spokane, both Washington; KIKU-TV Honolulu; KING-TV Seattle; KREM-TV Spokane, Wash.; KHON-TV Honolulu; KIFW-AM-TV Sitka, Alaska; KIMA-AM-TV Yakima, Wash.; KIMO Hilo, Hawaii; KITI Chehalis-Centralia and KITO Olympia, both Washington; KIXI Seattle; KJNO Juneau, Alaska; KLAD Klamath Falls and KLBK LaGrande, both Oregon; KLOG Kelso, Wash.; KNND Cottage Grove, Ore.; KOMO-AM-TV Seattle, Washington; KOMW Omak and KORD Pasco, both Washington; KORL Honolulu; KOZI Chelan and KPUL Pullman, both Washington; KROW Dallas and KRNS Burns, both Oregon; KRSG Othello, Wash.; KSRM Soldatna, Alaska. Actions Jan. 31.

■ Broadcast Bureau granted renewal of licenses for following stations: KCIN Victorville and KCSB-FM Santa Barbara, both California; KDOM Windom, Minn.; KJAY Sacramento, Calif.; KMBL Junction, Tex.; KYOR Blythe, Calif.; WGL Ft. Wayne, Ind.; WSRF Fort Lauderdale, Fla.; K02BD and K13CE, both Verdigré, Nebraska. Actions Jan. 31.

■ Broadcast Bureau granted renewal of licenses for following stations: KACI The Dalles, Ore.; KAPA Raymond and KBFW Bellingham-Ferndale, all Washington; KBPS Portland, Ore.; KCAM Glennallen, Alaska; KCCN Honolulu; KCFM-AM-FM Spokane; KENE Tappanish, KFRD Grand Coulee and KGDN Edmonds, all Washington; KGMB-AM-FM Honolulu; KHQ-AM-FM Spokane, Wash.; KOL Seattle; KPUA Hilo, Hawaii; KTEL Walla Walla, Wash.; KURY Brookings and KVAS Astoria, both Oregon; KVI Seattle; KWIN Ashland and KYJC Medford, both Oregon; KZOO Honolulu; KBQ(FM) Edmonds, Wash.; KBMC(FM) Eugene, Ore.; KETO-FM Seattle; KNIK-FM Anchorage; KCBY-TV Coos Bay, Ore.; KENI-TV Anchorage; KEZI-TV Eugene, Ore.; KFAR-TV Fairbanks, Alaska; KGMB-TV Honolulu; KIRO-AM-FM Seattle; KKUA Honolulu. Actions Jan. 30.

■ Broadcast Bureau granted renewal of licenses for following stations: KAGO Klamath Falls, Ore.; KALE Richland, KAPS Mount Vernon, KAPY Port Angeles, KARI Blaine and KASY Auburn, all Washington; KATR Eugene, Ore.; KBBO Yakima, Wash.; KBKR Baker, Ore.; KBLE Seattle; KBRO Bremerton, Wash.; KBYR Anchorage, Alaska; KBZY Salem and KEED Eugene, both Oregon; KENI Anchorage; KFLW Klamath Falls, Ore.; KFQD Anchorage; KGAR Vancouver and KGMI Bellingham, both Washington; KGRL Bend, Ore.; KGY Olympia and KHIT Walla Walla, both Washington; KICY Nome, Alaska; KIHK Hood River, Ore.; KIKI Honolulu; KJJD John Day, Ore.; KJNP North Pole, Alaska; KLEI Kallua, Hawaii; KLIQ Portland, Ore. Actions Jan. 30.

■ Broadcast Bureau granted renewal of licenses for following stations: KLOO Corvallis, Ore.; KMAS Shelton, Wash.; KMED Medford, Ore.; KMO Tacoma, Wash.; KMVI Walluku, Hawaii; KOAC Corvallis; KOHU Hermiston and KOIN Portland, both Oregon; KOPN Port Angeles, Wash.; KOOS Coos Bay; KPAM and KPDQ, both Portland, both Oregon; KPEG Spokane, Wash.; KPOJ Portland; KRCO Prineville and KRDR Gresham, all Oregon; KREW Sunnyside, Wash.; KRRR Roseburg, KSHA Medford and KSLM Salem, all Oregon; KNSD Seattle; KTDO Toledo and KTIK Pendleton, both Oregon; KTNT Tacoma, Wash.; KUAM Agana, Guam; KUGN Eugene, Ore.; KULE Ephrata, Wash.; KUMU Honolulu; KWIL Albany, Ore.; KWSC Pullman, Wash.; KWVR Enterprise, Ore.; KWYZ Everett, Wash.; KXA Seattle. Actions Jan. 30.

■ Broadcast Bureau granted renewal of licenses for following stations: KXLE Ellensburg, KXLY Spokane and KYAC Kirkland, all Washington; KXYI Oregon City, Ore.; KZUN Opportunity and KACA(FM) Prosser, both Washington; KUMA Pendleton, Ore.; KAIM-FM Honolulu; KBLE-FM Seat-

tle; KBRO-FM Bremerton and KERI(FM) Bellingham, both Washington; KFM(FM) Eugene, Ore.; KFOA(FM) Honolulu; KGMI-FM Bellingham, Wash.; KIXI-FM Seattle; KLAY-FM Tacoma, Wash.; KLIQ-FM Portland, Ore.; KLSN(FM) Seattle; KNDX(FM) Yakima, Wash.; KOIN-FM Portland, Ore.; KOL-FM Seattle; KPDQ-FM and KPFM(FM), both Portland, Oregon; KPOI-FM Honolulu; KPOK(FM) Portland, Ore.; KPQ-FM Wenatchee, KTNF-FM Tacoma and KTWD(FM) Spokane, all Washington; KUAM-FM Agana, Guam; KUOW(FM) Seattle. Actions Jan. 30.

■ Broadcast Bureau granted renewal of licenses for following stations: KXLY-FM Spokane, KZUN-FM Opportunity and KBBX(FM) Seattle, all Washington; KBVR(FM) Corvallis, Ore.; KCPS(FM) Tacoma; KCWS-FM Ellensburg and KEWC-FM Cheney, all Washington; KLCC(FM) Eugene and KOAP-FM Portland, both Oregon; KPLU(FM) Tacoma, Wash.; KRVM(FM) Eugene and KTEC(FM) Klamath Falls, both Oregon; KUAC(FM) College, Alaska; KWAX(FM) Eugene, Ore.; KCTS-TV Seattle; KHET(TV) Honolulu; KMEB(TV) Walluku, Hawaii; KOAC-TV Corvallis and KOAP-TV Portland, both Oregon; KPEC-TV Lakewood Center; KWSC-TV Pullman and KYVE-TV Yakima, all Washington. Actions Jan. 30.

■ Broadcast Bureau granted renewal of licenses for following stations: KMAU-TV Walluku, KPUA-TV Hilo, KHVO(TV) Hilo, KAIL-TV Walluku, KHAW-TV Hilo, KHVH-TV Honolulu and KMVI-TV Walluku, all Hawaii; KINY-TV Juneau, Alaska; KIRO-TV Seattle; KMED-TV Medford, Ore.; KNDQ(TV) Yakima, Wash.; KOIN-TV Portland, KPIC(TV) Roseburg and KPVT(TV) Portland, both Oregon; KTNF-TV Tacoma, Wash.; KTVA(TV) Anchorage; KTVF(TV) Fairbanks, Alaska; KTVR(TV) La Grande, Ore.; KTVW(TV) Tacoma, Wash.; KUAM-TV Agana, Guam; KVAL-TV Eugene, Ore.; KXLY-TV Spokane, Wash.; KBOO(FM) Portland, Ore.; KGTS(FM) College Place, Wash. Actions Jan. 30.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K05AJ and K13BH, both Hot Springs, K07FJ Sioux Falls, K07EG and K09EG, both Lemmon, all South Dakota; K11GN Clarinda, Iowa; K09HQ and K12EU, both Eagle, South Dakota; K09CJ Clarinda, Iowa; K10CE Moberg, S. D.; K04EW Western Park of Des Moines, Iowa; K07CE Moberg, S. D.; K12DZ McGregor, Iowa, and Prairie du Chien, Wis.; K11HL Washington, K12EA Decorah, K72CP, K74BM, K78AW, and K82AN all Carroll, K70CL Fort Dodge, K72BL Roife, K74CO and K76BZ, both Ottumwa, K76CE, K78BZ, K80AO and K83AU, all Spencer, K74CU and K79BL, both Iowa City, all Iowa; K07AR Bowdle, S. C.; K04CW Marshalltown, Iowa; K13HY Deadwood and K07GT Gettysburg, both South Dakota; K13HD Clarinda, Iowa. Actions Jan. 31.

Other actions, all services

■ Broadcast Bureau granted extension of completion dates for following: KSOM Ontario, Calif., to Feb. 28; KHOF-TV San Bernardino, Calif., to July 27; KRYT Colorado Springs to July 10; WBOM Jacksonville, Fla., to June 30, condition: WDBO-TV Orlando, Fla., to July 27; WSUN-TV St. Petersburg, Fla., to July 27; WESR Tasley, Va., to June 10. Actions Jan. 27.

■ Broadcast Bureau granted extensions of completion dates for following: KHOF(FM) Los Angeles to April 15; WDAN-FM Danville, Ill., to March 1; KDBS-FM Alexandria, La., to April 29; WSJC-FM Magee, Miss., to May 5; KWFC(FM) Springfield, Mo., to March 31; KSVP-FM Artesia, N. M., to June 14; WFMQ(FM) Lebanon, Tenn., to May 1, condition: KEPR-FM Kennewick, Wash., to July 20, condition: WRVF(FM) River Falls, Wis., to August 8, condition. Actions Jan. 27.

