



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Spot television still picking up steam in 1969. p23
Westinghouse resigns from NAB television code. p32
SPECIAL REPORT: Baseball rights hit \$37.2 million. p44
Trouble for conglomerate ownership begins at FCC. p66

SPRINGFIELD

Missouri's THIRD LARGEST Market

An Excellent
**TEST
MARKET**

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SPRINGFIELD, MISSOURI

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Television Inc.

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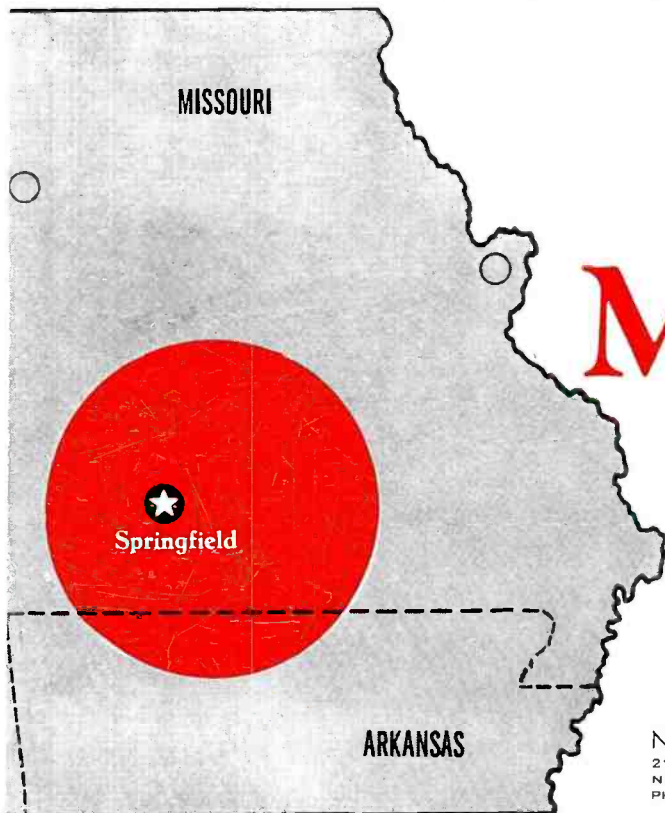
CHICAGO
35 E. WACKER DRIVE
CHICAGO, ILLINOIS
PHONE: 312 346-6440

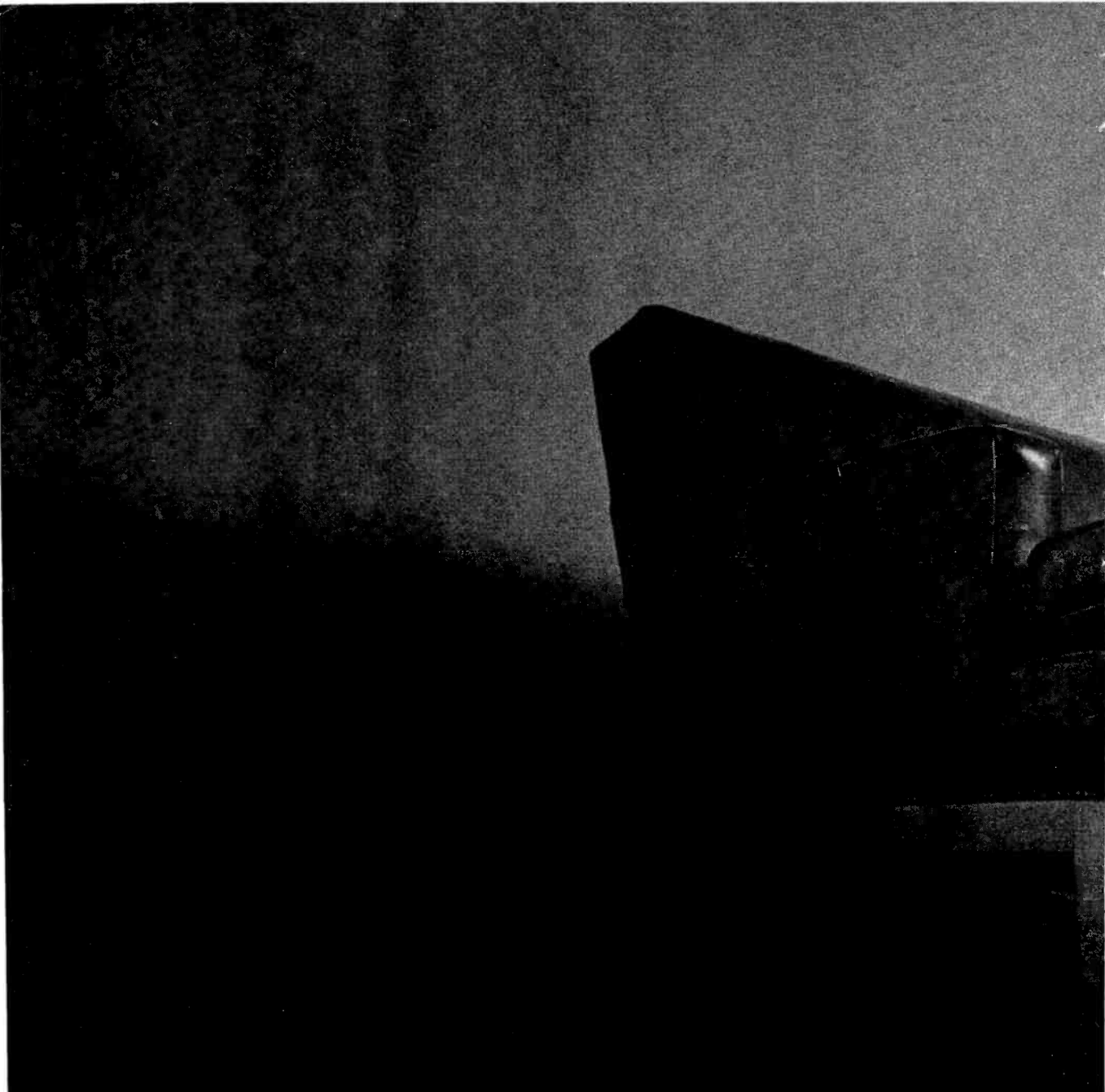
ATLANTA
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211 N. ERVAY BUILDING
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PHONE: 214 748-6035

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6290 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA
PHONE: 213 462-6453

SAN FRANCISCO
321 BUSH STREET
SAN FRANCISCO, CALIFORNIA
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The other day, Dwight, Ed and Harry go

When Dwight Reed, Ed Shurick and Harry Wise put their heads together a few weeks back, they put their manpower, facilities, services, and represented stations together, too.

They did more than that. They

created a *new* company designed to do better what Hollingbery and HR already did well. An organization of *proper* size and structure to provide full service and total coverage at all levels of the advertising-marketing spectrum. Matched to the needs

of an increasingly complex and competitive market place.

Now, HR stations, agencies, and clients are getting divisionalized sales service intensity within three station lists structured in a new, more effective way: *Balanced*



together. And divided up the country.

in terms of market and station size and potential, while providing advertisers with real geographic marketing continuity. Plus the added innovation of a sales team created to concentrate sales service at all agency and advertiser levels where

extra service is required.

Result. Not the biggest Spot representative in the business. That wasn't their goal. A bigger, *better* representative. With more personnel. Better facilities. More services. More effective ways of

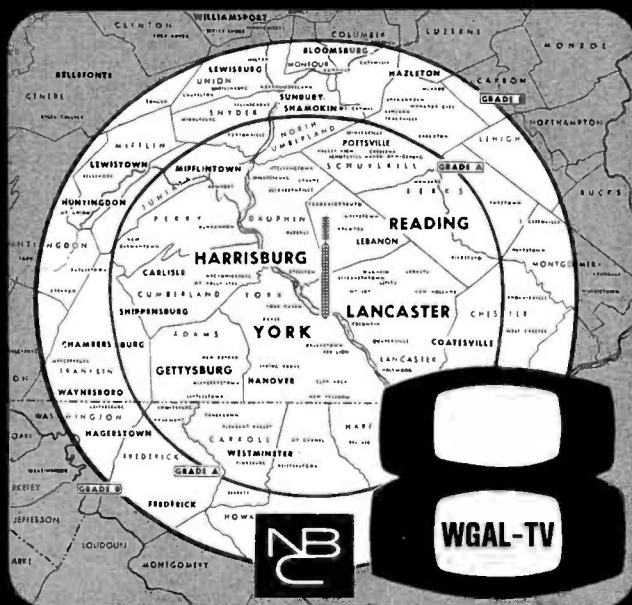
doing business. Better for HR represented stations. Better for timebuyers. Better for advertisers.

So. When you think of HR, think big if you like. We think of us as *better*. In fact, we got bigger to stay small enough to be called *best*.

HR Television, Inc.

WGAL-TV

reaches more people who buy!



In this great Channel 8 coverage area, people from 978,700† TV homes spend \$820,033,000† annually for general merchandise. WGAL-TV influences the spending of this impressive sum. How? WGAL-TV reaches more TV homes than all other stations in the area combined*. So, WGAL-TV influences more of the people with a big \$9,312,610,000† in effective buying income. Add to this the importance of 36%* color penetration.

WGAL-TV

Channel 8 • Lancaster, Pa.

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

*Based on Feb.-March 1968 Nielsen estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

†Sales Management Survey of Buying Power 6/10/68.

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

Early starters

Here's how contests for chairmanships of National Association of Broadcasters boards of directors shape up now (elections to be held June 20, in Washington): For joint board chairman, Willard E. Walbridge, KTRK-TV Houston, running against Charles H. Tower, Corinthian Broadcasting Corp. (incumbent television board chairman); for chairmanship of TV board, Harold Essex, WSJS-TV Winston-Salem, N. C., (incumbent vice chairman), so far unopposed; for vice chairman of TV board, Hamilton Shea, Gilmore Broadcasting Co., so far unopposed.

Radio board chairmanship is two-man race between Richard W. Chapin, Stuart Stations, Lincoln, Neb., re-elected recently as medium-market AM-radio director-at-large, and Ray Livesay, Midwest broadcaster serving his third separate term as director-at-large for small-market stations. Mr. Livesay was one of founders of Daytime Broadcasters Association in 1955.

More than one for some

FCC waiver of one-to-customer policy to permit sale of WMOU-AM-FM Berlin, N.H., last week (see page 74), apparently was no fluke. Commission is said to have tentatively approved two more combination sales, but to be withholding final action on them until Commissioner Nicholas Johnson writes dissenting statements. One is \$7-million sale of WTRF-FM-TV Wheeling, W. Va., to Forward Communications Corp.; other is \$125,000 sale of KRUS-AM-FM Ruston, La., to R. E. Hook and wife, who control or have substantial minority interests in six AM's and four FM's in South, and Don Hollingsworth.

There is, however, one string. As in approval of WMOU-AM-FM sale, commission is expected to make grants in two cases subject to outcome of rule-making that would bar owner of one full-time station from acquiring another full-time outlet in same market.

For the people

Full-scale plan for telling television's affirmative story to include prime-time spots as well as big space in mass print media is in process of development by Television Information Office. Executive committee of National Association of Broadcasters was told in New York last week by Willard E. Walbridge, KTRK-TV Houston, TIO chairman, and Roy Danish, director, of expanded

project designed to reach average viewer rather than only those at intellectual level. Present TIO budget runs around \$550,000, with about \$60,000 spent in several class magazines. No estimate yet of what broadened campaign will entail, but it's bound to be substantially costlier.

Close to home

Now that retailing focus is turning to TV, agencies and manufacturers are scurrying to learn how to make medium work harder for them—agencies to fill holes in their local strategies for national clients and manufacturers to cement ties with retailers. Television Bureau of Advertising and other industry information and service suppliers finally are on receiving end of calls instead of pitching them. Some agencies, a few bigs (N. W. Ayer is pitching Wana-maker's) but especially middle-sized shops, are considering retail billings with TV as significant new business potential.

What's enough?

FCC is expected to consider this week first cases resulting from its application of fairness doctrine to cigarette advertising. At issue are complaints against NBC's WNBC-TV and Metromedia's WNEW-TV, both New York. And if staff recommendations are followed, both will get mild rebuke. Staff notes that in both cases stations carried no anticigarette messages in prime time during more than half of sample periods checked (total of 30 days for NBC, 14 for WNEW-TV). Commission wouldn't set mathematical formula for deciding how many prime-time spots are enough, but it would call for "greater effort" on part of stations, and ask for statement of future policies—as well as subsequent report on implementation of those policies.

Complaint against WNBC-TV was filed by anticigarette crusader John Banzhaf III, who had asked that station's license be revoked. WNEW-TV, however, was singled out by unknown amateur, Harry Felson, of the Bronx.

Branching out

RCA, which has confined its corporate television buys in recent years almost exclusively to network, has embarked on extensive spot-TV campaign, initially running in more than 50 markets. In past, distributors and dealers have bought TV on regional or local basis

while parent corporation has stressed network TV. RCA's agency is J. Walter Thompson Co., New York.

Safer ground

Decision on series to replace *Turn-On* on ABC-TV reached late Friday. Network has selected half-hour *The King Family*, which had been on ABC's night-time schedule four years ago. *King Family* will move into Wednesday, 8:30-9 p.m. EST period, at date to be announced. ABC has scheduled move-back of half-hour to 8:30 p.m. EST, *Turn-On's* previous time slot, of motion pictures Feb. 19, 26 and March 5. *Turn-On*, midseason replacement for *Peyton Place II*, was dropped after one showing (see page 76).

At home

Brigadier-General David Sarnoff "is in the midst of a prolonged recuperation at his New York home." That's way RCA answers inquiries regarding health of its venerable chairman. General Sarnoff underwent latest of three mastoid operations Nov. 9 and has been at his New York apartment since Dec. 21. He will be 78 on Feb. 27.

Real thing

If you're Washington broadcaster and your baseball club is named Senators, logical approach is to seek men who formally bear same title to do color commentary on games. WTOP-TV Washington, which has TV rights to Senators games this year, is making such move. Station is lining up, as rotating commentators, such figures as Everett Dirksen and Edmund Muskie. It'll be switch on conventional coverage (for details of which see page 44).

Musn't talk

Almost overlooked in all that activity at FCC recently was move aimed at closing leaks from commission. New regulation forbids any FCC employee from disclosing to outsiders information or documents that normally are not routinely available to public. Included in proscription are disclosures of agenda items or of commission decisions before public announcements. Move is aimed, it's felt, at widespread information disclosures to Washington communications lawyers and engineers as well as newsmen. FCC directive was quietly put in force early this month by publication in *Federal Register*.

In Cleveland WDOK is the FM Station that delivers AM Sized Audiences

Try A Little Tenderness



AM or FM . . . it's AUDIENCE that counts
. . . WDOK DELIVERS WOMEN 18-49!* . . .

10 AM - 3 PM WDOK is #2 with 9000 . . .

3 PM - 7 PM WDOK is #3 with 7000 . . .

7 PM-Mid WDOK is #1 with 4000

*Listeners reached per average 1/4 hr.

ARB Cleveland Metro (4 counties) Oct. 1968



Norm Wain



Bob Weiss



Joe Zingale



**Westchester
Corporation**

3940 Euclid Avenue
Cleveland, Ohio 44115

Audience data quoted is subject to same limitations imposed by research firm

BROADCASTING's first reading on spot-television business in 1969 indicates that momentum of 1968 is still at work in opening quarter of this year, despite FCC's threat to cut off cigarette advertising. See . . .

Spot still picking up steam . . . 23

Pros and cons of FCC's proposed ban on cigarette ads continue to resound. HEW's Finch favors it; NAB's Wasilewski sees threat to other advertising; tobacco interests ask Supreme Court to review cigarette fairness case. See . . .

Cigarette ad issue heats up . . . 26

Westinghouse Broadcasting Co., charging NAB code has been weakened beyond redemption, bolts in favor of its own standards. Green light for personal-product advertising is cited as "last straw." See . . .