■ Broadcast Bureau granted licenses covering following new stations: WRTM(FM) Bloustone, Fla.; WTTM-FM Taylorville, Ill.; WYNK-FM Baton Rouge; KWVB(FM) Breckenridge, Minn.; KNBT(FM) New Braunfels, Tex., specify type trans; WIGM-FM Medford, Wis. Actions Jan. 31.

■ Broadcast Bureau granted licenses covering changes for following stations: KFAV(FM) Fayetteville, Ark.; KONG-FM Visalia, Calif.; WSAL-FM Logansport, Ind.; WAKE Valparaiso, Ind.; KSO Des Moines, Iowa; KXEL-FM Waterloo, Iowa; WSTO(FM) Owensboro, Ky.; WGUC(FM) Cincinnati; WCLV(FM) Cleveland; WBNS-FM Colum-

(Continued on page 86)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

All other classifications 35¢ per word—\$4.00 minimum

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO—Help Wanted

Management

Experienced sales manager. Middle-of-the-road music-news. Wonderful family and outdoor sports town in eastern Washington. Announcing experience helpful. Base plus commission on net profit Box A-262, BROADCASTING.

Wanted—General manager—small market in northeast. Must be strong on sales, production and able to take complete charge of station. Salary, commission and bonus set up. Single station market. All inquiries answered. Box A-276, BROADCASTING.

Manager who can take from ground zero top 50 market station in NE to be rebuilt with top facilities and full power. If you're a salesman, eager to work and build up yourself in excellent radio market, you've got a future and top potential with our growing company. Position available approximately 6-8 weeks. Herbert W. Hobler, Nassau Broadcasting Company, Box 1350, Princeton, N.J. 609-924-3600.

Sales

Southern Virginia soul group owned station needs salesman . . . chance to move up . . . learn complete operation . . . Box A-160, BROADCASTING.

Salesman for Georgia R&B station. Send complete data. Box B-27, BROADCASTING.

Immediate opening—salesmen. management potential, salary, commission, expenses, active account list. Southern New England, growing market. Box B-45, BROADCASTING.

Successful single market station in sunny California needs creative salesman. First phone a plus, but not essential. Unusually fine place to raise family. Excellent earning potential. Box B-59, BROADCASTING.

Salesman wanted, like yesterday. Upstate New York. Outstanding opportunity. Box B-100, BROADCASTING.

A Christian station, located in the heart of one of America's most beautiful southwest areas, with a population nearing one million, is seeking a key staff appointment. The need is for someone professional and creative and should be interested in doing commercial selling for the station. Please contact Mr. Roger Booth, Box B-108, BROADCASTING.

California market has immediate opening for experienced salesman to replace man who moved up. Take over active account list and billing. Guaranteed salary plus commission. Send resume to Box B-152, BROADCASTING.

Grow with all American KTUF sales in Phoenix, Arizona. Excellent active account list for real producer. Contact Joe Thompson or Wally Grant, KTUF, 3003 North Central Ave., Phoenix, 85012.

Madison, Wis. #1 AM music, news—#1 FM "good music" stations have career opportunity for young creative salesman on the way up to sell our AM-FM combination. You can expect to earn \$5,000 more than you presently earn, live in an ideal city, have an opportunity for management and stock interest. WISM—One of six Mid-West Family stations.

Immediate opportunity for experienced salesman/announcer. Salary plus commissions for top FM Stereo Station in Northwest Florida. Write: WMAI-FM, P.O. Drawer 2116, Panama City, Florida, attention: John Patronis.

Michigan regional looking for good salesman ready to advance from small to medium market. WPAC, Ann Arbor, Michigan.

Salesman needed. Salary plus commission. Permanent. Full/part time. 219-563-4111.

Announcers

Michigan MOR 5000 watt NBC affiliate needs experienced announcer with first phone. No maintenance. \$140 to start with automatic increases and fringe benefits. Send tape, resume and photo to Box A-231, BROADCASTING.

Announcers—(cont'd)

Expanding mid-west station needs mature, experienced announcers with good voice. We want permanent men. Good salary based on experience and talents. Only complete air checks and resume considered. Box B-54, BROADCASTING.

First phone, all-night personality. MOR or top-40 background. No. 1 rated midwest major-market station. Sharp young guy with voice could move up! Tape and resume to Box B-63, BROADCASTING.

Personality dee-jay for tight MOR format with Northeast group expansion. Minimum three years experience. Box B-72, BROADCASTING.

Announcers. First phone. Philadelphia market MOR station primarily news and commercials on mike. Little or no maintenance. Send tape and resume. Box B-113, BROADCASTING.

Mature, experienced, modern format, country music personality with major market track record. Tape, picture, resume, salary expected to Box B-125, BROADCASTING.

Southwest powerhouse—part of aggressive chain—has immediate opening for contemporary-oriented bright MOR morning man. Young adult approach. First phone, no maintenance. Strong production. Air mail tape, resume, photo to Box B-130, BROADCASTING.

Beginner acceptable for afternoon shift at Midwestern station. Do not send audition until asked for. First phone preferred. Send brief resume. Box B-137, BROADCASTING.

Would like to find sensible, talented announcer with first phone and a desire to work for a good station in the midwest. If you have a mature approach to radio, send resume and tape to Box B-145, BROADCASTING.

Midwestern Country and Western music station seeking sharp C&W announcer. . . excellent working conditions and benefits in solid market. Give full details and expected salary in first letter. Also send tape. Box B-156, BROADCASTING.

Country and Western leader in Michigan's second market now accepting applications for announcer. Network affiliated station has large FM affiliate also. Looking for top quality men who are ready for competitive situation in solid market. Box B-157, BROADCASTING.

Up-tempo, bright, clever, mature voice, experienced. Do you fill the bill? Starting salary \$175. per week, more if top flight. Send tape, resume c/o Jim Sims, KMAK, 2020 East McKinley, Fresno.

Air personalities . . . are you creative enough to be original? Are you doing someone else's thing . . . a playing thing . . . or you own thing . . . ? Contact Lan Roberts, Program Director, KOL—Seattle.

Immediate opening for night shift. Must have first phone. Call manager KSYL, Alexandria, La., 318-442-6611.

Soul jock Real Pro with 1st ticket, good voice, good diction. Format is right. Must be dependable and want to stay with group owned Texas station. Send resume and tape immediately to Frank Dusenbury, KZEY, P.O. Box 4245, Tyler, Texas 75701.

Wisconsin AM/FM in northern Milwaukee metro area Combo. Production, news or sales an asset. Mr. Kraychee, WBKV, West Bend.

Third fone-staff announcer. WBME, Belfast, Maine 04195. Send tape, resume, photo.

Announcer/newsman. MOR. First phone. Resume, tape: WBNR, Beacon-Newburgh, N.Y.

Experienced air personality for evening slot on MOR station in important Florida market. Send tape and resume to Bill Taylor, Prog. Dir., WDBO, Box 1833, Orlando, Fla. 32802.

Immediate opening for experienced announcer. Please send tape, photo and full particulars to WGBR, Goldsboro, North Carolina 27530.

Announcers—(cont'd)

One of America's fine MOR operations is looking for a top flight personality to fill mid-day slot. 50,000 watt WHAM in Rochester, N.Y. has opening for strong housewife time air man. Here, in every respect, is a truly outstanding opportunity for the right man. But, you've got to be a good one! Send tape and resume with photo to: Bill Givens, WHAM, Rochester, N.Y. 14604.

"Wildman" leaving to manage his own station. The upper midwest's finest medium-market station needs night personality. Good pay, benefits, for right man. Join fast-growing radio organization that is also originating cable-TV programming. We need creativity, production skills, experience, stability. Prefer family man, with no service commitments. Personal and professional references will be thoroughly checked. Send tape, pic, resume, recommendations to Mike Dine, WJON, St. Cloud, Minn. 56301.

WPOP needs 1st phone all-nighter who wants to grow. Great opportunity for right guy! Resume, salary, air check to: P.D., WPOP, Hartford, Connecticut.

Mature voiced announcer needed immediately. Strong commercial ability, broad experience. Five day week, better than average salary, fringe benefits. Multiple ownership, dependable, adult only. WTAD, Lee Enterprises, Quincy, Illinois.

Losing a first-phone announcer to draft March 1st . . . Willing to train man with first ticket and right attitude. Phone 313-664-8555 days, 313-664-8293 nights. Edward Oyster, Manager, WTHM-AM & FM Lapeer, Michigan.

Immediate opening for reasonable guy with superior sense of humor. Modern country signal covers 250,000 suburban Washington-Baltimore. Salary based on experience. Send tape, resume and picture (all returnable) to Frank, Radio WTRI, Brunswick, Md. 21716.

Personality. Good voice. Casual professional style for mid-morning at modern country station. #1 in this large Gulf coast market. Paid insurance includes hospitalization, life, dental. Profit sharing. Right man will move up with this organization. Tape, picture, resume to Mike Malone, WUNI, Radio, P.O. Box 4614, Mobile, Alabama 36604.

Announcer wanted for MOR Format AM-FM combination in beautiful college town of Williamsburg, Virginia. Good salary plus hospitalization, insurance and paid vacation. Resume and tape to P.O. Box 180, Williamsburg, Virginia 23185.

Wisconsin station expanding, now in need of good announcer with some news background. Good working conditions. Salary depending on ability. Contact James P. Schuh, Program Director, Stevens Point Broadcasting Company, a member of the Sentry family, Stevens Point, Wisconsin, Area code 715-341-1300.

Technical

Engineer, experienced or will train. To be responsible for the complete operation of two full time stereo FM stations with a third station in process. All stations within 60 minutes of each other. Car and good working conditions and benefits. Midwest Capital city location. Send resume. Replies confidential. Box B-47, BROADCASTING.