Westinghouse bolts NAB TV code . . . 32

Broadcasters will pay over \$37 million for baseball this season while sending out over \$100 million in advertising bills—but horizon is clouded by scarcity of sponsors in some cities, no radio-TV outlet in others. See . . .

Baseball rights up to \$37.2 million . . . 44

Conflicting theories of conglomerates' influence on broadcasting will be examined in FCC inquiry. In the meantime, conglomerates seeking stations may encounter trouble at the commission. See . . .

Trouble for conglomerates at FCC . . . 66

FCC grants first waiver of its interim one-to-customer policy in approving sale of WMOU-AM-FM Berlin, N. H., with Johnson as lone dissenter. Sale is partially hinged on outcome of one-to-customer proceeding. See . . .

FCC breaches one-to-customer . . . 74

New-season line-ups now being assembled for fall by TV networks may represent more than 20 hours of new weekly programming, with ABC leading the pack, according to agency and network sources. See . . .

Network program gears grind . . . 76

CBS broadcast electronic video recording (BEVR) camera will be manufactured and marketed by General Electric Co., beginning sometime this year, with price set in \$33,000-\$35,000 range. See . . .

GE to market BEVR camera . . . 86

Stanford Research Institute, engaged by FCC to study land-mobile allocations problems, reaches "unexpected" conclusion: Stems from mismanagement, not spectrum scarcity. Familiar? See . . .

Setback to land-mobile campaign . . . 88

Another pitch for TV channels is in works, as National Research Council panel recommends reallocation of UHF channels 67-69, as clear channels for direct-to-home broadcasting from satellites. See . . .

New UHF-spectrum grab proposed . . . 90

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Broadcasting

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When 1 New England broadcaster wins 5 UPI awards in a single year,

that's news!

Once the New England UPI Broadcasters Association tallied up the winners in the highly-coveted Tom Phillips Award competition, one thing was clear. WHDH-TV and Radio took more "firsts" and "special citations" for news stories than any other station in New England. Including two unprecedented awards for both radio and TV election coverage!

Now, all of that may be news to you, but it didn't surprise people around Boston at all. They just take it for granted that the best news broadcasting anywhere is always on WHDH. Last year. This year. Every year.

WHDH-TV:
First Prize Election
Coverage

WHDH-Radio:
First Prize Election
Coverage

**WHDH-TV: Special
News Citation "Date-
line Da Nang" — one
of a series of TV spe-
cial films in Vietnam**

**WHDH-TV: Special
Citation Spot News —
"The Arlington Street
Sanctuary Riot"**

**WHDH-Radio: First
Prize Best Radio News
Story of 1968 — Leba-
non, N.H. Plane Crash**

WHDH-TV and Radio

50 Morrissey Blvd., Boston, Massachusetts 02125 • (617) 288-5000

Represented nationally by John Blair & Company

Schneider named executive VP at CBS

Wood, Daniels, Dawson move up corporate ladder

John A. Schneider was promoted to new post of executive vice president of CBS Inc. and Richard W. Jencks was named to succeed him as head of all CBS broadcast operations Friday (Feb. 14) in key moves of biggest management realignment in recent broadcasting history.

CBS Inc. President Frank Stanton announced changes, effective today (Feb. 17). Others were:

- Robert D. Wood, president of CBS-TV Stations Division, becomes president of CBS-TV Network;

- Ralph H. Daniels, vice president and general manager of WCBS-TV New York, succeeds Mr. Wood as president of CBS-TV Stations Division;

- Thomas H. Dawson, president of CBS-TV Network, becomes vice president and assistant to executive vice president (Mr. Schneider) of CBS Inc.

In memo distributed to CBS organization Friday afternoon, Dr. Stanton said "the substantial growth and diversified nature of our operations"—factors that have almost doubled CBS revenues in past five years, he noted—made it "advisable to realign the top management structure" and that office of executive vice president was created "to that end." All four CBS operating groups—CBS/Broadcast, CBS/Columbia (records and musical instruments), CBS/Holt (publishing and education materials) and CBS/Comtec (communications technology and services)—will report to Mr. Schneider. In past they've reported to Dr. Stanton.

Mr. Jencks's elevation to presidency of CBS/Broadcast group, encompassing all CBS broadcasting and feature films, marked him as one of fastest-rising executives in CBS line-up. Less than three months ago he was named executive vice president of CBS-TV Network—number-two post, created at least partly to give his administrative talents broader play and, it was generally assumed, to prepare him for even bigger responsibilities (BROADCASTING, Dec. 2, 1968)—after little more than year as vice president and general counsel of CBS Inc. CBS-TV Network and Stations divisions, CBS Radio, CBS News and CBS Films will report to him in new assignment.

Observers speculated new appointments also depict eventual line of succession to top-top management as it is currently envisioned. Chairman William S. Paley is 67 but remaining active past

age-65 mandatory retirement deadline at board's request. Dr. Stanton at 60 is working under long-term contract.

All of Friday's appointees are in their 40's except Mr. Dawson. It appeared clear that Mr. Schneider, 42, and Mr. Jencks, 47, now rank one-two after Dr. Stanton. Mr. Wood, another whose esteem within CBS organization has been apparent, is 43. Mr. Daniels is 41 and Mr. Dawson 54.

Successor to Mr. Daniel as head of WCBS-TV was expected to be announced shortly. Whether there would be successor to Mr. Jencks as TV network executive vice president was less clear; sources said Mr. Wood would make decision after he moves into network presidency.

CBS Inc. has not had executive vice president since Joseph H. Ream left that post in 1952. Mr. Schneider, moving into re-created but vastly expanded office, has himself moved rapidly through CBS ranks. He started as salesman in 1950, became general manager of CBS-TV stations national sales in 1956, subsequently headed WCAU-TV Philadelphia and WCBS-TV before moving into CBS-TV Network presidency in 1965 and head of CBS/Broadcast group in 1966.

Mr. Jencks joined CBS West Coast law department in 1950, became West Coast resident attorney three years later. He left in 1959 to become president of Alliance of Television Film Producers, returning to CBS in 1965 as deputy general counsel.

Mr. Wood started with CBS at KNX Los Angeles, subsequently held TV sales posts there and in New York, then was head of KNXT(TV) Los Angeles from 1960 to 1966, when he was named executive vice president of CBS-TV Stations Division. He became president of division in October 1967.

Mr. Daniels held various posts with CBS on West Coast and in New York from 1956 to 1966, when he became general sales manager of KNXT and of CBS-TV Pacific Network. He was named vice president and general manager of WCBS-TV in May 1967.

Mr. Dawson rose to CBS-TV Network presidency through number of sales positions starting in Minneapolis in 1938. He left CBS to become director of TV for Edward Petry & Co. in 1950 but returned to CBS following year as general sales manager of CBS TV Spot Sales. He became network sales manager in 1952, sales vice pres-

ident in 1957, senior vice president of network in July 1966 and network president in December of same year.

CATV franchise is 14-in-1

New twist in cable TV franchising—single grant of CATV franchise to serve 14 Idaho and Oregon communities—was announced Friday (Feb. 14). Grant was made to Gencoe Inc., multiple CATV owner, subsidiary of Livingston Oil Co.

Grant came after committee of officials from 14 communities reviewed nine proposals day before.

Exclusive, 20-year franchise calls for Gencoe to complete estimated \$4-million, 27-channel installation passing more than 50,000 homes in 18 months. Installation and monthly fees to customers will be \$9.95 and \$4.50, respectively. Cities will get 4% of gross revenues first two years and 3% next 18 years.

\$55 million forms new firm

Richmond Newspapers Inc., group broadcaster and publisher, and Universal Publishing & Distributing Corp., New York-based firm, have formed new holding company, in stock exchange aggregating about \$55 million.

New company, as yet unnamed, is intended to be communications and leisure group.

RNI holdings include WRNL-AM-FM Richmond, Va., and *Richmond Times-Dispatch* and *News Leader*, and about 55% of Tampa, Fla.'s WFLA-AM-FM-TV, *Times* and *Tribune*. Universal publishes *Golf*, *Ski*, *Family Handyman* and various business publications, and has also acquired *Home Garden Magazine*.

Cable companies to merge

Merger agreement in principle has been announced between Columbia Cable Systems Inc. and International Cablevision Corp., both publicly owned (over-the-counter) multiple CATV owners. Columbia will be surviving corporation.

Transaction involves estimated \$4.5 million in Columbia stock at current prices and is subject to final agreement and approval by directors and stockholders of both companies.

Columbia at present serves more than 25,000 subscribers in 13 systems in Arizona, California, Oregon and Washington. International Cablevision serves 10,500 customers in Vero Beach and Fort Pierce, both Florida, and San Angelo, Tex. Robert M. Rosencrans is president of Columbia; Ralph M. La-

Week's Headliners



Mr. Schneider



Mr. Jencks



Mr. Wood

In executive realignment at CBS, **John A. Schneider**, president, CBS/Broadcast Group, becomes executive VP, CBS Inc. He is succeeded by **Richard W. Jencks**, formerly executive VP, CBS-TV network division. **Robert D. Wood**, president of CBS Television Stations division, named president, CBS-TV network division, replacing **Thomas H. Dawson**, who becomes CBS Inc. VP and assistant to Mr. Schneider. **Ralph H. Daniels**, VP of TV stations division and general manager, WCBS-TV New York, replaces Mr. Wood as president of that division (see page 9).

W. Thomas Dawson, VP, CBS Radio division information services, since January 1960, named VP and assistant to president of CBS Radio. **Maurie Web-**

ster, VP, development, CBS Radio division, named VP for division services, assuming Mr. Dawson's duties in sales promotion, advertising, press information and public relations as well as having responsibilities in development and engineering services. Mr. Dawson has been with CBS since 1954. Mr. Webster joined CBS in 1937 at KNN Los Angeles and has served with CBS continuously since then.

Edward M. Gallagher, senior VP, McCann-Erickson Inc., New York, elected executive VP. Mr. Gallagher is a director and management-service officer on several of the agency's major accounts. He joined McCann in 1966 from Compton Advertising, where he had been since 1953.



Mr. Dawson



Mr. Webster



Mr. Gallagher

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

Porte, of International Cablevision.

Meanwhile, Sterling Communications Inc., New York, operator of Manhattan Cable Television Inc., has announced purchase of controlling interest in Good-Vue CATV Inc., holder of unbuilt CATV franchises in Clarkstown, Ramapo and Stony Point, all New York. Price was not disclosed. Purchase was made from Phillip Beigel, independent television producer-director.

Staggers sees viewer revolt

House Commerce Committee Chairman **Harley O. Staggers** (D-W. Va.), making one of his infrequent appearances before broadcasters' group today (Feb.

17), is set to stress concern over violence in programing and possible role of TV as force for decline of personal values that made nation great.

Planning to speak without prepared text, Mr. Staggers will avoid, for policy reasons, specific controversies likely to appear on committee's agenda or in litigation. But he is expected to deal in general terms with thesis that viewer rebellions against unsatisfactory programing will force reforms that had best come from industry itself rather than through political pressures.

Such pressures, he believes, are already evident in fact that 60 to 70 House members—who represent upwards of 35 million citizens—have asked for full-scale programing-violence

study by FCC. Public sentiments reflected in political support are more real, he feels, than broadcasters' ratings, which tend to indicate that all's well with viewers.

As TV is now essential to people—"they're not going to give it up"—grass-roots demands for changes in programing will be met, one way or another, he predicts. What sort of changes? Nation is great and powerful because of moral and achievement oriented people, Mr. Staggers believes, and he finds it hard to understand why TV does not better reflect this. Instead of violence.

FCC out of bounds?

American Newspaper Publishers Association has told FCC it has no authority to outlaw newspaper ownership of broadcasting stations. ANPA says commission cannot even consider that subject in present one-to-customer rulemaking proceeding.

ANPA, with membership of more than 1,000 daily newspapers, filed statement with commission Friday (Feb. 14) in response to Justice Department suggestion that FCC consider breaking up newspaper-broadcast cross-ownership combinations at license-renewal time.

Justice offered suggestion last Aug. 1 in commenting on commission proposal to bar owner of one full-time station from acquiring another in same market. Justice also proposed that commission break up multistation holdings within markets at renewal time.

ANPA says courts have held that Communications Act does not authorize commission to rule that newspapers are ineligible for broadcast station licenses. And Congress, ANPA adds, has made clear, in conference report accompanying 1952 amendments to Communications Act, that commission lacks authority to outlaw newspaper ownership of stations.

Brown gets 2d station

James Brown, leading Negro rhythm and blues singer, is now principal owner of WRDW Augusta, Ga., his home town.

FCC announced on Friday (Feb. 14) it had approved sale of station from Radio Augusta Inc., to J. B. Broadcasting of Augusta, Ltd. which is 90% owned by Mr. Brown and 10% by Gregory Moses of New York. They have same ownership interests in WJBE Knoxville, Tenn.

New licensee told commission it intended to program station with eye to remedying problem of "one-sided" news coverage. It also intends to program Negro-oriented rhythm and blues format.

In approving sale, commission dismissed opposition by The Hunter Group, licensee of WAUB-AM-FM.

Warner Bros.-Seven Arts
presents



**78 new, first-run motion pictures
for local television programming
now available from coast-to-coast**



WARNER BROS.-SEVEN ARTS

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



Advertisement

"The bigger they come, the harder they fall"

This old adage could well serve as the only known actuarial table for anyone faced with a lawsuit for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. But this doesn't mean that small businesses are immune to large damage suits. Large or small, those in the communications industry are considered fair game for anyone with a grievance. How do you protect yourself? With an Employers Special Excess Insurance Policy. Simply decide on the amount you could afford in case of a judgment against you, and we'll cover any excess. For details and rates, write to: Dept. C, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

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

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

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Datebook

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

*indicates first or revised listing.

February

*Feb. 17—Dinner meeting, Philadelphia chapter of *American Women in Radio and Television*. Speaker: FCC Commissioner H. Rex Lee. Poor Richard Club, Philadelphia.

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. 18—Communications Law Committee, *Federal Bar Association*. Speaker: Alan Novak, former staff director, President's Task Force on Communications Policy. National Lawyers Club, Washington.

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

*Feb. 24—Radio Advertising Bureau regional sales clinic. Sheraton-Tampa Motor Inn, Tampa, Fla.

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—Radio Advertising Bureau regional sales clinic. Sheraton-Biltmore hotel, Atlanta.

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—West Coast membership meeting Of American Society of Composers, Authors and Publishers. Beverly Hilton hotel, Beverly Hills, Calif.

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

*Feb. 27—Radio Advertising Bureau regional sales clinic. Sheraton-Motor Inn, Greensboro, N.C.

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 simi-

lar 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.

*Feb. 28—Radio Advertising Bureau regional sales clinic. Sheraton-Gibson hotel, Cincinnati.

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 and FM booster 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.