Need chief engineer—leaving after 17 years. Station ownership. Remote control. 1 KW AM directional night. Automated FM-Stereo. N.E. Texas, medium size market. No announcing. Salary open. Box B-86, BROADCASTING.

Semi-retirement job—southern retirement area. New air-conditioned home furnished plus maximum salary allowed under Social Security. Must know maintenance. Some watch. Plenty of leisure time. Send resume at once. Box B-97, BROADCASTING.

Chief engineer needed for northeast full-time 5-K operation. Expanding chain needs bright imaginative engineer capable of handling all phases of engineering for operation. Box B-116, BROADCASTING.

Technical—(cont'd)

One of the oldest stations in the country with a young, aggressive staff is looking for a first class engineer to handle studio and transmitter maintenance and do about 15 hours of air work per week. Located in a fast growing medium size market less than an hour from a large metropolitan area and only 30 minutes from the most beautiful mountains in the nation. We offer excellent opportunity but expect hard work as your investment in our growth. Resume, tape. Box B-144, BROADCASTING.

Chief engineer for 50 KW station in major mid-western market. Must be fully experienced in studio equipment, transmitter, and maintenance with good academic training. A permanent, well paying position with excellent fringe benefit. Send complete resume and photo if available. Your inquiry will be kept in strict confidence. Box B-151, BROADCASTING.

Immediate opening. Transmitter engineer. Age no barrier. WAMD, Aberdeen, Md. 21001.

Somewhere there is an inexperienced engineer who wants to learn engineering. We will train you to become our chief. WJAZ, Albany, Georgia.

Are you the experienced administrator we are seeking to guide our company's well-established communication product line; to plan and direct future expansion into related fields of your selection? Our outstanding engineering staff is standing by to accept your direction for product design and development. This completely autonomous key executive will report to our vice-president—marketing. We invite your reply, which will be held in complete confidence. Please contact: C. D. Haverly, (402) 342-2753.

NEWS

Three station complex in northeast wants aggressive, hardworking newsmen with voice and writing ability. Must be able to assume news directorship. Salary range \$125-150 depending on ability and experience. Box A-267, BROADCASTING.

Energetic local news man for New Haven-Bridgeport area news accented daytimer. Box B-24, BROADCASTING.

News director. Upstate New York market of 105,000. Immediate opening. Box B-129, BROADCASTING.

Newsmen/announcer, first phone preferably. Tape, resume. Box B-165, BROADCASTING.

Experienced, mature-sounding newsmen needed at once for central Florida's leading radio news team. Send tape, photo, resume and salary requirements to Bob Raymond, News Director, WDBO, P.O. Box 1833, Orlando, Florida.

Immediate opening for an assistant news director. Applicant must have experience, good voice, type well. Six-day week, three week vacation, hospitalization, other benefits. Apply in person or send tape. Starting salary depends on individual. Apply H. M. Thayer, WGHQ, Kingston, N.Y.

We are looking for an experienced newsmen with a good "live" sound and the desire to dig. Send tape, resume, and photo to Gene Hirsch, News Director, WIL Radio, 300 North 12th Boulevard. St. Louis, Mo. 63101.

Morning news editor needed immediately. State Capital offers opportunity to grow and learn. Send resume to Manager, WITL, Lansing, Michigan.

Negro-oriented news department needs capable, mature leadership at #1 ethnic station in giant tidalwater market. A position with a good future. Liberal benefits, paid vacation. Rush resume, photo and tape to Dave Eldridge, Operations Manager, WRAP, Box 598, Norfolk, Virginia.

Programing, Production, Others

Production/PD and some air work for fast paced MOR. 2 station 150,000 market in north east. Box B-28, BROADCASTING.

Wanted: Soul jock, P.D. Must be completely experienced in programing, production, and so on. No screamer, no jive talk. Must be clean, but also must be able to move. Send complete resume, salary requirements, and references, plus tape in first letter. Box B-124, BROADCASTING.

Good music suburban station needs a quality announcer. Minimum 2 yrs. experience. Production, programing a must. Rapid advancement to P.D. Pay 7300 to 9600 depending upon experience. Send resume and tape to WPL, Painesville, Ohio.

Prog., Prod., Others—(cont'd)

Top rated station, outstanding market acceptance seeks experienced, creative copywriter. Must be able to work under the pressure that a top 40 operation doing volume business offers. Salary commensurate with experience. Send resume and copies of your work to Don Foutz, WROV Radio, Roanoke, Virginia 24015.

Situations Wanted

Management

St. Louis Broadcaster. Sales oriented, seeks managers position—all offers considered. Box B-103, BROADCASTING.

New England—aggressive manager desires change with opportunity. Proven sales record. Experienced all phases—made #3 rated station #1 in seven months. Full autonomy. Contract. Box B-109, BROADCASTING.

Sales oriented station manager in small market seeks similar position in Atlantic seaboard or south-east. Family, college, civic minded, first ticket. Box B-115, BROADCASTING.

Currently employed V.P.—general manager of East Coast group responsible for multiple station operation is seeking a challenging career position. Top personal salesman, inspiring shirt sleeve sales manager, first rate programing ability. Succinct, firm supervision with no wasted motions. A dynamo to whom hours mean nothing with a thorough understanding of all formats. Box B-132, BROADCASTING.

Young broadcaster with management ownership experience, radio and television. Five figure salary plus percentage. Ohio, Pennsylvania, New Jersey, others considered. Good financial position. Unusual circumstances makes this broadcaster available. Box B-161, BROADCASTING.

Manager—operations manager—20 years, sales, announcer, news. Honest, dependable, sober. Prefer west. P.O. Box 8-675, Anchorage, Alaska 99504.

General Manager—available now! I can make money for any daytime radio station. My Formula: Hard work, creative sales ideas, community involvement, reduction of operating expenses . . . and more hard work! I proved it in Phil., let me prove it for you. I'm 34, non-drinker, professional. Call me any evening after 6:00 EST. Wm. "Dan" Harley AC 609-933-1804, or write for my resume and references. P.O. Box 160, Collingswood, N.J. 08108. Prefer East Coast or Mid-West.

Sales

Emerson College January graduate. Broadcasting major seeking first position in radio sales. Single, hard working. Box A-249, BROADCASTING.

Announcers

DJ, solid news, tight board, production, third phone. Box A-243, BROADCASTING.

Negro dj, N.Y. trained. Best jazz in town. Strong news, good board. Third endorsed. Willing worker—will relocate. Dependable. Box A-289, BROADCASTING.

D.J. Announcer, newscaster, congenial personality, married, northeast preferred. Box B-14, BROADCASTING.

Announcer/DJ. 3 years experience, personable, upbeat, tight board. Third class endorsed. Not floater or prima donna. Willing to relocate. Top 40 format. Box B-71, BROADCASTING.

Announcer, newsmen. Prefer Washington, D.C. area—will relocate for right offer. 3rd endorsed, formerly M.B.S. Box B-79, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box B-83, BROADCASTING.

Eight years of colorful and correct play by play. Opportunity most important consideration. Tape on request. No minor markets. Box B-84, BROADCASTING.

Desire, ambition, creativity; will trade for experience, opportunity, money. Details first letter. Box B-88, BROADCASTING.

Experienced dependable, tight board, creative, versatile, authoritative news. Third pending. Box B-98, BROADCASTING.

3 years experienced mature sound DJ with some TV. Would feel at home on morning show. Desires more TV exposure, willing to learn. Love the business. Ready to move within top 100 market. Draft exempt. Box B-101, BROADCASTING.

Announcers—(cont'd)

"Boss" top-40, program director/DJ . . . light experience, 3rd-class, personality—drake. Fast . . . heavy . . . Box B-102, BROADCASTING.

Graduate School student seeks part time work in northeast, Ohio. 3rd endorsed, Morning-night. Experienced FM. Box B-110, BROADCASTING.

Announcer/DJ, witty, authoritative newscaster. Family man. Experienced. Box B-117, BROADCASTING.

Want top sports?—I'm your man—11 years experience—college graduate—married, family—reliable. Box B-118, BROADCASTING.

Exp. DJ-announcer Newscaster, 3rd endorsed, mature sound, good production. Box B-119, BROADCASTING.

D.J./Announcer, newsmen for today's MOR—top 40—knowledge all phases—versatile—sales appeal—adult now sound—3rd endorsed—family man—will relocate. Box B-122, BROADCASTING.

Solid Soul jock, first phone, good pay only. Box B-127, BROADCASTING.

Recent broadcast school graduate looking for first job. Box 136, BROADCASTING.

Two years experience. draft deferred, third, some college. Box B-139, BROADCASTING.

News director—D.J. seeking position as full time air personality with good MOR Station. Strong interviewer, college and broadcasting school graduate, 27, veteran, married, 3rd endorsed, 2 years experience. Prefer Florida or West Coast. Excellent references. Box B-154, BROADCASTING.

Have first—will travel. Broadcast school all phases, 2 years college, military complete. 30, married, family. Box B-158, BROADCASTING.

Aggressive professional sounding sportscaster and newscaster. 3rd endorsed. Can also double in sales. Married, will relocate. Just want opportunity. Box B-159, BROADCASTING.

Authoritative newswoman third endorsed D.J. announcer, fast board, attractive, hard worker. Will relocate. Negro. Box B-163, BROADCASTING.

Female musicaster, third endorsed, good voice, personable, tight board, willing worker, relocate. 2 years college. N.Y. trained beginner. Box B-164, BROADCASTING.

Experienced 1st phone wants nights or week-ends, Fresno Calif. area. Russ Vestal, Fresno, 251-2324.