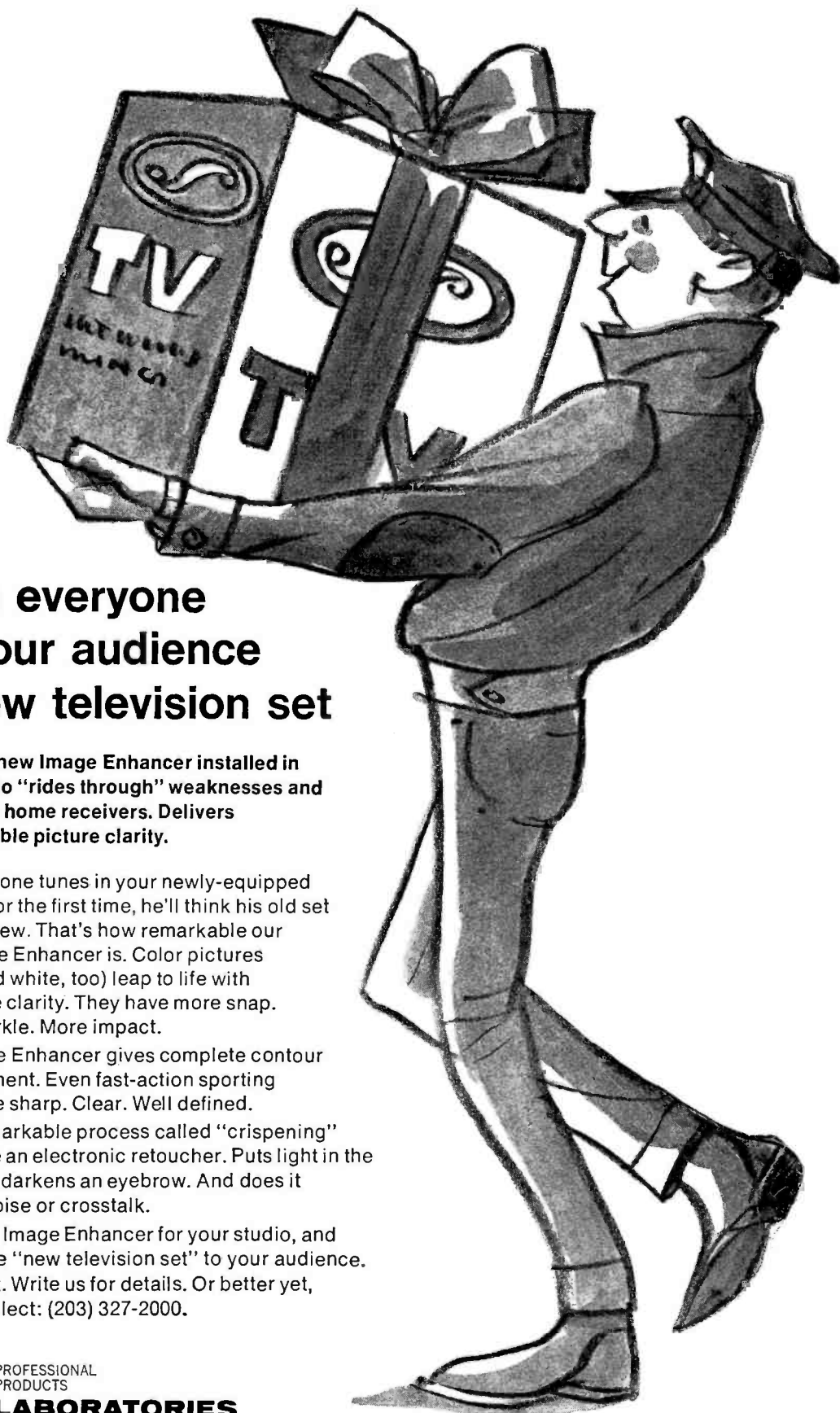
*March 17—Radio Advertising Bureau regional sales clinic. Sheraton-Fontenelle hotel, Omaha.

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

*March 18—Radio Advertising Bureau regional sales clinic. Sheraton-Malibu Airport Inn, Denver.

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

March 20—Convention of *Catholic Broadcasters Association of America*. Annual



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Gabriel Awards will be made. Gateway hotel, St. Louis.

■March 20—Radio Advertising Bureau regional sales clinic. Sheraton-West hotel, Los Angeles.

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—Radio Advertising Bureau regional sales clinic. Sheraton Motor Inn, Portland, Ore.

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 programing and sales seminar breakfast, Mark Century 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 OATV 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 13-16—Institute on principles of supervisory management, National Association of Educational Broadcasters. Sheraton-Chicago hotel, Chicago.

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

■April 14—Radio Advertising Bureau regional sales clinic. Sheraton-Cadillac hotel, Detroit.

■April 15—Radio Advertising Bureau regional sales clinic. Sheraton hotel, Philadelphia.

■April 16—Congressional reception and dinner and gold medal presentation of Pennsylvania Association of Broadcasters. Sheraton-Park hotel, Washington.

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

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

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■April 17—Radio Advertising Bureau regional sales clinic. Somerset hotel, Boston.

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

■April 17-19—International Radio & Television Society college faculty conference. Hotel Commodore, New York.

■April 18—Radio Advertising Bureau regional clinic. Sheraton Motor Inn, Buffalo, N. Y.

■April 20-25—Annual technical conference. Society of Motion Picture and Television Engineers. Fontainebleau hotel, Miami Beach.

■April 21-23—Annual National Association of Broadcasters state presidents and executive secretaries conference. Washington.

■April 21-24—Convention of American Newspaper Publishers Association. Waldorf-Astoria hotel, New York.

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

■April 24—Annual stockholders meeting, Transamerica Corp. Mark Hopkins hotel, San Francisco.

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

April 24-28—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 28—Annual stockholders meeting, Wometco Enterprises Inc. Miami Beach, Fla.

■April 28-30—Annual meeting. Canadian Association of Broadcasters. MacDonald and Lacombe hotels, Edmonton, Alberta.

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

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

May

May 4-9—Advanced advertising management seminar of Association of National Advertisers. Gurney's Inn, Montauk, N. Y.

■May 5-7—Spring convention. Kentucky Broadcasters Association. Sheraton Seelbach hotel, Louisville, Ky.

May 6-8—Annual spring meeting of Illinois Broadcasters Association. St. Nicholas hotel, Springfield.

■May 7-8—Annual spring meeting, Pennsylvania Community Antenna Television Association. Allentown, Pa.

■May 7-9—Regional conference co-sponsored by National Association of Educational Broadcasters and Southern Educational Communications Association. Dedication of Kentucky ETV Network. Phoenix hotel, Lexington, Ky.

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

May 11-13—Spring meeting of Pennsylvania Association of Broadcasters. Hershey motel, Hershey.

■May 11-13—Convention of Pennsylvania Association of Broadcasters. Hershey hotel, Hershey.

May 12—New date for oral argument before FCC on its proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities. Previous date was

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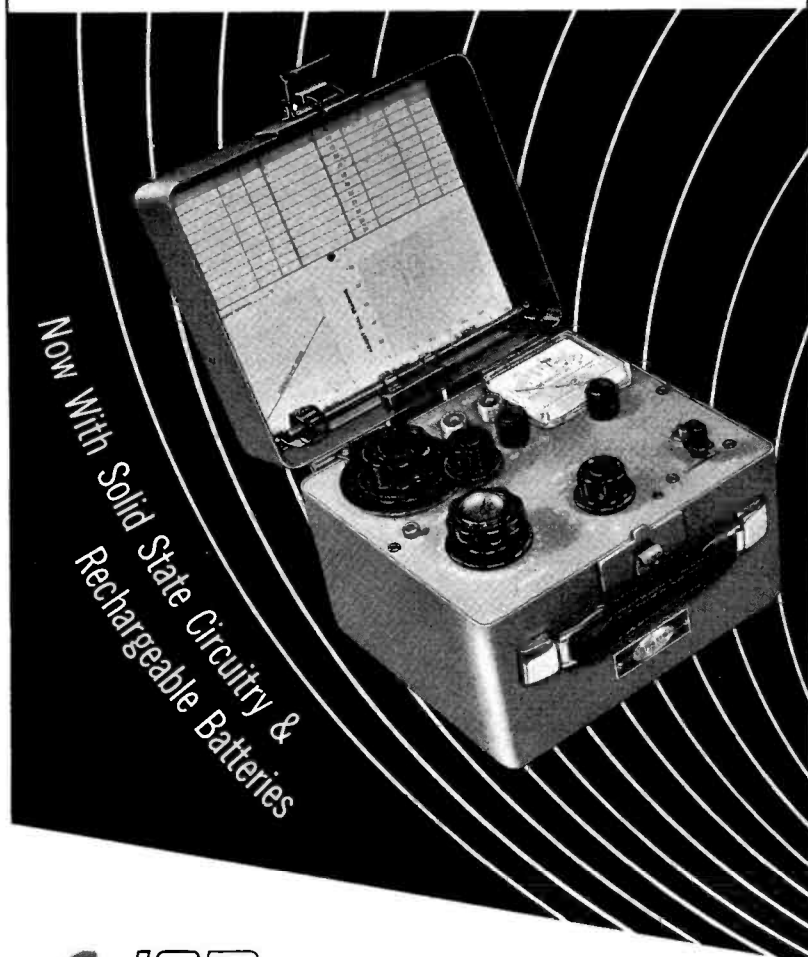
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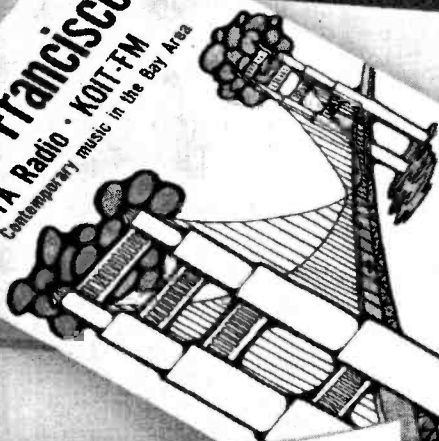
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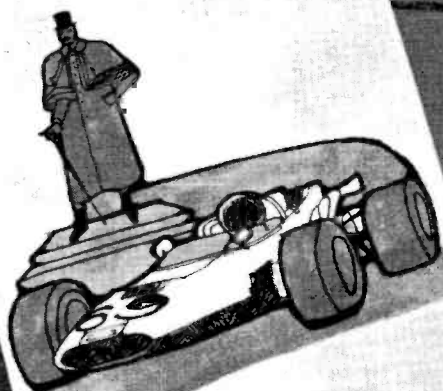
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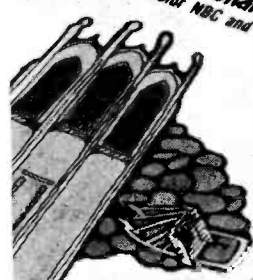
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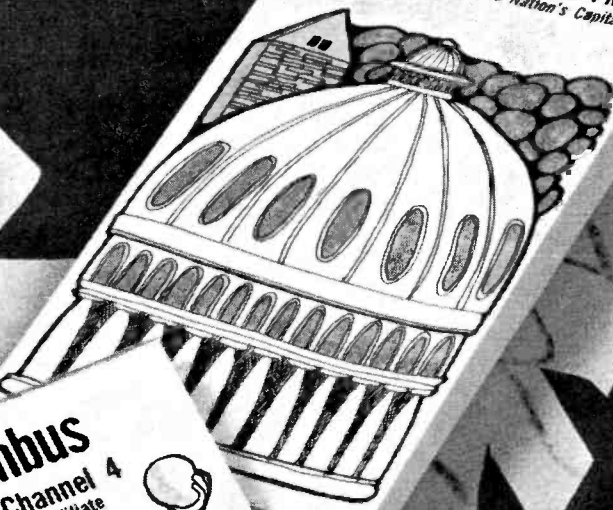
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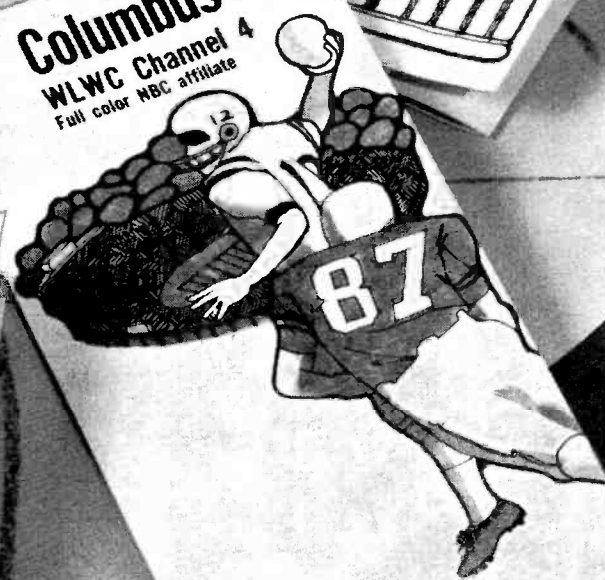
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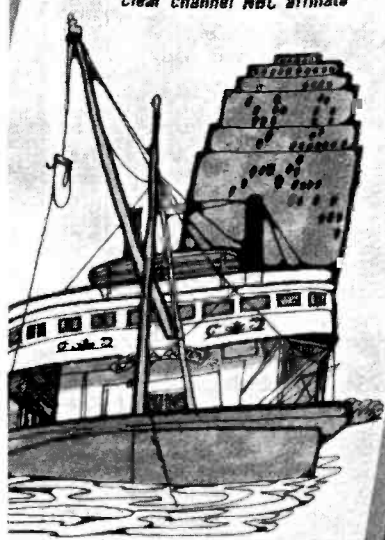
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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.
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Dec. 12.

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

May 13—Radio Day luncheon meeting, *Advertising Club of Metropolitan Washington*. Hotel America, Washington.

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

May 16-17—Spring meeting of *Iowa Broadcasters Association*. Holiday motor lodge, Clear Lake.

■May 19—Radio Advertising Bureau regional sales clinic. Sheraton-Ritz hotel, Minneapolis.

May 19-21—Annual Idea Bank convention (promotions). Holiday Inn, Pottstown, Pa.

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

■May 20—Radio Advertising Bureau regional

sales clinic. Sheraton-Chicago, Chicago.

■May 22—Radio Advertising Bureau regional sales clinic. Sheraton Jefferson, St. Louis.

■May 23—Radio Advertising Bureau regional sales clinic. Sheraton-Dallas, Dallas.

May 23-25—Spring meeting of *Illinois News Broadcasters Association*. Wagon Wheel lodge, Rockton.

May 25-26—Meeting of *Alaska Broadcasters Association*. Mount McKinley National Park.

■May 26-28—Annual conference of *Sales Promotion Executives Association*. Waldorf-Astoria hotel, New York.

June

June 8-10—Annual convention of *Florida Association of Broadcasters*. Thunderbird motel, Arlington (Jacksonville).

June 12-14—Spring meeting of *Colorado Broadcasters Association*. Manor Vail, Vail.

■Indicates first or revised listing.

OpenMike

KSLY was under the weather

EDITOR: During the floods that hit San Luis Obispo, Calif., KSLY was completely inundated a total loss.

Bil Berber and Ken Turner, the two disk jockeys on duty, had to fight their way out as flood waters broke into the control room, eventually rising to just under ceiling level, in a matter of five or six minutes.

Thanks to the efforts of our two local competitors [KATY, KVEC], who rallied to our aid with equipment and facilities, KSLY was off the air for only four-and-one-half hours.—John Clarke, *program director, KSLY San Luis Obispo, Calif.*

KGEK left out

EDITOR: I note that you have excluded KGEK Sterling, Colo., from the list of active broadcasting stations in your 1969 YEARBOOK. KGEK is still on the air, broadcasting every day just as we have been doing since Jan. 3, 1925—Marvin George, *general manager, KGEK Sterling, Colo.*

(The KGEK listing was inadvertently omitted from the 1969 YEARBOOK, due to a printer's error. The listing should have been:

STERLING (303) Logan county

KGEK Jan. 3, 1925: 1230 kc; 1 kw-D, 250 w-N. Box 830 (80751). 522-1607. Sterling Radio & TV Inc. (acq 12-1-66).

Net: ABC; Intermountain. Rep.: Petry.

William W. Whitlock, *pres*; Marvin George, *gen mgr & chief engr*; Jack Carpenter, *coml mgr*; John Dollar, *prog dir*; Don Gilbert, *news dir*; Mary Kopfman, *women's dir.*

George W. Johnston, 62

EDITOR: A notice of the death of my husband, George W. Johnston, was supposedly sent to BROADCASTING last November, but did not appear in the magazine. Mr. Johnston, 62, died of a heart attack on Oct. 31, 1968, in Jacksonville, Fla., where he was general manager of WOBs. Earlier he had been with WHCU Ithaca, N. Y., WNAX Yankton,

S. D., and for 12 years was field representative for SESAC.

We have so many wonderful acquaintances in the industry and I am sure they would like to know of this, even though it is late.—Vivienne Johnston, 5535 Keystone Drive South, Jacksonville, Fla. 32207.

Radio doctors fill a need

EDITOR: Congratulations on your radio doctors feature (BROADCASTING, Feb. 3). It was an excellent study.

As one whose background has been primarily programing, I can fully appreciate the trials and tribulations of consultants whose contributions to our industry are legion. Aside from the "sour grapes" cry of some station managers mentioned in your article, anyone who lifts a sick station out of the muck of mediocrity and makes it attract a larger audience (and therefore serves a greater portion of the community) can't be all bad.—Donald C. Keyes, *general manager, WNYN-AM-FM Canton, Ohio*.

HEW draws fine lines

EDITOR: The Department of Health, Education and Welfare has ruled that the teaching of radio and television in colleges and universities is not eligible for federal matching grants, as are most other academic areas. It's not that HEW isn't aware of television. Proposals to use television to teach other subjects will be funded, but not proposals to improve existing programs studying television itself, or radio, or even film.

The fact that both "television" and "film" are specifically cited as "subjects eligible for support" doesn't matter. Ironically, proposals to support the study of journalism will be accepted.—Gene R. Stebbins, *department of speech, Sacramento State College, Sacramento, Calif.*

A recent story in Broadcasting Magazine about the funding and incorporation of the Culligan Communications Corporation was galvanic. By all methods, including being stopped on the street, we have received offers from station owners to sell.

Our interests are special. We seek only FM's in the 12 major markets, AM's in the 40 major markets in which we do not have an FM station, AM daytimers, if accompanied by FM in the top 20 markets.

Because we are veteran, committed broadcasters, and sensitive to the obligations station owners have to employees, partners, families and estates and their communities, we have maximum flexibility in our acquisition program.

New reasons for selling radio properties are becoming evident. Please call us directly if you wish a rapid, totally confidential discussion and response.

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James E. Fuchs, EXECUTIVE VICE-PRESIDENT

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Japan is a market worth understanding

Today, beyond Canada, Japan is the U. S.'s most important foreign market. We are intricately linked with Japan in trade, in our defense policies, our political systems and we are even having something of a cultural love affair. Yet the mentalities of both countries are still vastly dissimilar, and coping with the Japanese sensibility has proved to be an enormous problem for American businessmen trying to work with the Japanese.

Part of the problem, of course, is a lack of understanding of the Japanese and what they are all about. We are a culturally different people, and yet I think the Japanese have done a much better job of understanding our culture and what makes us different than we have of theirs.

Many American businessmen faced with confounding business situations in Japan have given up in disgust. They have come back from Japan feeling that no deal was possible, or wasn't worth the trouble. Naturally, every businessman has a right to make that choice.

On the other hand, consider the economic circumstances and what the potential in Japan really means today. Since the end of the war, which left Japan devastated, Japan has grown faster than any other country in the world, is certainly to be congratulated for working so hard and so well. The growth, within a capitalist framework, has been three times that of the U. S.

It might appear to the average American that the boom in Japan has been due to the enormous increase in their export trade, but the fact of the matter is that we are selling much, much more to Japan than we are buying from them, and Japanese businessmen want desperately to equalize that balance. The real boom in Japan has come in their home market. And we have been able to witness one of the most fabulous case histories of the effectiveness of advertising that has ever existed.

In 1947, Japanese advertising expenditure was only \$4.5 million; today it is well over a billion dollars. And less than 2% of it is being spent to reach overseas markets. Just from these facts it is easy for any businessman to conclude that there are millions of advertising dollars lying dormant in Japan for export advertising, and the

Japanese companies want desperately to be given some answers on how to market their products and approach consumers in other parts of the world. There certainly must be some constructive and productive ways in which the American marketing man can begin working more effectively with the Japanese. Well then, what seems to be in the way?

I think, by and large, we see certain similarities between the Japanese and ourselves. But I think the troubles begin when Americans start imposing our own standards upon the Japanese. We Americans react very differently in our national pride. We assume that all foreigners who come to our country must want to become Americans. And, because the Japanese draw a very sharp line between themselves and foreigners, that sometimes strikes us as rejection.

The fact is that the Japanese can accept our friendship and admiration without expecting us to identify ourselves with them—that seems to me to be a fine basis for a real friendship. Two neighbors can be each self-reliant and yet respect each other and cooperate with one another. As a matter of fact, if either country has bent in the direction of adopting the other's point of view, certainly Japan has come much further than we have.

In spite of cultural peculiarities, Japanese advertising agencies have still managed to develop and grow each year. The growth of advertising in Japan has been almost limitless. The Dentsu agency, the titan of Japanese advertising, did over \$260-million worth of business in 1967 and is the fifth largest

agency in the world. It is a virtual monopoly in Japan and places 25% of all Japanese advertising for over 5,000 clients. Hakuhodo, the second-largest agency, did almost \$110 million in business in 1967, and also has a working relationship with McCann-Erickson. Beyond that, there are almost 19 Japanese agencies in the \$10-\$50 million bracket, and a dozen more in the \$3-\$10 million category.

Many of these have allowed American agencies to purchase interests in their companies or are working closely with American agencies. The last few years have seen a tremendous desire on the part of Japanese agencies to Westernize their procedures and learn more about American advertising methods.

But the fact of the matter is that with all of this effort to keep up with their upward-spiraling economy, the advertising agency in Japan is still primarily a media representative. Many of them still buy blocks of space or time first and then peddle it where they can.

While we must recognize our differences and cope with them, we should also realize that we do share many of the same ideals. If we are going to continue this growing partnership as businessmen, then we, too, have got to increase the rate of our cultural interchange and learn as much about dealing with the Japanese as they have about us. For, in the long run, our future as international marketers not only rests with the Japanese for their own market, but with the Japanese to lead us into the rest of Asia.



Cy Schneider was appointed president of Carson/Roberts/Inc., Los Angeles, in November 1967, when he was 38. He had been groomed for the position since 1961, when the agency sent him to UCLA's executive-management school. In 1963, he was chosen to go to Japan where he set up the agency's present affiliation with the Nitto agency in Tokyo. Mr. Schneider has been with Carson/Roberts for 16 years and a member of the board for the past nine years.



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It's a fact of life. KHJ owns Metro LA's 18-34 audience. Their taste for KHJ's contemporary sound didn't change the minute they heard wedding bells. And it's not about to. If you want to get through to young people on the way up, while they're at the Acquisitive Age, keep tuned to KHJ. They are.

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General Sales Manager: Art Astor

National Sales Manager: Edward Lubin

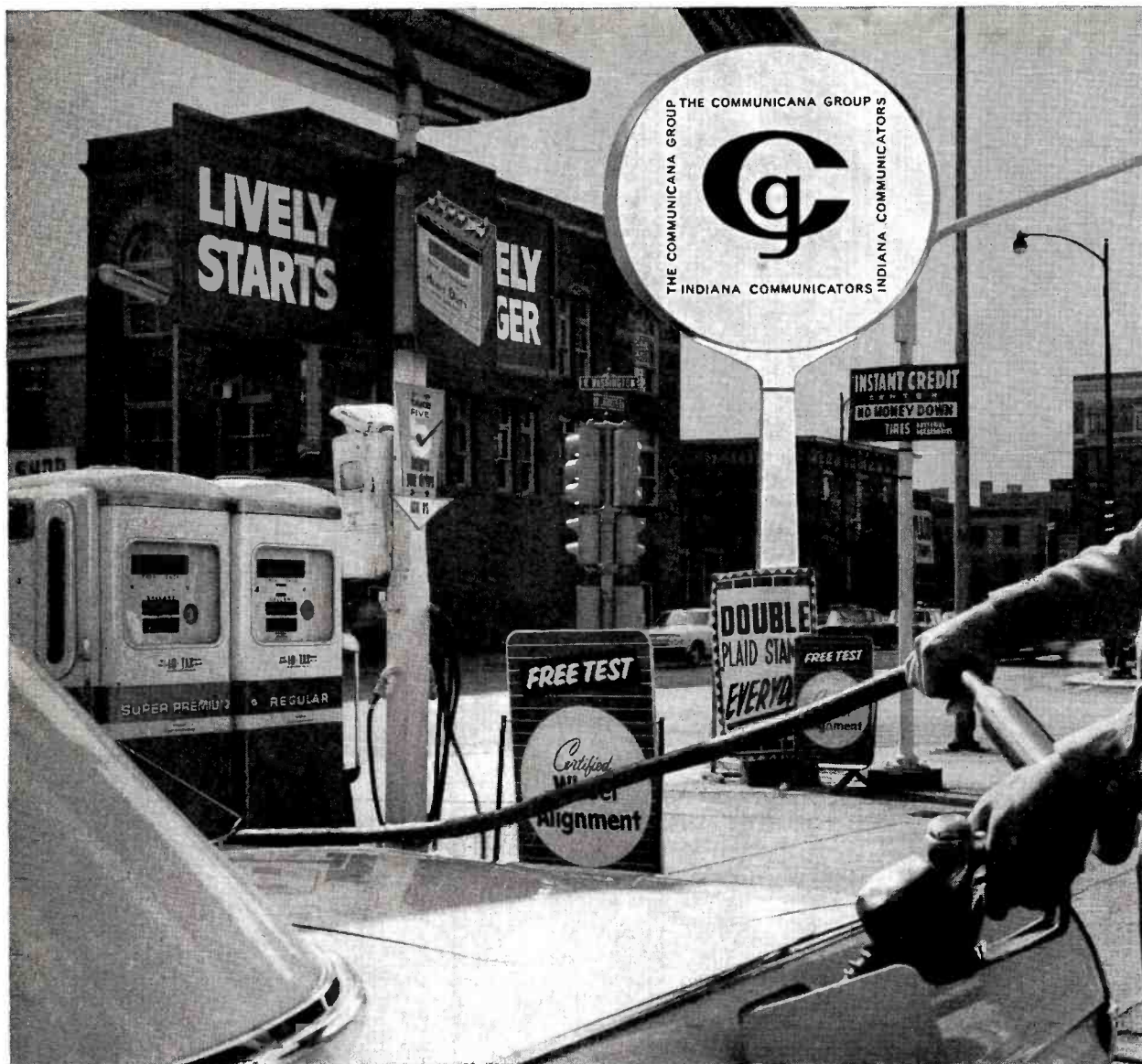
Represented by: RKO-General Broadcasting, Inc.

*Radio Pulse, May-June 1968. Audience measurement data are estimates only and are subject to the qualifications set forth by the indicated service.

93/KHJ

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An RKO-General Station





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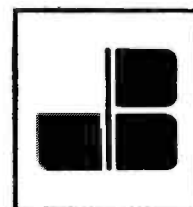
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CG

Spot still picking up steam in 1969

Threat to cut off TV advertising of cigarettes fails to dampen prediction of booming business

The first reading on spot-television business in 1969 indicated last week that the momentum that pushed sales to a new record in 1968 is still at work in the opening quarter of 1969.

Within the usual limits of long-range forecasting, the outlook for the first six months was also regarded as bright, and the chances that full-year billings would surpass 1968's billion-dollar level did not appear to be seriously questioned.

Even the FCC's threat to cut off cigarette advertising, source of an estimated \$53 million in spot-TV revenues in 1968 (BROADCASTING, Feb. 10), did not seem to dim the over-all optimism significantly.

This profile of current sales and longer-range prospects was drawn from BROADCASTING's eighth annual mid-winter business survey of TV stations and supplementary canvass of leading station-representation firms.

Eight out of 10 station respondents (81%) reported that their spot-TV sales in mid-January—the period specifically covered in the questionnaire—were running higher than at the same time a year ago.

That in itself would be faint praise, since sales in January 1968 were still showing the effects of the 1967 slowdown. But many of this year's respondents reported gains of 10% to 15% and some ranged as high as 20% and 30%. The average gain for all those providing estimates was 12%.

A little more than 13% said they were maintaining year-ago sales levels, leaving fewer than one in 10, or slightly less than 6%, lagging behind their 1968 opening pace.

In addition, many volunteered bullish estimates of their prospects for the first quarter specifically and for the rest of the year in general. The optimism expressed in their comments matched that of their statistical reports. For example:

"Optimistic as hell," said one broadcaster in a three-station market. "Looks very solid—expect at least 10% annual increase," said another. "Good start"

was the cautious report from a broadcaster in a single-station market. Another, in a two-station market, expected the year to bring a 20% increase. "Much stronger, more advertisers and larger budgets" was the report from a six-station market.

Some indicated that 1968 sales were good to the point of being hard to beat—but expected to beat them anyway.

One, reporting from a six-station market, said that 1968 was "by far the best" year in his station's history in both national and local sales but that "we are looking forward to an increase" in both categories. Another, in a five-station market, said 1968 "was one hell of a year; our business was up 25% or \$1.25 million," but he thought the 1969 outlook for his station—on the air over 20 years—was "good," with current sales currently about 10% ahead of year-ago figures.

The reports, though preponderantly optimistic, were not universally so. As always, differences were discernible from market to market. When one station reported that "January starts are earlier this year," another complained of "a slow start." When one broadcaster in a two-station market found the first quarter looking "stronger" than a year ago, another—also in a two-station market—reported that national spot "seems soft for secondary markets."

The latter also noted, however, that "local continues to increase"—a factor emphasized by many station respondents without regard to whether their spot sales are up, down or about the same as a year ago. Gains in retail advertising were singled out by a number of broadcasters.

The station survey also provided additional documentation of the growing demand for 30-second availabilities. The 60-second length was still the one most often reported in short supply and highest demand, but the returns indicated that 30's now rank second in both categories and are moving toward contention with 60's for the number-

one position.

In general, results of BROADCASTING's canvass of station-rep firms supported the bullish attitudes evident in the station reports and, since they were compiled several weeks after the specific period covered in the station questionnaires, confirmed that the upbeat trend seen by the stations is continuing.

Following are some typical reports and comments gathered from leading rep firms last week:

The vice president and sales director of a large rep firm reported that business to date has been "quite good" and said all indications are that the first quarter should exceed that of 1968. There seems to be "nothing on the horizon pointing to a fall-off in March," but he noted that business in spot TV cannot be safely predicted over more than a two-week period. He was optimistic that spot-TV business would be up at least 5%-6% in the first quarter of 1969.

A rep with a short list of major market stations reported that "we are significantly above this time last year—more than 10% in spot sales for the first quarter, with an outlook for "a very good year."

The vice president and general manager of a large representative firm said the outlook for the first quarter of 1969 is "fairly good," with January business "just fair but not up to expectation," while February is "well above last year." On the basis of sales already made, he said, March should be an improvement over March 1968.

Another major rep said stations that "started with a real bang in the first quarter of 1968 and led the way for the year's record growth, are about the same" in the first quarter of 1969. However, there has been about a 10% growth during the quarter among "the stations that didn't get off until the second quarter last year."

For the year, the rep said that while it will be difficult for 1968's record-setting stations to top that growth, with the increase in the slower stations 1969 "generally looks pretty good with some

further increase."

Both January and February of this year have been "very strong," according to the vice president and sales director of a group-station operations. Business signed to date in the first quarter already has equalled that of the first quarter of 1968, he added, and "if March is even so-so, we should wind up with a healthy increase." He declined to estimate a percentage rise, but said he was looking forward to a "substantial jump."

Business is "excellent" at another representative with a short list of major-market stations.

"January is ahead of last year," noted the TV sales manager, "but it's not quite what we hoped for."

February and March look strong, according to advance billings, he said, except for one large market.

The TV sales manager for a station representative primarily in medium-sized markets described spot TV business as "up very well" in the first quarter of 1969, as compared to 1968.

"We don't have final figures for January yet," he reported, "but week-by-week preliminary figures show business up substantially." He declined to estimate a percentage increase.

A representative with a short list of large-market stations has found 1969 first-quarter business "excellent."

"We are up substantially in every market except one, where our station is facing more competition after years of maintaining a dominant position," the president reported.

Gains in large markets during January ran 40% to 50%, he noted, but he said this is misleading because January 1968 was not a particularly good month and there are more availabilities in newscasts this year. A more accurate average, taking these factors into consideration, he said, would be 25-30% increase.