Need a sports announcer? I'm 24 . . . Masters degree in business administration (marketing) but I'm a nut on sports so went to the Institute of Broadcast Arts and brushed up on broadcasting. Total resume and tapes available if you're interested in an intelligent, articulate, young sports announcer who's main interest is play-by-play and who's determined to make it big in the business. Write George Blaha, 2160 Golfview Drive, # 205 Troy, Michigan 48064 or call 313-642-8576.

Air personality desires position in Detroit area, experience and college, also family man. Desire: Pop contemporary, MOR or C and W (Nashville Sound only). Available on notice. Call Jim, 313-391-1622, 3746 Morgan Rd., Pontiac, Mich.

Announcer. Major market background—Philadelphia-Scranton-Trenton-New York area. Bob Curley, 233 Thomas Street, Woodbridge, New Jersey. 201-634-5024.

Announcer/DJ, smooth, experienced, married, veteran, college grad, no floater, Seek large market MOR operation. John Birchard, 108 McKee St., Manchester, Conn. 203-646-2022.

Top 40 or CGW DJ—3 years experience. First phone. Draft exempt. Start immediately. Prefer South. Call 305-855-1617.

Itchin' to work in New York Metro area, AM or FM, CGW or MOR W/3rd working on 1st. Full or part time. W. Sanders, Box 1087, White Plains, N.Y. 10602.

First phone announcer seeks new position offering adequate compensation and good benefits. Age 25. Presently employed. Bachelor of Arts degree in speech and drama with course work in radio and television broadcasting. Prefer to relocate with station in northeast but will consider all job availabilities. Available immediately. Call area code (703) 384-3341 before 6 PM or write James R. Taylor, 2015 Mimosa Drive, Lynchburg, Virginia 24503.

Available—12 years same company, veteran air personality, programing, production, ideas, sales. Best offer. Ted Harding, call Jackson, Mississippi. 372-8469.

Situations Wanted

Announcers—(cont'd)

Top forty jock wants medium market. Can you dig it, 'cause I can cut it. (212) JA. 3-6562 after 6.

Miss Versatile . . . first class license . . . college graduate . . . three years experience . . . announcing . . . disc jockey . . . news . . . logs . . . copy . . . traffic . . . no maintenance . . . will relocate . . . rush inquiries to: N. C. C., Apt. 4, 126 Randolph, Wilmington, Ohio 45177.

You need me. I need you if you offer permanent position in warm, dry climate for jock with 2 years in CGW and rock. 3rd endorsed. Sean Whelan, 117 Fair St., Kingston, N.Y. 12401. 914-331-7629.

Announcer d.j. Experienced. Will relocate. Third phone endorsed. Married. Draft exempt. R.R. 2 Oak Grove, Monticello, Indiana. Or phone 219-965-2766. D. A. Ressler, II.

Over fifteen years as announcer-maintenance engineer (all phases AM-FM automation) and personality. Solid background radio-newspaper field. Available for personal interview. Presently self-employed. Rod Arkell, High Springs, Florida. Phone 454-1373.

Vietnam PIO Veteran seeks news or board position. Intelligent, ambitious. Some college. Excellent references. Contact Arthur E. Blair, 181 Greenbrier Drive, Chagrin Falls, Ohio 44022, 216-247-4463.

Technical

Technical director: Ten years experience, seeks challenge with group, \$10,000 minimum, Southeast only. Box B-99, BROADCASTING.

Want me? Move me! Fifteen years experience first class engineer. Temp! me! Salary \$175 weekly. Just wife and me. Box B-121, BROADCASTING.

NEWS

New York pro seeking important news directorship. Some air work if necessary, prefer to get out from behind the mike. Ten years experience, married, college graduate. Box B-94, BROADCASTING.

Journalism major with first desires position in active news department. Box B-138, BROADCASTING.

Who wants a creative newsman with imagination; with the personality to gain the confidence of news sources and the ability to dig beneath the surface for the whole story? I'm 24 and all I ask is the challenge of a market over 200,000. Box B-155, BROADCASTING.

Broadcast/information officer completes military obligations on March 1st. Seeks challenging career in broadcast journalism. Age: 26, single, college grad, third endorsed, 3½ years DOD experience. Capt. Ronald Thorne, P.O. Box 2498, Luke AFB, Arizona 85301.

Programing, Production, Others

Top rated announcer desires to take complete charge of programing in competitive medium or large market. I have a great proven good music formula that can make you a giant. Full timers only. 618-451-7511. Box B-123, BROADCASTING.

Outstanding program-personnel director, announcer, writer seeks permanent administrative position in South. Veteran, degree plus graduate work, experienced. Available June. Contact now. Box B-150, BROADCASTING.

Available—12 years same company, veteran air personality, programing, production, ideas, sales. Best offer. Ted Harding, Call Jackson. Mississippi, 372-8469.

TELEVISION—Help Wanted

Management

CATV manager needed by NYSE listed cable group. Ambitious, promotion-minded, fully grounded in business for large city system. Man selected will have outstanding opportunity. Send full details 1st letter to Box B-104, BROADCASTING.

CATV Programing origination. Young, aggressive man needed for CATV program origination manager. Experience not necessary—good personality and hard work needed for a new origination program on a new major CATV system. Salary commensurate with ability. Send resume to Box B-120, BROADCASTING.

Announcer

Major market station needs weekend sportscaster and news street reporter. Send resume and VTR. Box B-87, BROADCASTING.

Announcers—(cont'd)

Major market Midwest TV station has immediate opening for staff announcer. Radio or TV experience essential. Outstanding opportunity for dependable person in college community. Full details including salary required in first letter. Box B-92, BROADCASTING.

Expanding news department needs television anchor-man for evening newscasts. Mature appearance important, along with ability to write and enthusiasm. Call collect, WWTW, Fetzer Broadcasting Company, Cadillac, Mich., 616-776-3478.

Technical

Experienced engineer with first phone, Maintenance position with some supervisory duties. Southwestern VHF, \$8400. Send brief resume—including specific types of equipment with which you are familiar to Box A-247, BROADCASTING. All replies confidential.

Need television switchers top pay, full color, booming western market, first phone not mandatory, resume plus photo. Box B-95, BROADCASTING.

Top CATV technicians in all categories needed by NYSE listed cable group. Also Manager-Technician with 2nd class and microwave experience. Here's your chance to grow. Tell all 1st letter. Box B-105, BROADCASTING.

Assistant Chief Engineer position available in a combined AM-FM-TV facility located in medium sized Minnesota market. Box B-135, BROADCASTING.

Asst. chief engineer. Maintenance familiarity with TK-43, TK-27, Ampex 1200, GE 50 KW UHF. Send resume and salary requirements. R. E. Peck, U.S. Communications KEMO-TV, 2500 Marin Street, San Francisco, Calif., 94124.

New York—Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, N.Y. 772-1122.

Immediate opening—VTR engineers experience editing, maintaining VR-2000's. Salary commensurate with experience. Advancement opp'tys. Call WGBH-TV, Boston (617) 868-3800. X-364.

Opening for technician with expanding UHF group station. First class license. TV operations and maintenance. Desire experienced man with knowledge of color equipment. Pay commensurate with ability. Contact David Boyer, WICD, Champaign, Illinois 61820.

WTQC-AM-FM-TV needs technicians with first class F.C.C. license. Reply by letter to Chief Engineer, WTQC, P.O. Box 8086, Savannah, Georgia 31402.

Television network engineers—Positions available—Maintenance and operations. Excellent working conditions. FCC radio telephone first class license required. Send resume to: N.E.T. Television, Inc., 2715 Packard Road, Ann Arbor, Michigan 48104.

Television studio engineer. Need both experienced and inexperienced men in CCTV system design, maintenance and operation. IQ—QUAD VTR—film—Cable equipment. Write Wendell Ford College of the Desert, 43-500 Monterey Avenue, Palm Desert, California. 92260.

Television technician for studio operations and maintenance in extensive, broadcast quality CCTV Work with TK-60's and RCA VTR's. Regular working hours, weekends off, annual raises and fringe benefits. Require first class F.C.C., three years experience and completion of recognized technical school. Excellent suburban living in Washington metropolitan area. Phone or write Dr. Thomas J. Aylward, Director Radio and Television, University of Maryland, College Park, Md., 20742. 301-454-2541.

Television technicians—must have 5 years' TV experience. Pay range \$6.00 to \$6.50 per hour, excellent working conditions. Normal working hours, 8:45 a.m. to 5:30 p.m., Monday through Friday. Jobs located in Washington, D.C. Send resume or standard form 171 (obtainable from local U.S. Post Office) to: Recruitment, U.S. Information Agency, Washington, D.C. 20547. An equal opportunity employer.

NEWS

Chief photographer for network affiliated station in top ten market. Responsibilities will also include silent and SOF street assignments. Box A-251, BROADCASTING.

News—(cont'd)

News reporter, major eastern market. We are looking for a man who has gone as high as he can go and wants to move up. Must be able to produce excellent film packages as well as report live on stories he has covered. Send videotape and/or film with first reply. Box B-73, BROADCASTING.

News producer—Kansas City station urgently looking for news producer. Must be strong on visual values and production techniques. Journalism training and experience preferred but must be proficient in visuals including rear screen and Chroma Key. Send complete resume to Box B-131, BROADCASTING.

Midwest dominant station filling vacancy created by call to military service. Your opportunity to join experienced, professional team if your background warrants. Send all details to Box B-133, BROADCASTING.

We want a young, aggressive news producer-editor. Must know news and fast paced production. Experience and salary to Box B-153, BROADCASTING.

We are expanding our news staff! Need a newsman well versed in all phases of television news to join our aggressive news team. Must be able to film and write news and have the ability to do on camera reporting. Contact Al Fleming, News Director, WTVM-TV, Columbus, Georgia.