This rep's two smaller markets have

It's champagne time

An increase in 1968 sales prompted a station client to take its representative out to dinner for a change.

The champagne party Thursday (Feb. 13) was the pay-off on a challenge made to Avery-Knodel's New York office last year by Black Hawk stations KWWL-TV Waterloo-Cedar Rapids, Iowa, and KAUS-TV Austin-Rochester, Minn. Tom Young, KWWL-TV vice president, explained that the stations were so pleased with a 25% increase brought in by the rep's New York office in 1967, a poor year generally for spot-TV, that they promised the staff a dinner if sales increased that much in 1968.

Avery-Knodel's New York staff brought in a 32% increase in 1968 to win their party.

not been getting the play early in the quarter—"buys always start in the big markets," the president stated—but business is picking up substantially now, and promises a good quarter.

A spokesman for another rep firm anticipated an 8%-10% increase for the first quarter and explained: "The first quarter of '68 was not hard to match. It was not the greatest quarter in the world."

With an eye on the cigarette advertising controversy, he was still optimistic for the year, anticipating an over-all increase of seven or eight percent. If anything should happen to cigarette advertising on the networks in the third or fourth quarter, there may be trouble, he speculated. The loss of cigarette advertising will not mean disaster for the spot business, he said. But the networks' loss would open up network availabilities that will affect spot. "We are still looking for a healthy year," he added.

With first-quarter sales running about 12% ahead of the same period last year, one network's spot TV sales organization is anticipating "a great first half" of 1969.

Although noting that "you can never predict this far ahead what adjustments may have to be made later in the year," a spokesman for the rep confidently predicted the "excellent" first quarter will be followed by "a good strong second quarter." He based this on the observation that "if you have strong [buying] power behind a quarter as you leave it, it will always carry over into the next quarter."

Varying mixes of media and TV planned for test

An eight-week test of print and TV in four markets is being conducted by Futorian Manufacturing Co., Chicago, through Albert Jay Rosenthal & Co. there to learn how best to reach prospects for the Stratoliner reclining chair, a specialty furniture line selling in the \$99 to \$199 bracket.

The test, which runs through March, is being conducted in Birmingham, Ala.; Nashville; Cincinnati, and Columbus, Ohio. Results will be used in developing a national advertising campaign or expanded market-by-market campaign to follow.

The Rosenthal agency explained that the test in Cincinnati, for example, includes newspaper ads and TV programs with chiefly male audiences. The Columbus test seeks to influence women buyers through exposure in women's sections of newspapers and women-oriented TV programs.

In Birmingham the appeal is directed

An easier way to buy spot TV

Grey's computer works overnight to produce campaign possibilities

Grey Advertising Inc. has perfected a computer system that it claims is a "revolutionary breakthrough in streamlining the handling of spot-TV buying."

In announcing the development last week, Hal Miller, vice president of media and programing services for Grey, said its technique, called COM-STEP (Computerized Spot Television and Processing) already has been used for some of the agency's clients and gradually will be used by others.

Mr. Miller later told BROADCASTING that he considers COM-STEP "further advanced" than computer activity at other agencies because it is being utilized substantially for "up front" work, all the steps needed before a buy is made. He indicated that other agencies have relied on their computers for "back of the room" functions, meaning billing and scheduling and other activ-

to the family with general interest TV spots and ads in Sunday supplements and daily newspapers. The same copy approach is being used in Nashville but only in print media including Sunday supplements, daily papers and the regional edition of *Reader's Digest*.

According to Jack Levy, Rosenthal vice president, no home-furnishings manufacturer has conducted such a test heretofore. Recliners presently represent an annual market of \$300 million retail yet only 6% of the consumer market has been penetrated to date.

Lending-bill proviso may affect some ads

Broadcast advertisers will have a new federal regulation to comply with starting July 1. "Regulation Z," issued by the Federal Reserve System last week, will implement the truth-in-lending legislation enacted last year (BROADCASTING, June 3, 1968).

But a spot check among agencies and firms that offer credit advertising revealed that few, if any, problems are anticipated in conforming to the new regulation. The truth-in-lending law contains a section on advertising of credit terms that requires advertisers in all media to give a wide range of credit information if certain triggering

ities that follow the actual purchase of spot TV. Grey's computer also performs this latter function.

"I want to stress one thing," Mr. Miller said. "The computer does not make any decisions."

The mechanics of COM-STEP, as outlined by the Grey announcement, are as follows:

The agency buyer asks station representatives for availabilities, outlining his desired gross rating points, targeted audiences, cost-per-thousand and other guidelines. When the information is received, it is fed into a computer that already has the latest material from the rating books transferred to magnetic tape.

During the night, the computer evaluates the material and provides a print-out of the various availabilities on any one basis or on a combination of bases specified — C-P-M, households, demographics, gross rating points and the like. The buyer looks over the material, decides which spots he wishes to buy and notifies the station representatives. The buying information is fed into the computer and a formal schedule is produced.

"Grey's use of electronic data processing not only saves a great deal of

time and effort but allows the buyers to buy more efficiently and more effectively for clients," Mr. Miller said. "The computer system gives us more time for negotiation because it evaluated the material overnight."

He said that it took months to perfect Grey's basic buying form. It was presented to the American Association of Advertising Agencies, and that organization's station relations committee, working with the Stations Representatives Association, were the producers of the final design, according to Mr. Miller.

Grey's announcement that both the A. C. Nielsen Co. and the American Research Bureau recently have disclosed plans for systems similar to the agency's, and added: "Grey's system is in use today on some accounts and will soon be expanded to handle the bulk of its business."

Mr. Miller said that COM-STEP also has a budget-control system that shows how many rating points have been bought and what share of the client's budget has been spent up to the last purchase, and provides a control for the entire year as well. He added that Grey is testing financial aspects of the system in the expectation that the

computer will be able to produce accounting material, such as a print-out of the bill that goes to the client and payment to stations.

Mr. Miller said that Grey is exploring the feasibility of permitting other agencies or other interested groups to make use of COM-STEP under a financial arrangement still to be determined.

"We don't think that COM-STEP is the final answer," Mr. Miller observed. "For example, we are willing to work with any group that may make an improvement over our system. This type of operation is very costly and we must explore ways of bringing down costs for the benefit of the entire industry."

One computer specialist close to the advertising industry agreed that Grey is "well ahead of other agencies in what it is trying to do—ranking TV spots." But he added that some agencies had attempted to perform this function several years ago but had not been successful.

"The problem is related to the variables in the input information," he said. "It's quite a job to keep material, such as programing changes and audience information, up to date so that the end result is meaningful."

statements are made, such as the size of a down payment. Regulation Z's advertising section merely amplifies the provisions spelled out in the law and contains no surprises.

Basically the law and the regulation says that firms cannot advertise specifics of credit deals, such as low down payments or extended time for payments, unless they commonly do make such deals, or actually plan to. In addition, the rules say that the rate of a finance charge cannot be stated unless it is expressed as the "annual percentage rate," using that term.

Also, if the amounts of down payments or installment payments are stated, such statements, among others, will trigger a requirement that a full explanation of the credit offered be made, including "the number, amount and due dates or period of payments scheduled to repay the indebtedness if the credit is extended." Slightly different triggering provisions are spelled out in the case of "open-end credit," such as revolving charge accounts.

Agency appointments:

- Topaz Hosiery Mills Inc., New York, has moved its account to Friend-Reiss Advertising from Streisand, Zuck & Whitehall, both New York. Billings are estimated at \$250,000, with about half in radio-television.

- Speidel Corp., Providence, R. I., has

moved its Bravura line of men's toiletries back to Marschalk Co., New York. Account left Marschalk for Geer, Dubois & Co. last fall. Speidel has used TV in past for Bravura. Marschalk is also agency for Speidel's watchbands and British Sterling toiletries.

- Jantzen Inc., Portland, Ore., manufacturer of swimwear and sportswear, has consolidated its estimated \$2 million advertising account at J. Walter Thompson Co., San Francisco. JWT has been handling Jantzen's men's wear division account for the last two years. The consolidation adds about \$1.3 million in billings to JWT from Jantzen accounts previously handled by Carson/Roberts/Inc., Los Angeles.

- West Chemical Products Inc., Long Island City, N. Y., will begin Spanish language advertising for its consumer products division through Spanish Market Specialists, New York. Most of the undetermined budget will go to radio and television.

Business briefly:

National Airlines Miami, through Papert, Koenig, Lois, New York, will sponsor the National Airlines open golf tournament on NBC-TV Saturday and Sunday, March 29-30. **Celanese Corp.**, through Grey Advertising, both New York, will sponsor an NBC-TV special, *The Spring Thing*, Monday, April

28 (8-9 p.m.) with Noel Harrison and Bobbie Gentry as co-hosts. Other NBC-TV buys announced last week included **Texize Chemicals**, through Henderson Advertising, both Greenville, S. C., in 10 night-time programs; **American Motors**, Detroit, through Wells, Rich Greene, New York, in seven prime-time programs; **Charles Pfizer & Co.**, through La Roche, McCaffrey & McCall, both New York, in six night-time shows, and **National Biscuit Co.** through McCann-Erickson, and **J. B. Williams Co.**, through Parkson Advertising, all New York, in four prime-time programs each.

Colgate-Palmolive Co., through Norman, Craig & Kummel, both New York, has ordered an additional 13 half-hours of the syndicated *Your All-American College Show*. It stars Dennis James and is produced by Wendell Niles Productions, Hollywood. Series currently is syndicated in 60 markets in the U. S. and Canada.

American Motors, Detroit, through Wells, Rich, Greene, New York, has purchased a five-week schedule on ABC Radio's Entertainment, Contemporary and Information networks in news, sports and feature programs. Buying into news programs on the Information and Entertainment Networks, is **Mennen Co.**, Morristown, N.J., through Grey Advertising, New York.

O&M grabs the Hershey ring

Agency takes over March 1; 66-year holdout from advertising may spend up to \$20 million

The Hershey Foods Corp., Hershey, Pa., announced last week the appointment of Ogilvy & Mather, New York, to handle advertising for its chocolate and confectionery division effective March 1.

Hershey settled on O&M after a four-month deliberation during which a number of agencies were considered (BROADCASTING, Nov. 18, 1968). Industry estimates of billings range widely—from \$5 million to \$20 million.

Hershey's candy division has held out from any advertising effort during the 66 years of its history. In announcing Hershey's decision, company President Harold Mohler said: "We feel this is the proper time to capitalize further on the strength and quality of our growing franchise. This is a major step for our company. It is being taken thoughtfully and enthusiastically."

The company announced plans for a "brand-by-brand evaluation leading to marketing and advertising decisions." Spending plans and timing will be determined by the projected study.

A spokesman for the agency said it has no creative or media plans for its new client as yet. He added that the

presentation that won O&M the account "was not a speculative presentation of what we would do for them as much as what we have done for other clients."

O&M handles the candy advertising of the Rowntree Co. Ltd., in Canada, Australia and the United Kingdom, but the agency anticipates no conflict with the Hershey account.

Product-consumption data augments ratings at RKO

Salesmen at RKO Radio Representatives last week started emphasizing product-consumption data, as opposed to the use of rating reports exclusively, in presentations to advertisers.

The information, supplied by Computer Decisions Corp., a branch of Brand Rating Research Corp., applies estimates of national consumption levels against radio stations' weekly cumulative audience. The data covers 290 product categories for up to 18 stations per market.

James O'Grady, vice president and general manager of RRR, said the new system would not circumvent the use of rating information, but rather augment it and appear more meaningful to product marketers.

Ad talent developed under Cascade tutelage

Cascade Pictures of California, a Hollywood-based commercial film production house, is making sure there's always a fresh crop of creative commercial-makers on the vine.

Since 1963, Cascade has been conducting a training program for top television and advertising graduates from universities and art centers. The idea is to help people with a desire to ultimately work in advertising agencies but who realize they need an entire new facet of experience to handle an agency job with proficiency.

Trainees are given a schedule of filming that includes assignments at Cascade's production complex and on location. Following each day's shooting, students sit in on the screening of their previously filmed dailies. Each student is able to work in every department of Cascade's facility, including working with rough cuts and optics.

The training program has paid dividends. One graduate is Rich Ballard,

now head of the broadcast production department at J. Walter Thompson Co., Los Angeles. Others are Don Battershall, TV producer/art director with Daniel & Charles Inc., New York; Charles Casey, with Leo Burnett Co.; and Kent Van Slyke, director-producer with Compton Advertising Inc. Niki Hall came out of the training program to stay with Cascade as a producer-director, reportedly the only female to hold such a position with a commercial production house on the West Coast.

The training program was started in 1963 by Cascade President Vaughn Paul. It's headed by TV director Jim Jordan.

'X' bans the spot in 'Sister George' case

In a move that could affect the entire field of theatrical advertising on radio and television, a Hollywood producer-director has filed charges with the FCC against two Golden West Broadcasters-owned stations for refusing to accept commercials for the motion picture "The Killing of Sister George." The movie delineates a homosexual relationship among three females. It was branded with an "X" rating—"persons under 16 not admitted" under the new classification code for the Motion Picture Association of America.

The charges filed by Robert Aldrich on behalf of his associates and Aldrich Co., Los Angeles, cited KTLA(TV) and KMPC, both Los Angeles, for their refusal to broadcast any "Sister George" spots. The associates and Aldrich Co., which co-produced the movie with ABC-Palomar, also filed action against *The Los Angeles Times* in U.S. District Court in Los Angeles for what was termed "capricious and arbitrary censorship of motion-picture advertising."

Specifically, the FCC was requested by Mr. Aldrich to institute proceedings against KTLA and KMPC based on their refusal to accept his advertising for the movie. "By refusing to accept advertisements for 'Sister George,' the charge reads, "KTLA and KMPC have set themselves up as moral guardians of the community . . . they are denying the public the right to decide for itself what motion-picture films it will or will not patronize." The charge concludes that "the sole reason given by the stations for refusing to carry any advertising is the fact that 'Sister George' has an 'X' rating."

Last December, Doug Finley, vice president of KTLA, released a statement that made it clear that movies with an X rating "will be unacceptable for advertising" on the station.

Purportedly the station's stand would cause it to lose as much as \$2,000 a month in advertising revenues.

Gillette's hot cream gets candid treatment

The "candid camera" is focusing in "The Hot One," Gillette Toiletries' self-heating shaving cream, in a series of 30-second commercials.

Allan Funt, expert in the candid camera technique from his former television program of the same name, filmed 144 sequences of reactions to the foam as it heated up in a subject's hand. Five different commercials were made from these sequences.

Gillette's agency, Doyle Dane Bernbach, has placed the commercials in 20 large markets. Gillette introduced "The Hot One" in March 1968.

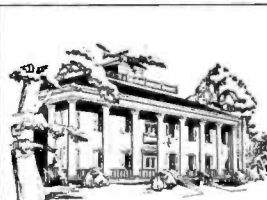




This is her hour — and she spends it with us.

It's 9 A.M. Breakfast is over. Housework hasn't begun. She stops for a cup of coffee—and WSB-TV's there, with "Today in Georgia."

She may meet Steve Allen, or Robert Goulet. Or find out what's hottest in Atlanta's arts, sciences, professions, fashions. Ruth Kent, who's been the brains and charm behind the show for 16 years, knows her audience. And gives women in 39,900 homes—well over double the closest competition—what they want—five days a week.



WHITE COLUMNS ON PEACHTREE

That's why "Today in Georgia" is by far the most popular show in Atlanta in the 9 A.M. time slot. And has been, consistently, since its inception. Funny thing—when she stops for coffee with us, she usually stays all morning. And you're there, too.

Just one more reason why the South's first station is still first.

WSB-TV, Atlanta, NBC

Source: ARB Survey, November 6-26. 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 (TV), San Francisco-Oakland; WHIC-TV, Pittsburgh

Petry

Cigarette ad issue heats up

Nixon administration may defer stand, but NAB, broadcasters, congressmen ready challenges

Pros and cons over the FCC's proposal to ban cigarette advertising on TV and radio continued to resound around Washington and across the nation last week. While the first bills appeared in Congress to stop the move and other manifestations of opposition appeared, a high administration executive and close personal friend of President Nixon said he thinks the FCC's position is right.

Robert H. Finch, secretary of health, education and welfare, made no bones about his attitude toward the FCC's proposals: He's for it.

In response to newsmen questioning whether he approved the FCC's proposals, Mr. Finch last week answered with an unequivocal "yes." He was quoted as saying "I think it is a good idea." He was also repored as saying he does not agree with the argument that cigarette advertising should not be banned on TV and radio because it is legally sold on the open market. His comments were made at a breakfast meeting Feb. 10 with a group of newsmen at the National Press Club in Washington.

Himself a heavy smoker, Mr. Finch was said to have noted that although he has no power to regulate TV or radio commercials, he might be able to influence the President.

Later in the week, Mr. Finch emphasized again that his remarks expressed his personal views and were not to be taken as an official indication of the viewpoint of HEW.

President Nixon, at his news conference earlier this month, said that he would have a statement on the FCC's action after he had "evaluated" the FCC's action (BROADCASTING, Feb. 10). In some quarters it is felt that Mr. Nixon may not announce his attitude because of the high feelings among some congressmen, several independent agencies and the prospect of litigation ("Closed Circuit", Feb. 10).

In Kansas City, Mo., on Wednesday (Feb. 12), National Association of Broadcasters President Vincent T. Wasilewski hammered home the theme that one business's problems were all businesses' problems and asked that other businessmen—especially direct competitors of broadcasters—ally themselves with the electronic media in opposition to the FCC's move.

Speaking to a combined audience of Kansas City Advertising and Sales Executives Club and the Better Business Bureau, Mr. Wasilewski termed an

advertising ban on a legal product "unprecedented" and said the FCC—although it says it won't—can obviously "ban any product it alleges can be harmful" if allowed to go through with the cigarette ban.

Despite the FCC's present disclaimer, he asked, "will future bureaucrats, seeking personal publicity and ever-expanding areas to regulate, be bound by a pious statement once the principle is established? It has never happened yet."

Noting the possibility that broadcasting's competitors for advertising may "gloat over this action," the NAB president urged them "not to take a dog-in-the-manger attitude, not to accede to the temptation of short-run advantage—for tomorrow under some other government regulation from some other government agency, the bell will toll for them."

He said broadcasters are more concerned than most with the problem of cigarettes because they are in the middle of the problem more than most. And broadcasters, he added, "are willing, of course, to accept the decision of the people as expressed in the will of Congress. But we do not believe a federal agency should be allowed to adventure outside its area of expertise . . . merely because it has a 'handle' in the form of a license renewal on those who are involved in a national problem."

Meanwhile, legal action was taken on another aspect of FCC regulation

concerning cigarettes. The Tobacco Institute and several member firms filed the first request for U. S. Supreme Court review of a lower-court decision upholding the commission's power to require, under the fairness doctrine, that stations air antismoking spots if they carry commercials for cigarettes (see page 32).

Late on Feb. 7, just before Congress went into a week's recess, 13 House members—including 10 members of the House Commerce Committee—quietly dropped legislation into the hopper that would extend cigarette-labeling legislation now on the books that has kept state governments and federal regulatory agencies from specifying what may or may not appear on cigarette packages or in advertisements.

The law, although it doesn't mention the FCC, is seen as having an inhibitory effect on the commission. It expires, unless Congress can act, on June 30, when the FCC's proposed cigarette-advertising ban would take effect. The bills submitted by the congressmen are patterned on the law already on the books and don't mention the FCC either. Unlike the present law, which was enacted only for four years, the new proposals would have no expiration date.

The bills (H.R. 6543 and 6544) were introduced by Representative David E. Satterfield III (D-Va.) and James T. Broyhill (R-N.C.). They were cosponsored by Ray Blanton (D-Tenn.), Williamson Stuckey (D-Ga.), Richardson Preyer (D-N.C.), Albert W. Watson (R-S.C.), Tim Lee Carter (R-Ky.), Dan Kuykendall (R-Tenn.), Joe Skubitz (R-Kan.) and Fletcher Thompson (R-Ga.).

Two other identically worded bills were introduced by three congressmen not on the Commerce Committee, two from Florida and one from Kentucky.

As the bills stand, it is questionable whether they would, if enacted, serve to stay the FCC's hand on its proposed no-commercials rule. It's thought that the legislation would likely be amended to specifically tell the FCC—as it does the Federal Trade Commission—to keep hands off cigarette advertisements. (The present Cigarette Labeling Act prohibits the FTC from specifying the content of advertisements, a prohibition that would be rendered moot by a requirement that commercials be banned altogether.)

It is also questionable whether the bills, amended or not, can make any real progress toward enactment by the June 30 deadline set by the FCC and the expiration of the present law. This week the prospects may begin to unfold as both the Senate and House Commerce Committees return from recess and their respective chairman get down to the business of setting legislative



HEW's Finch

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Feb. 2, 1969
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 2	Total dollars week ended Feb. 2	1969 total minutes	1969 total dollars
	Week ended Feb. 2	Cume Jan. 1-Feb. 2	Week ended Feb. 2	Cume Jan. 1-Feb. 2	Week ended Feb. 2	Cume Jan. 1-Feb. 2				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ —	\$ 111.3	\$ 544.6	\$ 351.9	\$ 1,609.6	78	\$ 463.2	364	\$ 2,154.2
Monday-Friday 10 a.m.-6 p.m.	1,527.0	6,439.6	2,909.2	13,356.4	2,503.3	12,372.3	937	6,939.5	3,946	32,168.3
Saturday-Sunday Sign-on-6 p.m.	1,400.9	5,136.6	961.3	6,735.8	386.1	4,642.5	281	2,748.3	1,282	16,514.9
Monday-Saturday 6 p.m.-7:30 p.m.	534.3	1,679.0	771.2	3,608.4	734.6	3,898.4	97	2,040.1	406	9,185.8
Sunday 6 p.m.-7:30 p.m.	311.1	986.3	239.7	1,334.5	215.8	1,258.1	26	766.6	113	3,578.9
Monday-Sunday 7:30-11 p.m.	5,290.6	25,285.5	7,301.3	33,717.7	7,156.8	33,659.2	438	19,748.7	2,023	92,662.4
Monday-Sunday 11 p.m.-Sign-off	297.5	1,347.7	45.8	363.8	431.0	2,168.8	70	769.3	324	3,880.3
Total	\$9,361.4	\$40,874.7	\$12,334.8	\$59,661.2	\$11,779.5	\$59,608.9	1,927	\$33,475.7	8,458	\$ 160,144.8

priorities.

No word has thus far been received on the attitude of Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.), who has been absent from the Capitol due to illness in his family. In the last Congress he took a decidedly anti-cigarette and pro-consumer stance, joining with the late Senator Robert F. Kennedy in sponsorship of bills that would curtail cigarette advertisements. However, four years ago his committee approved the present law—a statute that has been considered a compromise decidedly favorable to the tobacco interests.

On the House side, sharing jurisdiction over an extension bill, is Commerce Committee Chairman Harley O. Staggers (D-W. Va.), who reacted negatively to the FCC's announcement of its proposed ban and suggested that hearings would be forthcoming shortly. But best bets last week were that the Commerce Committee would turn next to a consideration of cable-television problems and that certain tactical problems were clouding the future of an extension bill in the committee. One of these revolved around Congressman John E. Moss (D-Calif.), and chairman of the Subcommittee on Commerce and Finance, which holds jurisdiction over labeling bills.

And although pro-tobacco pressure is well concentrated in the House Commerce Committee, it is also thought that the tobacco interests, although well-placed to block legislation, are not, at present, sufficiently well-armed to get legislation enacted or even moving in a forward direction.

The pressures may build, however, polarizing congressional leadership enough to overcome the current lack of direction on Capitol Hill that stems in part from an absence of a clear di-

rection from the administrative branch.

One factor that may clear the way for support from at least some segments of the administration is the anticipation that expiration of the present law will most likely result in an upsurge of regulatory actions by states.

Helping to build pressure for a federal solution are the state broadcasters' associations. A number of state associations are already considering resolutions condemning the FCC proposed action and all are expected to ultimately add their voices to the debate. Several—Mississippi, New Mexico and Texas—have already passed resolutions.

FCC chides WFBM on fairness issue

John F. Banzhaf III carved another notch in his slingshot last week. The FCC, acting on a complaint by Mr. Banzhaf, told Time-Life Broadcast Inc. that its stations WFBM-AM-FM-TV Indianapolis failed to give an adequate presentation of the opposing viewpoint after they presented a series of editorials defending cigarette advertising on radio and television. The commission asked Time-Life how it plans to achieve compliance with the fairness doctrine.

Mr. Banzhaf, executive director of Action on Smoking and Health and a prime mover among anticigarette forces, filed a complaint last summer alleging that the Indianapolis stations refused to allow opponents of cigarette advertising to be heard following the broadcast of editorials criticizing a Federal Trade Commission recommendation that cigarette advertising be banned from radio and television.

When he wrote to WFBM-AM-FM-TV requesting time for his organization or

"some other responsible spokesman" to answer the editorials, Mr. Banzhaf said in his complaint he was refused on the ground that the stations had pointed out both sides of the issue by stating the FTC proposal and then presenting arguments against it. The other viewpoint had also been presented in newscasts, the stations said.

Charging the stations with "deliberately placing their own financial interests above the rights of the people they are required by law to serve," Mr. Banzhaf asked the commission to discipline WFBM-AM-FM-TV and to stay renewal of Time-Life stations KOGO-AM-FM-TV Bakersfield, Calif., and KERO-TV San Diego, pending resolution of the Indiana case (BROADCASTING, Nov. 18, 1968).

In its action last week, the commission told Time-Life in a letter that there is no question as to its right to editorialize "in any fashion and as vigorously as you choose on any issue," but that the stations did not meet their fairness obligation, on the basis of the licensee's showing in response to a commission inquiry. According to the commission, the news items cited by Time-Life "basically recite the FTC recommendation, without exposition of the reasons given by the commissioners who supported the recommendation...."

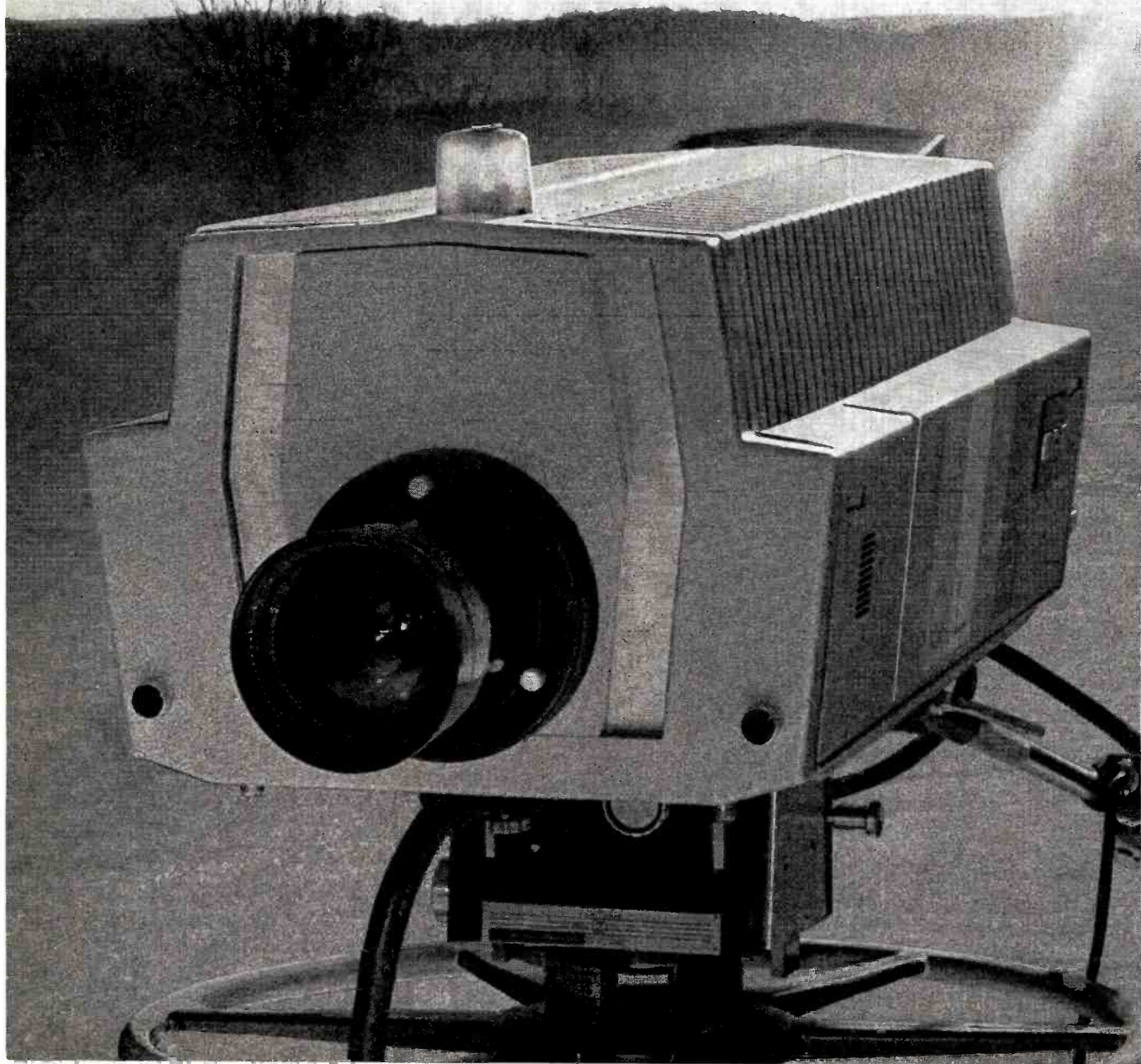
The commission also found that "the delineation of the health hazard in smoking, while of course pertinent to the issue of banning cigarette commercials, does not constitute an adequate presentation of the contrasting viewpoint on that issue...." This comment was in response to Time-Life's statement that it had presented numerous antismoking announcements and programs on smoking and health.

The commission said it recognized that Time-Life had acted in good faith.

The world's best color camera is the TK-42

Is there anything comparable in 4-tube design? Ask any of the TV stations that own one. The TK-42 is the 4-tube camera with the unique 4½-inch image orthicon for resolution unequalled by any 4-tube camera. It can spotlight the winner in a fast-moving race (that's partly in bright sunlight, partly in deep shadows)—as easily as it delivers the sponsor's goods. Flood it with light—the TK-42 won't let it bloom. Back-light dark-haired performers—they won't turn green (and you won't turn gray). The TK-42. The nearest thing to perfection current technology allows.

For all the reasons why the TK-42 is the world's best 4-tube camera, call your RCA Field Man, or write: RCA Broadcast Equipment, Building 15-5, Camden, New Jersey 08102.



The world's best color camera is the TK-44A

The TK-44A is the lighter side of perfection. It's the world's best 3-tube camera. Only 105 pounds (without lens), it's the camera you need for easy-to-handle remotes and studio work. Uses RCA's exclusive "contours with a comb" for color "snap" without raising the noise level. And you can color-match its output to any other camera you own—with RCA's "Chromacomp".

The TK-44A. The 3-tube camera that can equal it hasn't been made yet. And we can prove it.

For all the reasons why the TK-44A is the world's best 3-tube camera, call your RCA Field Man, or write: RCA Broadcast Equipment, Building 15-5, Camden, New Jersey 08102.



Westinghouse bolts NAB TV code

McGannon cites personal-product breach as 'last straw', sets up own stringent standards

In the biggest single defection in the history of the television code, Westinghouse Broadcasting Co. is withdrawing its five stations on the grounds that the code has been weakened to the point of being indefensible.