Programing, Production, Others

Director of Course Production. Major ITV organization seeks M.A. with a minimum of four years production experience to coordinate production of ITV Materials. Salary open. Midwest location. Send resume and letter of application to Box B-38, BROADCASTING.

Graphic artist with interest in layout and design for enlarging art department of major S.E. TV station. Good salary, insurance benefits and profit sharing for right man. Send resume and slide portfolio, which will be returned, to Box B-142, BROADCASTING.

Assistant TV traffic coordinator. Desire experienced traffic coordinator for major market network affiliate. Good starting salary, working conditions and benefits. Box B-160, BROADCASTING.

Howard Zuckerman of National Teleproductions Corp., likes hard work and long hours. He's the boss and gives you some ideas as to what it's like to work for the fastest growing video tape production facility in the nation. Lots of hard work and long hours on national accounts like Marathon Oil and S&H Green Stamps . . . agencies like Cambell Ewald, MCI Video/Films . . . We're looking for the kind of people who enjoy hard work, long hours and traveling, and who also enjoys a good salary with all possible benefits . . . We need experienced creative people in the following areas . . . camera, lighting, scenic design and construction, producer/directors, engineers, video tape editors (with Editex and HS-200) and audio . . . You'll be working with the most advanced color equipment available. Send resume, references and samples to one of the boss' happy hard workers . . . Arthur Hastings, Production Manager, National Teleproductions Corp., 5261 N. Tacoma, Indianapolis, Indiana 46220 . . . No phone calls, please.

TELEVISION

Situations Wanted—Management

Television coordinator with major University desires relocation with Education Television Station, State Network, or aggressive Educational Institution. Degrees and impressive commercial-educational television station experience. Available summer-fall, 1969. Box B-106, BROADCASTING.

TV Traffic-Operations manager. 16 years TV opr. 25 years radio & TV. Run department with accuracy, efficiency, dedication. Box B-141, BROADCASTING.

Sales

11 years solid broadcasting sales experience at both local and national level. College grad, married, children. Top references furnished including present employer. Seeking sales management with opportunity for advancement. Prefer Texas area, but all offers considered. Box B-21, BROADCASTING.

Announcer

Sports announcer, completely experienced all phases, radio/TV, play-by-play. Desires challenging position with sports minded operation, major to medium markets only. Also can handle MOR disc show, solid commercials. Dependable, top references. Box B-126, BROADCASTING.

TV news director wants San Francisco, Sacramento TV. Box B-128, BROADCASTING.

Announcers—(cont'd)

Graphic designer BFA MA MFA—interested in creative position in California. Box B-149, BROADCASTING.

Technical

Young engineer, married, draft exempt, familiar all phases of TV Studio operations, worked for major network, prefer East Coast. Box B-91, BROADCASTING.

Manager of TV engineering interested in relocating. Fourteen years in radio and TV engineering. Past three and one half as chief of VHF-TV station. Write Box B-134, BROADCASTING.

Presently studio supervisor and maintenance. Eight years in broadcasting, four in TV. VR 1200 school. Will consider any offer. Now in N.Y. Box B-140, BROADCASTING.

NEWS

Executive producer of news—top ten market. Experience: 12 years, including networks. Top references. Employed. Married. Available immediately. Prefer East. Box B-90, BROADCASTING.

News producer—top ten market. Immediately available/will relocate. Excellent references. Married. Presently employed but anxious for change. For resume, Box B-146, BROADCASTING.

News and public affairs man available. Excellent background. Box B-147, BROADCASTING.

Can write, produce and narrate outstanding documentaries for you. Box B-143, BROADCASTING.

Broadcast/information officer completes military obligations on March 1st. Seeks challenging career in broadcast journalism. Age: 26, single, college grad, third endorsed. 3½ years DOD experience. Capt. Ronald Thorne, P.O. Box 2498, Luke AFB, Arizona, 85301.

Programing, Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box B-82, BROADCASTING.

Assistant director, 1969 college graduate. Experience in radio-television-film production for ETV systems. Young, versatile, aggressive. Seeks challenging position in larger market. Box B-85, BROADCASTING.

Production Executive. A versatile organizer with 13 years in television desires opportunity to create dynamic operation. Excellent references. Box B-93, BROADCASTING.

Writer/Producer/director. Upper midwest's best young creative mind. Top references. Write Paul Hagan, 1520½ 28th, Des Moines, Iowa 50311.

WANTED TO BUY

Equipment

We need used 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo Texas 78040.

Wanted—500 foot used tower, 4C lbs. loading and galvanized. Including lighting and cable for lighting. Cash buyer when quality proven. Box B-37, BROADCASTING.

Capital "PMS" (Production Music Series) library. Want to buy same outright or quality tapes of same. Box B-68, BROADCASTING.

Slide projector—dual 100D5P-80—Sarkes Tazian or similar model, contact Mr. A. Barranco, 5321 First Place, N.E., Washington, D.C., 20011—phone area code 202-882-2500.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

1,000' 3-1/8 inch rigid coax. 20' sections. Andrews "V" FM antenna, 96.1 mc. Make offer, all/part. Available April. Don Ritter, WKTZ-FM, Jacksonville, Fla. 32211.

RCA 5E 5kw transmitter removed from service past November—\$1,000.00. Contact Ernie Haralson, WPDQ, Jacksonville, Florida at 355-9507.

RCA TF5CM television antenna—10 years old. Available for immediate inspection. Contact E. M. Tink, KWWL-TV, Waterloo, Iowa.

FOR SALE—Equipment

(cont'd)

Continental Electronics PRO/LOG programmer/logger type 913-20. In service KMYR available February 1st. Scully music transports 4 track stereo. McCarta single play and carousels 2 track stereo. Programmer compatible with IBM traffic accounting. Perfect mechanical and electrical condition. Call collect: 303-936-3495. Radio Station KMYR, 7200 W. Alameda Ave., Denver, Colo. 80226.

Best deals—Spotmaster. Scully, Magnecord, CBS Audimax—Volumax Amega film equipment, Lange vin, Fairchild, QRK, Russco. Other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

\$4750.00 buys a Gates FM5B transmitter in good operating condition with used spare final tubes, filters and factory reconditioned mono exciter tuned to 100.7. John R. Krieger, KQET, 113 W. 5th St., Austin, Texas 78701, A.C. 512-478-8521.

FM 1 KW Transmitters: Collins, RCA, ITA, GE, from \$1,000.00 up. Also 250 W to 7.5 KW, AM and FM. Bill Barry, Box 609, Lebanon, Tennessee, 615-444-0305.

For sale 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.

Bird 8241 Termaline 6 kw water cooled load—reconditioned and tested . . . \$400.00. (215) 874-5238. Wilkinson Electronics, Inc., 1937 West MacDade Boulevard, Woodlyn, Pennsylvania 19094.

Gates IG kilowatt FM transmitter, less than three years old, now in operation, perfect condition; four bay Gates Cycloid antenna with de-icers, both tuned 101.7 mc; available in May. KSIB-FM, Creston, Iowa 782-2155.

7295C, 7389C, 7295A, 7293A, 7293C I.O.'s for lease or sale. First quality, in factory sealed cartons at \$80.00 per month lease, or \$875.00 with 750 hour warranty. For further information write Box B-112, BROADCASTING.

For sale, UHF equipment good condition, available March 2 UHF GE12.5 KW transmitters type TT25A channels 25, 32, 36, 3-TY-25C GE antenna channels 25, 32, 36, 1-TY-106A GE antenna channel 18, 1200'-3½" 50 ohm transmission line. Don Kassner, Box 1045 Charlotte, N.C., telephone 704-372-4434.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00 Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Thinking southern California? Updated listing of station PD's, agents, unions, names and addresses you need! Send \$3.00. Box 5079, Beverly Hills, California 90210.

"Things balance out. The neighbors have more money than you, but your kids are nicer than theirs." "One of the fringe benefits of being a parent is looking at the kids after they are asleep." Get this kind of humor for your programs or add-ins by writing INSTANT WIT. 4505 S.W. 31 St., Des Moines, Iowa.

Top the competition! Use Newsbeat ideas for features, specials, editorials. Over 200 satisfied clients! Exclusive 3 month trial, \$5. Newsfeatures Associates, Box 14183, St. Louis, Mo.

1,000 raised print business cards \$5.95 PPD. Samples free. Bailey-Lisk Company, Box 35, Natchitoches, La. 71457.

INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue New Orleans, Louisiana.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street. Chicago Illinois 60604.

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.

INSTRUCTIONS—(cont'd)

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.

Announcing, programing, 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.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston. 2120 Travis, Houston Texas 77002.

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 April 2, July 9, Oct. 1. 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 69 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, Combomem, 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 Mar. 17, Apr. 21. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

R.E.I. in Fascinating K C. at 3123 Gillham Rd., Kansas City, Mo 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

First phone 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.

Broadcasting Institute offers university-level, State-accredited instruction in our own commercial station, WRNO. By broadcasters, for broadcasters. Not a trade school! Box 6071, New Orleans.

FCC first phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Inst., P.O. Box 6665, Milwaukee, Wisconsin 53216.

Why pay more? First phone license in four weeks \$295.00. Guaranteed results. Rooms \$8.00 weekly. Next class February 17th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee phone 297-8084.

INSTRUCTIONS—(cont'd)

If you have Executive potential and selling ability, find a place in the \$60 billion per year education industry. Prefer to talk to people in the Colorado area and surrounding states. Write or call: Broadcast Academy, 333 N. Circle Drive, Colorado Springs, Colorado, 80909, phone 473-2333.

See our display ad under instruction on page 85. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO 2-3231.

RADIO

Help Wanted

Management

RADIO MANAGEMENT

Group broadcaster seeks creative, aggressive personnel for management positions in major markets. Unusual opportunity for advancement and participation. Send resume and salary requirements in confidence to

Box B-111, Broadcasting.

Manager—Radio Operations

Top rated network owned eastern station needs top operations man. Strong on writing and production stickler for detail and follow-thru. Solid five figure salary. Excellent future. fringe benefits and living conditions. Rush resumes, writing and product samples.

Box B-76, Broadcasting.

Announcers

MORNING NEWSMAN

Join five man metro News Department as AM Newsmen. Experienced, authoritative newscaster will receive excellent fringe, and \$8,400 minimum start. Degree desired, but experience will be weighed. Rush tape and resume to:

Morry Alter, News Director, KSTT, 1111 East River Drive, P.O. Box 3788, Davenport, Iowa 52808.

WONE Dayton, Ohio

seeking afternoon drive man. Excellent opportunity for right man to move with growing chain. Forward tape and resume to Bob Lyons, WONE Radio, Box 98, Dayton, Ohio, 45402. All replies confidential.

Immediate opening

for experienced contemporary announcer for 7 to midnight slot. Must be on his way up, bright, and ready to assume full responsibility. Rush resume and tape to

Bob Dell, WTAC, Flint, Michigan. No phone calls.

MORNING PERSONALITY

Our morning man must return home for family reasons. He's good and we'll miss him. Can you handle his contemp-MOR format in this competitive, six station surveyed market? An air check is important. Send it to

WRTA, Altoona, Pa.

All tapes returned

Technical

RADIO BROADCAST TECHNICIANS

The Voice of America, U. S. Information Agency, has positions available for RADIO Broadcast Technicians in Washington, D.C. These positions require a MINIMUM of FIVE years progressively responsible experience in both Studio and Recording activities. Starting salary is \$6 per hour. Under Civil Service. Applications (CSC Form 171), available at local Post Office or other Federal offices should be sent to:

Chief, VOA Personnel Office, U. S. Information Agency, HEW-South Building, 330 C Street, S.W., Washington, D. C. 20547

An Equal Opportunity Employer

NEWS

Radio Newsman

CBS owned station needs top newsmen with strong delivery and heavy experience in news writing and street work. Top salary, fees and fringe benefits. Rush tape and resume to:

News Director

WEEI Radio

Boston, Massachusetts 02199

RADIO NEWS ANNOUNCER

One of the nation's largest MOR stations needs aggressive morning anchor man with a creative flair and style. Candidates must be experienced in gathering, editing, and producing news programming. Send a complete confidential resume (including salary requirements) and audio tape to:

Box B-114, Broadcasting.

Programing, Production, Others

Executive Secretary

Prominent Radio-TV national brokers looking for executive secretary. Knowledge of Radio-TV helpful. Job requires ability to handle matters in complete confidence. Some Travel. Employment would be in New York City. Starting salary \$600 monthly plus small expense account. Profit sharing plan to be inaugurated.

Send resume to Box B-96, Broadcasting.

Situations Wanted Management

Situations Wanted

Management—(cont'd)

Radio-TV Pro

20 years talent end, seeks initial managerial slot. Ivy grad, personable, knowledge production, programing, play by play, news, good music. editorials. community involvement.

Box A-12, Broadcasting.

NATIONALLY KNOWN SPORTSCASTER

Seeks Management-Ownership Opportunity I am looking for a profitable operation in a college town that offers college football and basketball play by play in addition to general managers position. If you eventually want to sell all or controlling interest, I'm your man. Can offer twenty years experience in all phases.

Box B-10, Broadcasting.

Announcers

LOOKING FOR AN ANNOUNCER?

Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.



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Specialists in Executive Recruitment

Situation Wanted

Programing, Production, Others

PROGRAM DIRECTOR

Major market broadcaster experienced in all phases of programing, news, production, promotion. Above average announcer with ideas and ability. Can assume full programing responsibilities. Married veteran, 12 years experience.

Box B-89, Broadcasting.

TELEVISION—Help Wanted

Management

REGIONAL SALES MANAGER

—The man we want has experience and stature in the Television Broadcast industry. A self starter will be rewarded most equitably by a recognized designer and manufacturer of TV Station Equipment.

Central Dynamics Corporation
Cherry Hill Industrial Center
Cherry Hill, New Jersey 08034
Attn: Robert G. Hueffed
Tele: (609) 424-3900

Technical

OVERSEAS OPPORTUNITY

AVCO Corporation operates and maintains VHF 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 allowance—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)

TV—Help Wanted—Sales

RADIO & TV TIME SALES MANAGER

NEW YORK

FORGET IT . . .

This probably isn't the spot you want anyhow and what's more, we're going to get hundreds of resumes . . . so who stands a chance? So we pay big and really reward results? So we are well-established and highly regarded with Radio & TV management? So we're growing fast and want someone who can grow with us? What if the President believes in rapid advancement for top people? Forget it!

BUT IF YOU CAN'T FORGET IT . . .

and you're long on imagination . . . and if creative and saleable ideas are your meat . . . and you're a top salesman yourself with a proven ability to lead as well as MOTIVATE a "Hot" sales staff . . . then don't forget it! A successful background in Radio & TV sales or syndication or print media is a must. Submit resume to:

Box B-107, Broadcasting.
Our staff knows of this ad

Program, Production, Others

Sales Promotion

Major midwest market station offers excellent managerial opportunity to aggressive, creative, self-starter with several years experience in promoting and advertising radio and TV operations. Excellent benefits and salary commensurate with experience and potential. Reply in confidence, furnishing full personal data, salary history, and promotion samples to:

Box B-36, Broadcasting.
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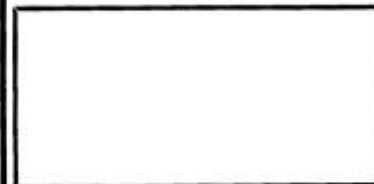
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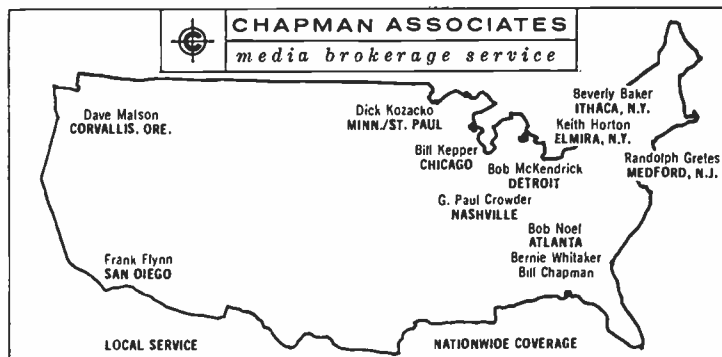
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(Continued from page 78)

bus. Ohio: WFOB-FM Fostoria, Ohio: KXLS Oklahoma City. Actions Jan. 31.

Translator actions

■ K08FT Kilauea, Hawaii.—Broadcast Bureau granted license covering permit for new VHF translator. Action Jan. 31.

■ K04FW western part of Des Moines, Iowa.—Broadcast Bureau granted CP for VHF translator to change type trans. Action Jan. 22.

■ Hearing Examiner Forest L. McClenning in Battle Creek, Mich. (West Michigan Telecasters Inc.), translator proceeding, continued hearing to April 7 (Doc. 17976). Action Jan. 30.

■ K04DY Tahlequah, Okla.—Broadcast Bureau granted CP for VHF translator to change type trans.

■ K06EQ Midland, Tex.—Broadcast Bureau granted mod. of CP for VHF translator for extension of completion date to July 29. Action Jan. 29.

■ K08FJ and K10FJ, both Alton and surrounding ranches, Utah.—Broadcast Bureau granted CP to change input channel of VHF translator K08FJ to via K75BW, rural San Pete county, Aurora and rural Juab county, K67AA, rural Beaver county, Hamilton Fort and Newcastle, and K07HY, Navajo Lake resort and surrounding homes, Utah: change trans. location to approximately 5½ miles southwest of Alton; change type trans., make changes in ant. system; granted CP to change primary station of VHF translator K10FJ to via K69AA rural San Pete county, Aurora and rural Juab county, K80CE rural Beaver county, Hamilton Fort, Newcastle, and proposed new translator to serve Navajo Lake resort and surrounding homes, Utah: change trans. location to approximately 5½ miles southwest of Alton; change type trans. and make changes in ant. system. Action Jan. 17.

■ K02EN Glendale, Utah.—Broadcast Bureau granted CP to change primary station of VHF translator K02EN to via K75BW, rural San Pete county, Aurora and Rural Juab county, K67AA, rural Beaver county, Hamilton Fort and Newcastle, K07HY, Navajo Lake resort and surrounding homes, and K08FJ, Alton and surrounding ranches, Utah: change principal community to Orderville, Utah: change trans. location to approximately one mile east of Orderville; change type trans. and make changes in ant. system. Action Jan. 17.

■ K09HH and K11HJ, both Orderville, Utah.—Broadcast Bureau granted CP to change frequency of VHF translator K09HH from ch. 9 to ch. 5; change primary station to KSL-TV Salt Lake City, via K73BF, rural Beaver county, Hamilton Fort and Newcastle, K03CX, Navajo Lake and surrounding homes; and proposed new VHF translator to operate on ch. 12 Alton, Utah: change type trans. and make changes in ant. system; change call sign to K05DU; granted CP to change frequency of VHF translator K11HJ from ch. 11 (198-204 mc) to ch. 12 (204-210 mc); change primary station to KSL-TV Salt Lake City, via K73BF, rural Beaver county, Hamilton Fort and Newcastle, and K03CX, Navajo Lake and surrounding homes, Utah: change trans. location to approximately 5½ miles southwest of Alton; change type trans. and make changes in ant. system; change call sign to K12HD. Action Jan. 17.