WBC President Donald H. McGannon, in a letter explaining the decision to leaders of the National Association of Broadcasters and NAB's television code board, said the lifting of the ban on the advertising of personal products a few weeks ago was the "last straw" in a series of debilitating influences on the code.

"In the face of our inability to defend [the code] proudly," he wrote, "to remain a member would be misleading and ungentle."

WBC, he stressed, will set up and adhere to its own, more stringent TV code. But he also indicated that WBC would stand ready to rejoin a "revitalized" NAB code.

Mr. McGannon's letter said he also felt the NAB and the code have defaulted over the years in not trying hard enough to deal effectively with such problems as violence in programing, over-commercialization, urban life, minorities and youth, commercial acceptability of product categories and "the balanced and effective coverage of dem-

onstrations, dissent and a war being presented live and in color and many more."

He urged the NAB or the code, "whichever is appropriate," to "undertake an aggressive effort" in four specific "critical areas" and pledged WBC's vigorous support in each case.

The areas embrace the employment of minorities in broadcasting, over-commercialization, violence in programing and advancement of creative programing.

Mr. McGannon's letter was addressed to Vincent T. Wasilewski, president of the NAB, and Robert W. Ferguson of WTRF-TV Wheeling, W. Va., chairman of the television code board. Copies were also received by members of the NAB television board of directors and of the code review board.

Mr. McGannon's criticism of NAB as well as the code was not generally regarded as an implication that the WBC stations might withdraw from NAB membership as well as from the code. The letter explained at the outset that it was addressed to both the NAB and the TV code-board heads "because the subject area spans the functions and responsibilities of both the NAB and the code." It recognized the "independent" membership and functions of

each organization," but also noted "the realism of the identity of leadership and policy formation."

The implication of Mr. McGannon's failure to mention the radio code board while withdrawing from the TV code was less clear. The omission was believed to indicate that no final decision had been reached as to whether the company's seven radio stations would remain in the NAB code or withdraw and set up their own.

In support of this interpretation it was noted that, unlike the TV code, the radio standards—which are generally less restrictive than those in TV—have not undergone recent major changes to trigger withdrawal. On the other hand, it was felt that WBC officials might conclude that, to be consistent, they should withdraw from the radio code, too.

Mr. McGannon's letter cited the rise of the piggyback commercial and its subsequent variations in integrated and shared commercials as one example of what he called the code's having been "permitted to become a progressively and more static, phlegmatic entity."

Now, he added, the 30-second commercial is moving toward replacement of the 60 as the basic unit—and advertisers are moving in the direction of splitting 30's into two 15's or a 10 and a 20—and the problem of "clutter," which once existed at the station breaks, now "exists throughout the programs."

"I fully appreciate the problem of determining the ideal level of commercial content or when it becomes excessive," his letter said. "I believe the problem should have been contained

Cigarette fairness goes to court

Tobacco Institute and cigarette makers argue FCC's order violates free speech

The Tobacco Institute and eight major tobacco manufacturers went to the Supreme Court last week in an effort to win a reversal of the FCC order applying the fairness doctrine to cigarette advertising.

Their petition for review of a U.S. court of appeals decision upholding that commission order came two weeks after the agency proposed a far more sweeping measure—one to ban cigarette commercials from the airwaves (BROADCASTING, Feb. 10). And the petitioners cited that proposal as further grounds for the high court to grant review and overturn the commission's action.

For, "emboldened" by the decision of the lower court, they said, the commission "has now reached out for the

role of censor and has flatly asserted that the First Amendment poses no barrier to its control over advertising on the nation's broadcasting media."

The commission applied the fairness doctrine to cigarette advertising in June 1967 to assure that both sides of what it considered a controversial issue of public importance—the possible health hazard associated with cigarette smoking—are aired. The appeals court, by a 2-to-1 decision, held that the commission was within its constitutional and statutory authority in issuing the ruling (BROADCASTING, Nov. 25, 1968).

But the institute and the cigarette manufacturers argued in their petition to the Supreme Court that the commission lacks the authority to require

broadcasters to carry anticigarette announcements. They also said that the ruling, on its own terms, violates broadcasters' right to freedom of speech, and was "arbitrary" in that it applied to only one product—cigarettes.

Three other petitions requesting the high court to review the case are expected to be filed this week—by the National Association of Broadcasters and WTRF-TV Wheeling, W. Va., ABC and NBC. CBS, which appealed the commission's order to the lower court, has decided not to petition the Supreme Court for review.

Two other cases involving the fairness doctrine are already pending before the high court. In one, brought by WOCB-AM-FM Red Lion, Pa., the appeals court for the District of Columbia—the court that affirmed the commission's right to require anticigarette announcements—upheld the constitutionality of the doctrine itself. In the other, brought by the Radio-Television News Directors Association, the Seventh Circuit Court

and determined at the level that existed 10 years ago. I, for one, feel the current level is excessive and an imposition on the public."

The TV board's lifting of the categorical ban on personal-products advertising and specific inclusion of feminine-hygiene products, he said, was "the 'last straw,'" not "a single situation" but a "a culmination" of a number of deteriorating influences.

"The practical problem facing local affiliated stations is very serious," he asserted. "One of the networks is feeding these commercials already; one is standing resolute and I hope they will stick to this position. The third tends to be too silent to offer any encouragement."

"We have now crossed over the line where there is no practical obstacle to products being aired on television irrespective of their personal, intimate or sensitive nature and in any quantity of messages depending on subsequent segmentation. The only forbidden product category is liquor."

The network currently carrying personal-products commercials is known to be NBC-TV. The one described by Mr. McGannon as "standing resolute" is believed to be CBS-TV, and the one "too silent" presumably is ABC-TV.

Mr. McGannon told Messrs. Wasilewski and Ferguson that WBC "most regrettably" must withdraw from the TV code, but that "I hasten to assure you that a program of self-regulation will be practiced by our stations that is more stringent and effective and enhanced by the extension of our long-standing but limited policy regulations into the full

spectrum of issues covered by the television code."

In the context of his letter, this was taken to mean that the WBC code would be more strict than NAB's in such areas as number of program interruptions, number of commercials in clusters, further segmentation of commercial units, and guidelines on violence, in addition to banning advertising of personal products.

In urging NAB to act aggressively to block further segmentation of commercial positions into shorter units, he said this trend must be stopped before it becomes irreversible. A "serious examination of a lower and validated acceptable level of commercial content" should also be undertaken, he asserted.

He said a continuing study of the proper bounds of violence in programming should be set up and should enlist "the best and most diverse brains of our community," even though the problem may defy solution.

To advance creative programing he proposed that professional seminars be held at NAB annual conventions "parallel in meaning and quality to the engineering conference" that now coincides with the conventions. And on the advancement of employment of minorities in broadcasting, he said, "some work has been done," but "the whole social question is critical and worthy of an industry commitment and an industry-wide crash effort."

Mr. McGannon contended that "in a medium and art form such as television . . . the responsible elements of the industry are the only really qualified persons to effectively regulate it. This

fact is so true, however, that there is a parallel relationship between the vital effectiveness of the self-regulation and the freedom of the medium—or perhaps the right of the medium to be free.

"It is well-known that the critics of this medium and those who ideologically don't want television to be free have long since argued that the code is a 'facade' and is not a means of self-discipline on which the public or its governmental representatives can prudently rely. I have argued strenuously against these critics. I don't feel I can argue truthfully or effectively any longer."

Mr. McGannon's letter was dated Jan. 31, but it could not be ascertained when the code resignations would become effective. In terms of code dues, it was estimated the five stations represented a total of \$8,050 a year. This estimate was based on the assumption that each Westinghouse station was in the highest-dues category, which is said to be \$1,610 (\$1,400 plus a 15% increase that went into effect a few years ago).

The WBC television stations are WBZ-TV Boston, KYW-TV Philadelphia, WJZ-TV Baltimore, KDKA-TV Pittsburgh and KPX San Francisco.

Commenting on the McGannon withdrawal, NAB President Wasilewski said merely that the NAB "was sorry, we think it's a mistake, and we hope to get him back." His sentiments were echoed almost to the word by Code Board Chairman Ferguson, who said he did not want to elaborate further because he still had not received Mr. McGannon's official letter of withdrawal.

of Appeals held that rules designed to implement aspects of the doctrine dealing with personal attacks violated the First Amendment.

And the institute and the cigarette manufacturers found in that second decision support for their argument that the ruling requiring anticigarette announcements violates the First Amendment. The appeals court in the District of Columbia had held that, in First Amendment matters, broadcasters can be distinguished from publishers because of the need for technical regulation of the airwaves and the scarcity of broadcast frequencies.

But the Seventh Circuit "properly ruled," the petitioners noted, that "the traditions of the First Amendment do not evaporate because there is licensing."

Furthermore, they said, the commission has done more than merely require that time be granted—"it has in effect prescribed the content of the broadcast." They said the notion that broadcasters "can be compelled to propagate the

viewpoint of particular governmental agencies . . . is totally repugnant to basic notions of free speech and a free press."

In arguing that the commission lacks authority to require broadcasters who carry cigarette commercials to air health-hazard warnings, the petitioners said no specific statute confers that authority on the agency.

The public interest, convenience and necessity standard of the Communications Act, cited as its authority by the commission, is inadequate, they said. And the lower court, they added, "ignored the fundamental requirement of a clear legislative mandate for administrative regulatory activity trespassing into constitutionally sensitive areas."

The petitioners said the commission was "arbitrary" in picking cigarettes for "unique treatment in applying the fairness doctrine to commercial advertising." Such an action is "an abuse of agency and judicial power" needing correction by the high court, they said.

The commission has argued that

governmental and private reports pointing up the health hazards associated with cigarette smoking provide grounds for singling out cigarette advertising. But the petitioners said that many products and business activities have been the subject of legislative action involving their relationship to health—automobiles, for instance.

The petitioners also argued that the ruling violated the terms of the Cigarette Labeling Act of 1965, which requires a health-hazard warning on all cigarette packages, but bars federal and state agencies from regulating or outlawing cigarette advertising. In holding that the commission's order does not violate that act, the appeals court said that Congress did not intend to impede the flow of information concerning the health hazards of smoking. But, the petitioners said, "there is no proof that Congress intended that regulatory agencies should be free to compel various parties to disseminate such information."

The companies associated with the



"A true joy." LOUISVILLE COURIER-JOURNAL

"In terms of audience reached and in the sheer delight of the performance, the Bard's most impressive evening ever."

THE CLEVELAND PRESS

"Shakespeare as Shakespeare would have it, performed eloquently by the leading Shakespeare repertory company."

THE INDIANAPOLIS NEWS

"provided much midwinter night's pleasure." THE PHILADELPHIA INQUIRER

"The television night of the season."

CHICAGO DAILY NEWS

"the finest blend yet of a Shakespearean work with the 20th century electronic medium." BOSTON RECORD AMERICAN

"A richly textured color film that comes across as TV at its best." TIME MAGAZINE

"A heady experience."

MEMPHIS PRESS-SCIMITAR

"If ever a television program deserves immortality, it is the CBS presentation of 'A Midsummer Night's Dream.'"

THE DETROIT NEWS

"Shakespeare made a triumphant return..."

DALLAS TIMES HERALD

"Captivating."

HOUSTON CHRONICLE

"The word was the thing, not a director's usual indulgence in cinematographic calisthenics... a major event on the home screen."

THE NEW YORK TIMES

Love, Shakespeare Style

"Midwinter Warmed by Midsummer Dream": We didn't say it. The New York Times did. And reviewers across the country gave an equally warm reception to the CBS prime time presentation of the Royal Shakespeare Company color production of "A Midsummer Night's Dream." It was the first of a series of Shakespearean plays to be broadcast exclusively on the CBS Television Network...the latest example of our continuing effort to present contemporary and classic drama of unusual quality. Watch for "The Experiment," the next modern drama on CBS Playhouse, on February 25. And for the next Shakespeare production: "King Lear," starring Paul Scofield.



Tobacco Institute in the petition are the American Tobacco Co., Brown & Williamson Tobacco Corp., Larus & Brother Co., Philip Morris Inc., R. J. Reynolds Tobacco Co., and United States Tobacco Co.

AAF conference gains two more top speakers

A high official in the Nixon administration and an FCC commissioner have been added to the roster of speakers for the American Advertising Federation's 11th annual conference on government affairs, starting today (Feb. 17) in Washington.

Set for Monday luncheon speaker is Herb Klein, President Nixon's director of communications. FCC Commissioner Kenneth A. Cox will participate in AAF's session on "advertising and the law," set for Wednesday morning (Feb. 19). Panelists are to include Federal Trade Commissioner Philip Elman, House Commerce Committee member Paul Rogers (D-Fla.) and Washington and New York attorneys.

Willie Mae Rogers gets consumer post

Willie Mae Rogers, director of the Good Housekeeping Institute, has been named a part-time consultant to President Nixon on consumer affairs.

Her job will be to survey and evaluate government agencies concerned with consumer protection, and to recommend ways of strengthening them.

But she is not to replace Betty Furness, who as a special assistant to President Johnson on consumer affairs, was a full-time official with a staff of about 25.

One of Miss Rogers's assignments is to recommend whether that job should be continued or abolished.

Apart from what her appointment means for the future of consumerism at the White House, reporters who questioned her at a new conference Wednesday wondered about the possible conflict-of-interest problem with which she might be confronted.

Miss Rogers, who hopes to finish her work for the President in 90 days, is staying on the payroll of *Good Housekeeping*, where she directs the program under which the magazine awards its well-known seal.

Miss Rogers didn't think the problem would arise, since she would not be passing on the quality of products that might have been given the *Good Housekeeping* seal.

But if that should develop, she said, "you've got to accept the basic fact that I'm honest."

Miss Rogers, who is a native of Jackson, Tenn., graduated from Union Uni-



Miss Rogers

versity there and then taught home economics in Tennessee high schools. She worked in home economics for a number of private firms before moving to the Good Housekeeping Institute in New York in 1953. She was elected a vice president of the magazine in 1966.

MCI becomes sales rep for tape-production firm

MCI Video/Film Productions Inc., New York, a newly formed production company in commercials and industrial presentations, announced last week it has been appointed exclusive sales representative in the New York area for National Teleproductions Inc., Indianapolis.

MCI will offer complete production services for taping TV commercials and industrial productions, and for transfers to 16mm and 8mm motion-picture film. National Teleproductions is said to be a completely equipped tape-production company. MCI is located at 270 Madison Avenue, New York 10016.

Anello discusses ways to fight ad-tax plans

National Association of Broadcasters General Counsel Douglas A. Anello met last week with representative station, group and network attorneys to map strategy in fighting local and state advertising-tax proposals. At the meeting, he said, it was decided to assemble a kit of discussion materials on the subject that can be used in various jurisdictions where advertising taxes are being proposed or are under consideration.

Also, it was noted, the kit would be used for a presentation on the subject at the NAB annual state presidents'

conference, set for April 21-23. Another conference was arranged at the meeting, Mr. Anello said, to include principals in the Iowa advertising case, which will be appealed to the U. S. Supreme Court this spring (BROADCASTING, Feb. 10).

Cadillac bows on TV with prestigious buy

Televised sports has brought another new advertiser into national TV and this one isn't selling bargain-basement merchandise.

According to Fred T. Hopkins, general sales manager of the Cadillac Motor Car Division, Detroit, co-sponsorship of the 33d Masters Golf Tournament is being taken by the division of General Motors. CBS-TV will telecast the Masters April 12 (5-6 p.m., EST) and 13 (4:30-5:30 p.m., EST).

"The Masters was selected for Cadillac's television debut because it is considered golf's most prestigious event," Mr. Hopkins said, adding that Cadillac dealers would be promoting the telecasts on the local level. Cadillac's agency is MacManus, John & Adams, Detroit.

Campbell's nine takes to TV field in March

Campbell Soup Co., Camden, N. J., will tie in a promotion for nine soups with professional baseball's centennial celebration this year.