■ W76AE and W78AG, both Rustburg, Va.—Broadcast Bureau granted licenses covering new UHF translator; condition. Action Jan. 29.

CATV

Action on motion

■ Hearing Examiner Jay A. Kyle in Whitehall and Circleville, both Ohio (Multi-Channel Cable Co.), CATV proceeding in Columbus, Ohio TV market, in accordance with FCC's notice of proposed rulemaking and notice of inquiry, particularly paragraph 51, in Doc. 18397, suspended indefinitely all further proceedings in this matter (Docs. 18356-7). Action Feb. 3.

Ownership changes

Applications

■ WPDF Corydon, Ind.—Seeks transfer of control of Harrison Radio Inc. from Sam B.

and Joyce A. Holmes (42.91% before, none after) to Herbert L. and Mary R. Arms (42.91% before, 85.82% after). Consideration: \$30,000. Principals: Mr. Holmes has minority interest (approx. 2%) in WAIN Columbia, Ky. Mr. and Mrs. Holmes own auto supply firm in Jeffersonville, Ind. Mr. and Mrs. Arms have no other business interests indicated. Ann. Jan. 31.

■ WGMZ Flint, Mich.—Seeks transfer of control of Metrocom Inc. from Philip R. Munson (52% before, none after) to Model Associates Inc. (none before, 52% after). Principals: Hermine M. and Stanley A. Marks, executrix and executor of estate of Henry A. Marks (jointly 74.8%) et al. Mr. Marks owns 45% of New York stock broker firm, Mrs. Marks has no other business interests indicated. Consideration: \$13,988. Ann. Feb. 3.

■ WXXX Hattiesburg, Miss.—Seeks transfer of control of Echo Broadcasting Corp. from Billie F. Cornelius (25% before, none after) to Edd Cantrell (25% before, 50% after). Consideration: \$6,000. Ann. Feb. 3.

■ KFBB Great Falls, Mont.—Seeks assignment of license from Harriscope Broadcasting Corp. to Big Sky Broadcasting Co. for \$185,000. Sellers: Burt I. Harris, president et al. Sellers own 50% of WSNB-TV Chicago, 100% of KULR-TV Billings, Mont., and 10.19% of KGGM-AM-TV Albuquerque and of KVSF Santa Fe, both New Mexico. Buyer: W. Holter, sole owner. Mr. Holter owns 87½% of KLTZ Glasgow and KYLT Missoula, both Montana. Ann. Feb. 3.

■ WRAN Dover, N. J.—Seeks assignment of CP's from Lion Broadcasting Co. (100% before, none after) to Jersey Horizons Inc. (none before, 100% after). Consideration: \$1. Assignment is for corporate reorganization. Lion Broadcasting is wholly owned by Jersey Horizons. Principals: John Smart, president (28%) et al. Ann. Jan. 31.

■ WOUR Utica, N.Y.—Seeks assignment of license from Carleton H. Freedman to Brinsfield Broadcasting Co. for \$20,000. Seller: Carleton H. Freedman, sole owner. Buyers: J. Stewart Brinsfield Sr., president, and J. Stewart Brinsfield Jr., vice president-secretary-treasurer (each 50%). Messrs. Brinsfield own WHRN Herndon, Va.: 45% of WCIR Beckley, W. Va.: are applicants for new AM's at Corry and Oil City, both Pennsylvania, and Naples, Fla.: and are applicants for new FM's at Peoria, Ill., Raytown, Mo., and Oil City. They also have 66½% interest in applicant to purchase WSMO-FM La Plata, Md. and own 50% of real estate holding company. Ann. Feb. 3.

■ WAMO-AM-FM Pittsburgh: WLTO Miami: WILD Boston, and WUFO Amherst-Buffalo, N.Y.—Seek transfers of control of Dynamic Broadcasting Inc. from Leonard E. Wark (50% before, none after), and James H. Rich and Bernard M. Friedman (each 25% before, none after) to Cypress Broadcasting Corp. (none before, 100% after). Consideration: \$2.5 million. Principals: Cypress Broadcasting Corp. is wholly owned by Cypress Communications Corp., 70.9% owner of KTKL-TV Sacramento-Stockton, Calif., and multiple CATV owner. Electronics Capital Corp. owns 50.6% of Cypress Communications Corp. Ann. Feb. 3.

■ KFDM-TV Beaumont, Tex.—Seeks transfer of control of Beaumont Television Corp. from Beaumont Broadcasting Corp. (100% before, none after) to A. H. Belo Corp. (none before, 100% after). Consideration: \$4,888,664.57. Sellers: D. A. Cannon Sr., president, and family (55%) and C. Blakely Locke executive vice president (26%) et al. Mr. Cannon and family own KFDX-TV Wichita Falls, Tex. Buyers: H. Ben Decherd, chairman of board, Joe M. Dealey, president, and James M. Moroney Jr. executive vice president (jointly 70.99%) et al. Buyers own Dallas Morning News and WFAA-AM-FM-TV, both Dallas. Buyers also own real estate company: News-Texas Inc., owner of newspaper in Arlington, Tex., and 25% of movie production firm. Ann. Jan. 31.

■ KCFH Cuero, Tex.—Seeks transfer of control of Cuero Broadcasters Inc. from James D. Farr Jr., president, David M. Schmidt Jr., vice president, and William M. Knobler, secretary-treasurer (each 33½% before, none after) to Lloyd E. Kolbe and Gordon Clegg (both none before, 50% after). Consideration: \$30,000. Principals: Mr. Kolbe owns KVLG La Grange, Tex. Mr. Clegg owns accounting firm, 50% of oil production firm and 50% of real estate ownership corporation. Ann. Jan. 31.

■ KPSS Falfurrias, Tex.—Seeks transfer of control of Reklonal Broadcasters Inc. from Carl E. Frye (50% before, none after) to Donald K. Funkhouser (50% before, 75% after) and I. Clinton Miller (none before, 25% after). Consideration: \$27,000. Seller:

Mr. Frye has interest in mobile home firm. Buyers: Mr. Funkhouser is manager of WSIG Mt. Jackson, Va. Mr. Miller is attorney. Ann. Feb. 3.

Action

■ KAPP(TV) Yakima, Wash.—Broadcast Bureau granted transfer of control of Apple Valley Broadcasting Inc., permittee of station, from its present 100% stockholder Evening Telegram Co. to new merged licensee entity, in which, among other principals, Evening Telegram and Northwest Television and Broadcasting will each hold negative control. Apple Valley Broadcasting is applicant for new TV in Kennewick, Wash. Morgan Murphy, president et al. Consideration \$45,000 in stock. Action Jan. 22.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through Feb. 5. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ Mount Shasta, Calif.—Ed Milley has applied for a franchise. He would provide four channels, with a potential of 12 channels, for \$5 a month or less.

■ Riverside County, Calif.—Columbia Cable Systems Inc., Westport Conn., has been granted a franchise for the San Jacinto area. The company will charge \$10 for installation and \$5.25 monthly. The company also has announced plans to request a franchise from the city of San Jacinto.

■ Carthage, Ill.—Community Antenna TV Inc., Virginia, Ill., has applied for a franchise. G. E. Gill is president of the firm. The firm would charge \$10 for installation, \$5.20 per month plus \$1 for each additional set. The city would receive 5% of the company's gross earnings.

■ Oak Park, Ill.—Teleprompter Corp., New York (multiple CATV owner), Time Inc., New York, and Bell Telephone Co. have applied for a franchise.

■ St. Peter, Minn.—Four firms have applied for a franchise: GBZ-TV, Grand Rapids, Minn., Faribault TV Cable, Faribault, Minn.; International TV Cable, International Falls, Minn.; and K&M Electronics Inc., Minneapolis.

■ Hannibal, Mo.—Hannibal Cable TV Co., a division of General Communications Inc., has begun operation.

■ North Haledon, N.J.—Clearvision Electronics Corp. has applied for a franchise. Clearvision would charge \$20 for installation and \$5 monthly.

■ East Providence, R.I.—American Telecable Services Corp., represented by John J. Hanly of Chevy Chase, Md., has applied for a franchise. The company would provide free service to all public schools, police and fire departments, city hall and hospitals. The firm would charge \$10 for installation and \$4.95 monthly. Commercial establishments would be charged \$25 for installation and \$4.95 monthly.

■ Beaumont, Tex.—Previous item incorrectly identified Jefferson Cablevision Corp., Birmingham, Ala., as an applicant for a franchise (BROADCASTING, Feb. 3). Beaumont Cablevision (Ed Lovelace, president) and Jefferson Cablevision Co. (Edgar P. Smith, president) are applicants for a franchise.

■ Burkburnett, Tex.—Arena Corp. of Dallas, Texas, has applied for a 20-year franchise. The company would pay 4% of its gross income.

■ Griffing Park, Tex.—King Community Television Co. has been granted a franchise.

■ Lakeview, Texas.—King Community Television Co. has been granted a franchise.

■ Pear Ridge, Tex.—King Community Television Co. has been granted a franchise.

■ Orange, Va.—American Telecable Service, Rockville, Md., has applied for a 20-year franchise. The firm would pay 6% of its annual gross income and would charge \$10 for installation and \$5 monthly. Commercial establishments would pay \$25 for installation.

There are many stories of poor boy makes good in broadcasting.

That of J. R. Livesay, however, is somewhat unusual. It is the story of the grass-roots broadcaster who crusaded diligently for years for what long seemed a lost cause—uniform time for daytime AM radio stations—and who eventually won, at least as far as sign-on time is concerned, thereby benefiting three-fourths of the more than 2,000 daytime outlets in the U. S. but neither one of his own two daytimers.

Ray Livesay has won in other ways, however. For one, he is no longer poor.

For another, his station interests, ranging from part ownership of WTWO (TV) Terre Haute, Ind., to chief ownership of WLBH-AM-FM Mattoon, Ill., to full ownership of WHOW Clinton, Ill., are a source of pride of worthwhile public contribution, considering the social and economic achievements these stations have scored in their respective communities.

Not last nor least is the recognition and friendship of his fellow broadcasters, evident when Mr. Livesay flies his Beech Bonanza to some industry gathering and renewed each time he is elected to be director-at-large of the National Association of Broadcasters by the small-market radio-station operators throughout the 50 states. When he ends his present NAB term next year, Mr. Livesay will have served a total of eight years on the association's board.

Among the founders of the Daytime Broadcasters Association at a meeting in St. Louis in 1955, Mr. Livesay has been at the head of the group since that time and presently is board chairman. He has testified often on the issues of the DBA before congressional committees and worked for the cause constantly at the FCC. As an industry adviser to the FCC and the State Department, he helped support the official delegation in its recent negotiations with Mexico to win a new broadcast treaty that awaits the ratification of the senates of the U. S. and Mexico.

Although the full details of the treaty have not yet been disclosed, one gain will be the uniform 6 a.m. local sign-on time for about 270 U. S. daytime stations now on the seven Mexican clear channels. The treaty's chances of ratification are good, Mr. Livesay feels, especially since it is understood the Clear Channel Broadcasters Association "reluctantly" will not oppose the treaty because of national interest.

The Mexican treaty provision puts the cap on the earlier major gains won by the persistence of Mr. Livesay and the DBA before Congress and the FCC. These culminated last August when the commission on its own motion provided a uniform 6 a.m. local sign-on time for some 1,400 daytime stations. The case had been under consideration since

Ray Livesay: crusader for the daytimer

1961 and the ruling last summer was a refinement of the 1967 uniform time ruling after further negotiations with Canada on mutual interference standards and related issues.

"You cannot lace the public interest in an engineering straitjacket," was the theme Mr. Livesay repeated to all who would listen in his crusade. He argued the public will put up with some in-

terference just to get its own local service and felt the FCC should serve people, not engineering curves.

Neither Mr. Livesay's WLBH or WHOW benefit from the changes because they are on U. S. class I-B clear channels. But he fought the DBA battle simply because he thought it was right.

"Principle to me has always meant more than dollars," Mr. Livesay says. However, he advises his son, also interested in broadcasting: "Don't become a crusader like your dad. You'll spin your wheels all your life and waste a lot of time."

Mr. Livesay also admits: "If I'd known it was going to be such a long fight back there in 1955, I don't think I would have had the courage to start. It was one of those situations where you cross each bridge when you come to it and don't give up."

It is the way he doesn't give up on vital issues in his editorials on WLBH and WHOW, a policy begun in 1950 just months after the FCC rescinded its Mayflower decision banning editorials. WLBH is credited with sparkplugging a new junior college in the area, for example, and now is spearheading a drive for a new hospital.

WLBH has a heavy talk format plus middle-road music while WHOW has been country-and-western since its start. WLBH-FM, started in 1949, went to separate programming and sales in 1963 with an easy-music format. The Livesay team called half of all telephones in Mattoon homes as part of its market research in reaching the separation decision. They found wide FM awareness and acceptance.

"I very firmly believe in the future of FM radio," he says, predicting the small class A outlet will spread over the towns of the country and bring such wide use of the medium that in maybe another decade "our FM facilities will be worth more than our AM." He notes with automation "mom and pop" outlets will be feasible in towns of but 2,000 population.

Mr. Livesay skipped college because he could not find a good radio course at the time. "All they were teaching was warmed-over newspaper journalism," he recalls. During World War II he was a Navy radio instructor. He holds an FCC first class license.

Like others of his generation born on the farm and who grew up winding radio coils on Mother's Oats boxes. Mr. Livesay has broadcasting in his blood. He recalls selling main-street merchants on WJZ Tuscola, Ill. (now in Decatur, Ill.) in the late 1930's as his best education and the source of his enthusiasm for radio-TV in the free-enterprise tradition.

Typical Livesay: "Competition makes us all more healthy—if we are able to survive."

Week's Profile



James Ray Livesay—president, 25% owner, WTWO(TV) Terre Haute, Ind.; chief owner, WLBH-AM-FM Mattoon, Ill., and sole owner, WHOW Clinton, Ill.; b. Oct. 1, 1916, Grand Tower, Ill., where he graduated from high school in 1934; owner, radio-set sales and service store, Villa Grove, Ill., 1935; salesman, WJZ Tuscola, Ill. (now in Decatur, Ill.), 1936-44; radio-electronics instructor, U. S. Navy, 1944-46; founded WLBH 1946, WLBH-FM 1949 and acquired WHOW 1950; headed merger resulting in WTWO 1965; director-at-large for small-market radio stations, National Association of Broadcasters; board chairman, Daytime Broadcasters Association; past president, Illinois Broadcasters Association; long active in Rotary, Elks, Masons and Central Community Church of Mattoon; m. Leffel Elmore of Hartsville, Tenn., Dec. 10, 1937; children—married daughter Shirley and son Jim, 21; hobbies—big-game hunting, golf and flying his own plane.

A question of responsibility

The episode that has embroiled WBAI(FM) New York in a raging controversy may be defensible on constitutional grounds, but it is open to attack on grounds of social, moral and, we think, professional irresponsibility.

We are not entirely sure that it is defensible even on constitutional grounds.

What set off the controversy was the reading on WBAI of a poem whose lines—such as “you pale-faced Jew boy, I wish you were dead”—make unarguable the charges of anti-Semitism that widely and promptly ensued. And the poem was “dedicated” to the head of the teachers’ union in last fall’s New York city school strike, which was singularly marked by ethnic bitterness.

This magazine has spent almost 38 years upholding broadcasting’s right to freedom of the press. It does not lightly take any position that might imply doubt about broadcasting’s constitutional guarantees. Without departing from that fundamental policy, we believe that a case can be made for the proposition that WBAI may have taken itself beyond the limits of constitutional protection.

WBAI essentially presents unedited views and opinions rather than news. It is more an electronic soapbox than an organ of broadcast journalism. Soapboxes, of course, are protected by the right of free speech as journalism is protected by the right of free press. But rights are necessarily accompanied by responsibilities, and in a time when racial strife has caused rioting and bloodshed, the broadcasting of ethnic slurs—inexcusable under any conditions—becomes an invitation, if not incitement, to riot.

Wasn’t it Justice Oliver Wendell Holmes who said that freedom of speech does not convey the right to shout “fire” in a crowded theater?

A matter of scheduling

Despite the trappings of a grandstand play that surrounded the FCC’s proposal of last week to prohibit cigarette advertising, broadcasters must regard as serious the threat to their cigarette billings.

The threat will persist, and probably intensify, no matter what comes of the new FCC proceeding. Absent scientific discoveries that clearly dispute what is now only a statistical linkage between cigarette smoking and disease, there will be more and more pressure to suppress cigarette consumption. Unhappily for radio and television, they are particularly vulnerable pressure points.

The reasoning that led the FCC to its rulemaking would flunk a first-day student in any logic course. It leaps from the premise that smoking is injurious to the assumption that smoking will decline or disappear if cigarette advertising is banned on radio and television. There is no evidence whatever to support the FCC’s conclusion.

In England, where cigarette commercials were taken off TV years ago, there has been a moderate decline in smoking, but there has also been an exorbitant rise in cigarette taxes which have priced cigarettes into a luxury item. In Italy, where there has never been cigarette advertising on the air, cigarette consumption keeps rising.

Still, the FCC airily contends in its notice that broadcast advertising of cigarettes promotes cigarette consumption. As any junior copywriter on a cigarette account knows, the purpose of cigarette advertising is to persuade persons who are already smokers to switch brands.

Nor does the FCC seem to suffer any qualms at the clearly discriminatory nature of a ruling that would take cigarette advertising off radio and television but leave it in all other media. When that question was raised at his news conference last week, FCC Chairman Rosel Hyde dismissed it by saying the commission had no regulatory authority over other media.

Logic, however, may be of declining value in any argument on the cigarette question, unless, as we say, there is a scientific breakthrough that renders cigarettes safe or medical statistics valueless. In the long run the odds favor a diminution, if not disappearance, of cigarette advertising on the air, by whatever means it comes.

The FCC is unrealistic in suggesting that broadcasters, by voluntary action or by government rule, give up their cigarette business overnight. There is no way to quickly fill the \$250-million gap in revenue that a loss of cigarette business would create. Unless cigarette advertising is carefully phased out and other billings created to replace it, the quality of broadcast service, especially television, is certain to be severely impaired.

Somehow the FCC must be deterred from rushing into final action. Meanwhile the case for moderation must be made to Congress. In this situation the broadcasters have every right to fight for time.

Macy’s new window

As we reported three weeks ago, John W. Macy Jr., former chairman of the Civil Service Commission and President Johnson’s chief talent scout, is to become the first president of the Corp. for Public Broadcasting.

CPB is lucky to get Mr. Macy (reportedly at the \$60,000 budgeted figure). Whatever he may lack in experience in broadcasting he more than makes up in his prowess as a personnel expert and as one who knows his way around government, including Capitol Hill.

Recruitment and fund-raising will be CPB’s most arduous tasks in these early stages. Mr. Macy has been fitting the right people into appropriate slots (with one FCC exception) for years. He has the instincts needed for groundbreaking venture in a highly sensitive field.



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WRCP-AM-FM-Philadelphia, WSOL-AM-Tampa, WWOL-AM-FM-Buffalo.