The "Grand Slam Promotion" campaign will begin in March, with television commercials featuring former Yankee pitcher Whitey Ford running from March 17 through April 12, and print advertising in national magazines supporting an offer of a 240-page soft-cover edition of *Baseball: The First 100 Years*.

Two additional elements, tickets to a "Campbell Kid Day" at major-league stadiums and 12 baseball premiums, will be advertised extensively on television and in newspapers and magazines following the introductory offer in March and April. BBDO, New York, is the agency.

Also in advertising:

Merges with Grey ■ Grey Advertising Inc. reports that Reilly Bird Associates, Detroit, a retail advertising agency, will merge into Grey's Detroit office. Reilly Bird bills more than \$2 million.

Ralston Purina Co., through Gardner Advertising, both St. Louis, is using spot television in Denver, Phoenix and Tucson, Ariz., to test market a new frozen fried chicken product.

Rep appointments:

■ WRBL-TV Columbus, Ga.: Katz Television, New York.

THE PHILADELPHIA STORY

or

can a travel/adventure series
make it BIG on an independent UHF station?

The November 1968 ARB shows that

"OF LANDS AND SEAS"

delivers on WPHL-TV Philadelphia the
highest prime time rating and share
of **any** Monday thru Friday series on **any**
UHF station in the United States*....

with a 64% increase in total
viewership over October!

Believe it!

"OF LAND AND SEAS"

Weeknights 7:30, Sundays 6 PM



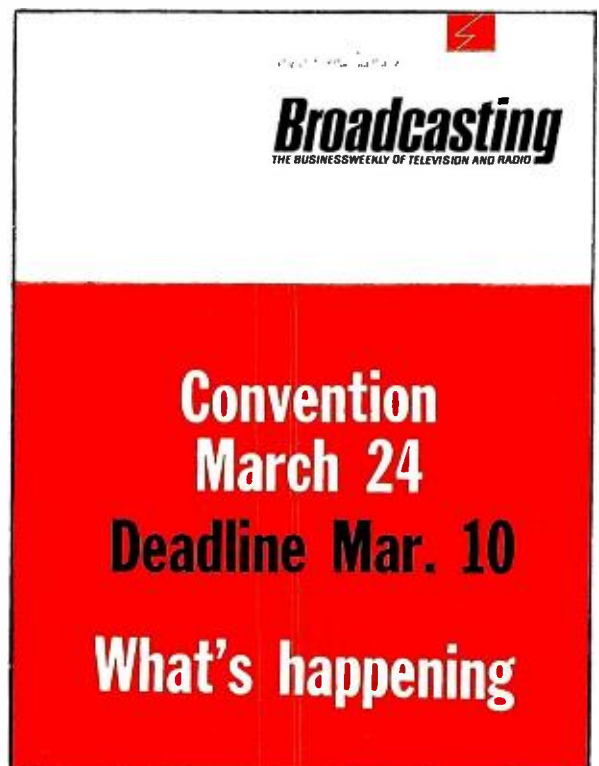
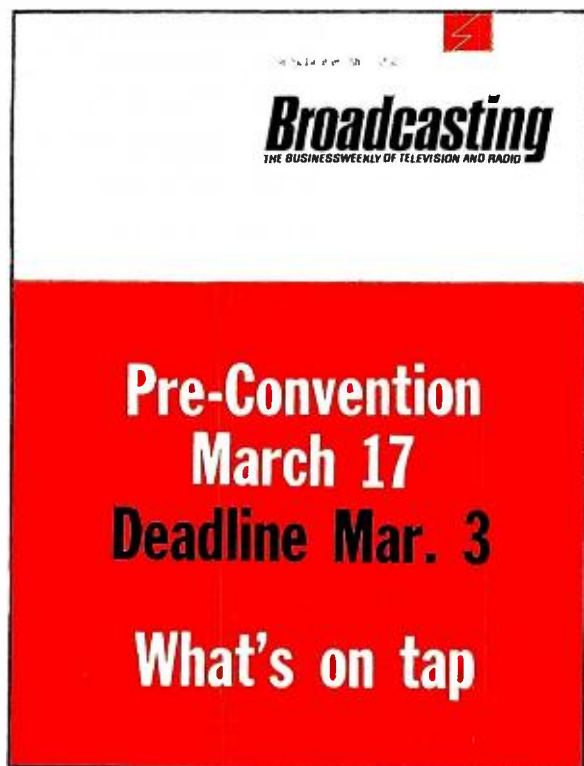
WPHL-TV PHILADELPHIA

*Rating 4.6 / Share 8.4% / Homes 79,100 / Adults 116,400 / Women 57,600
Subject to limitations and qualifications issued by ARB.

FOUR ADVERTISING OPPORTUNITIES TO NAB N.A.B.-GOERS—

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

Each issue goes to 39,000 regular subscribers.



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.**



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

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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

A visual vignette of all-news radio

WBC presentation for 1,000 admen circulates on a six-city circuit

What is all-news radio? It's many things but chiefly facilities, manpower, automobiles equipped for remote broadcast, schedules that run closely by the clock, service, coverage and commentary.

These several elements were involved in a story of all-news radio Westinghouse Radio Co. (all-news WINS New York, KYW Philadelphia and KFWB Los Angeles) set out to tell for the benefit of advertising agency buyers in six cities. The challenge, it was decided by Westinghouse last summer, was to bring agency people into a typical daily operation of a WBC all-news station, work in all the services provided on all three stations and tack on several minutes of hard media material on the all-news audience.

Two WBC executives, Dick Newton, station group promotion manager, and Robert Hoffman, vice president-creative services, were in charge of the project. A WBC producer-director-writer, Tom Johnson, was put in charge of a special unit, assisted by Peter Hess, film editor, and Alan Kaplan, still photographer with expertise in 35mm shooting. A New York company, 1492 Productions, which specializes in projections in the industrial field, was commissioned to actually "produce" the projection apparatus.

Mr. Johnson, using the cinemaverite technique of hand-held camera,

filmed a documentary following a single hard-news breaking story in New York (the school crisis in Brooklyn) in the WINS studio and on location, using newsroom sound and air checks, on a routine day, Oct. 3, 1968. A full morning was covered from 7:01-11:38 a.m., the color film edited and cut considerably events surrounding the story were talked in by announcers.

As explained by Mr. Johnson, the newsroom end of the story was recreated at WINS, both newsroom and location sound recorded directly on the film's magnetic stripe. Other sections were footage shot in Philadelphia (traffic and documentary) and Los Angeles (newsroom). Everything filmed was cued to the sound track, using the time cue on the running story. (Slide projector and film system were cued by the running of a punched program tape). It took three months to prepare the presentation, with Chuck London of 1942 Productions employing tight cues and careful timing. The projection was on three screens (Expo 67 technique) using six slide projectors and one 16mm film projector.

According to estimates, the project physically ran in cost to a "minimum of \$10,000," but this did not include some of the salaries involved, nor the utilization of station equipment, facilities and manpower, including the use of TV crews where needed for footage.

When the initial presentations are completed, more than 1,000 advertising and agency executives will have seen them, and Westinghouse plans possible "repeats" in addition to a one-screen version with a 15-17-minute running time that can be routed for agency showings through WBC sales offices. A Los Angeles showing tomorrow (Feb. 18) and Philadelphia next week (Feb. 25) will complete the six-city circuit.

WLWT takes pair of NAPTE awards

There were a total of 10 first prize winners in the second annual National Association of Television Program Executives program awards competition held last week in Los Angeles as part of the three-day NAPTE convention.

No awards were given in the cate-

gories of local religious programming and local game quiz programming (none of the entries were considered of award-winning quality). All of the 79 entries had to be locally produced for local community entertainment or informational purposes. Group organization and syndication efforts were not accepted. Winners were awarded a plaque for "distinction in programming."

There was a three-way tie in documentary programming. WLWT(TV) Cincinnati was the only multiple station winner. Stations were only permitted to enter two programs over-all in the competition, one program to each of a maximum of two categories. The Avco Broadcasting station won with both of its entries.

Following is a list of the programming categories, program titles and station winners:

- Variety/entertainment: *Fashion Is*—WWL-TV New Orleans.
- Interview: *Pete Seeger: Songs and Work*—KING-TV Seattle.
- Performing arts: *New Performers*—WMAQ-TV Chicago.
- Weather/sports: *Weather with Allen and Albert*—WITI-TV Milwaukee (weather); "High School Football Coverage"—WNBF-TV Binghamton, N. Y. (sports).
- Education: *The Lost*—WLWT(TV) Cincinnati.
- Childrens: *Woodrow the Woodsman*—WJBK-TV Detroit.
- Documentary: *Grambling College: 10 Yards to Glory*—WABC-TV New York; *Assignment: The Young Greats*—WFIL-TV Philadelphia; *Appalachian Heritage*—WLWT.

Vote votes KFRC as best St. George

KFRC San Francisco has been awarded the grand prize for radio creative merchandising by Bristol-Myers and Young & Rubicam in a national contest on behalf of Vote toothpaste. In addition to a trophy for KFRC, a \$1,000 sportman's holiday travel prize was given to the station's merchandising manager, Edward Gonser.

In its winning promotion, KFRC capitalized on its proximity to San Francisco's Chinatown with displays and copy that tied in with the Vote toothpaste campaign theme, "Kill the Dragonbreath."

In addition to the grand prize, trophies were won by WSR Atlanta; WCAO Baltimore; WYON Chicago; WKRC Cincinnati; WIXY Cleveland; WCHB De-



Tom Johnson and camera film the scene in the WINS newsroom.



Small shipments are the heart of our business.

We've got more going for you, with service to over 25,000 cities and towns every day.

Can we drop something off for you?

It's there in hours and costs you less when you ship by GPX.

For Example	Buses Daily	Running Time	10 lbs.	30 lbs.	50 lbs.
ATLANTA— BIRMINGHAM	9	3 hrs. 30 mins.	\$2.05	\$2.60	\$3.40
ST. LOUIS— KANSAS CITY	11	4 hrs. 20 mins.	2.35	2.95	3.65
SEATTLE— PORTLAND	22	3 hrs. 10 mins.	2.20	2.70	3.50

Other low rates up to 100 pounds. Lot shipments, too. For complete information call Greyhound, or write Greyhound Package Express, Dept. 8-B, 10 South Riverside Plaza, Chicago, Illinois 60606.



troit; WPOP, WRCH and WDRC, all Hartford-New Britain, Conn.; WOKY Milwaukee; KDWB Minneapolis; WPIX-FM New York; KQV Pittsburgh; KPEN and KNEW San Francisco-Oakland, and WQMR Washington-WGAY(FM) Silver Spring, Md.

Promotion tips:

Awards time ■ Deadline for entries in the American Optometric Association public service awards for distinguished service in journalism is July 1. Radio and television programs that stress the importance of proper vision are eligible for the awards of a bronze plaque and \$500. Entry information from AOA, 7000 Chippewa Street, St. Louis 63119.

Experience exploration ■ KOTN-AM-FM Pine Bluff, Ark., is sponsoring a Boy Scouts explorer's post. Boys from the community are taking courses in preparation of commercials, local news coverage and announcing. They are also given an opportunity to gain experience in preparation for third-class operator's license examinations. Personnel from the station teach the courses.

Helping out ■ After months of planning, the Writers Guild of America, West, this month will start an instructional course in TV and film writing for minority students. Members of the guild will act as instructors in the techniques of creating scripts for TV and films. The course is open to the Negro, Mexican-American and American Indian communities. The staff of 28 instructors will be backed by 14 alternate instructors.

'Owl' award ■ Television Advertising Representatives will present this year's "Owl" award for creative management achievement to Robert F. Hunsicker, president of Allen Products Co. Inc., a division of Liggett and Meyers that markets dog food. He will receive the award at a luncheon Feb. 11 in New York, in conjunction with TVAR's annual creative management conference.

Big break for police ■ WABC New York gave over \$7,500 to the New York Police Athletic League in proceeds from a rock'n'roll competition concert held Jan. 19. Three amateur bands each won a recording contract.

Media awards ■ The American Psychological Association has announced its 1969 national media awards. A \$1,000 award will be made for best writing or production on psychology in radio-TV. Works of writers and producers which appeared between May 1, 1968 and April 30, 1969, deadline for submission of entries, are eligible. Information: Office of Public Affairs, American Psychological Association, 1200 17th Street, N. W., Washington, 20036.

Rumor box ■ KLAC Los Angeles, an

all-telephone talk station since 1966, is known to be contemplating a change in programing format (BROADCASTING, Jan. 27). The station's promotion department also heard the rumors, so it decided to turn the industry talk into promotional capital. Media representatives in Southern California have been receiving "a make-your-own-rumor-box" kit from KLAC. "... Assemble this rumor box and use it to file away those speculative reports that have been littering up your time," the station suggests.

Cornerstone unearthed ■ A metal box containing mementos of the day was encased in the cornerstone of the CBS Radio building at Sunset Boulevard and Gower Street on Jan. 18, 1938. Last

Arte Johnson socks it to WBZ-TV Boston

NBC *Laugh-In* star Arte Johnson over the Feb. 8-9 weekend was filmed in 61 promo spots and was taped for a number of radio spots at WBZ-TV Boston. The station reported this was Mr. Johnson's first participation in the making of station promos.

The comedian appears in the station promos in his *Laugh-In* characterizations in the roles of the German, the Russian and the lecherous old man. The spots ranged from IDs, 20-second blackouts to minute situation comedies in which Mr. Johnson kidded the station's news, sports and weather on-camera personnel.

The promos started on the station Feb. 10 and will continue through spring.



In one of the promos with Shelby Scott, WBZ-TV newswoman, Arte Johnson asks if she wants a Walnetto.

month, more than 30 years later, because the structure is being renovated, the cornerstone was opened. Inside were pictures of Al Jolson and Jack Oakie, who starred in the groundbreaking ceremonies on April 27, 1937; other photographs were those of Edward Klauber, then executive vice president of CBS; Donald Thorburgh, then vice president of western division, CBS and William S. Paley, then president and now CBS chairman. Other items recovered were the Oxford self-pronouncing bible; a book, "The Story of Radio," by Orrin E. Dunlap Sr., then radio editor of the *New York Times*; and the day's issue of several local newspapers and trade papers. The memorabilia soon will be exhibited in the new lobby of the building at Columbia Square in Hollywood which now houses CBS-owned KNX and KNXT(TV) Los Angeles, and West Coast offices of Columbia Records.

Side-splitter format subs for middle-of-road

KSFO San Francisco altered its middle-of-the-road music format for a day to present *12-Hour Laff Off*, or 12 hours of comedy. Each hour contained comedy bits, one-liners, interviews of KSFO personalities over the years, in addition to cuts from the best comedy albums ever recorded. The program ran from 7 a.m. to 7 p.m. on Jan. 4 with the only breaks being five minutes of news on the hour.

The show in addition to being a promotion for KSFO, was also quickly sold to two sponsors, Calso Water Co. and RCA dealers. Each alternated on the hour and the total show sold for \$12,000. Promotion for the show used art work and said: "Laff 'till your knobs fall off your radio. Listen to KSFO's *Laff Off* Jan. 4."

The station reported that reaction from listeners by telephone and mail was "overwhelming" and that mail is still coming in about the show.

NAB booklet features radio spot announcements

An 80-page collection of spot announcements that have proven successful over the years has been published by the National Association of Broadcasters.

The booklet entitled *Build Radio with Radio*, which contains over 350 individual announcements for on-air use, is categorized and indexed for quick selection. The announcements cover a wide variety of services that radio performs—from news and editorial opinion to disaster or emergency warnings.

The on-air promotional campaign, first launched by the NAB in 1959 was



What's it mean – a masthead?

Not much really until you've demonstrated a level of integrity.

Naturally it costs money and creates problems when you stand behind your masthead. But, your reader buys your publication simply because he has come to know and expect you to perform to a given level.

We make medicines for doctors to prescribe. We take the responsibilities for these medicines.



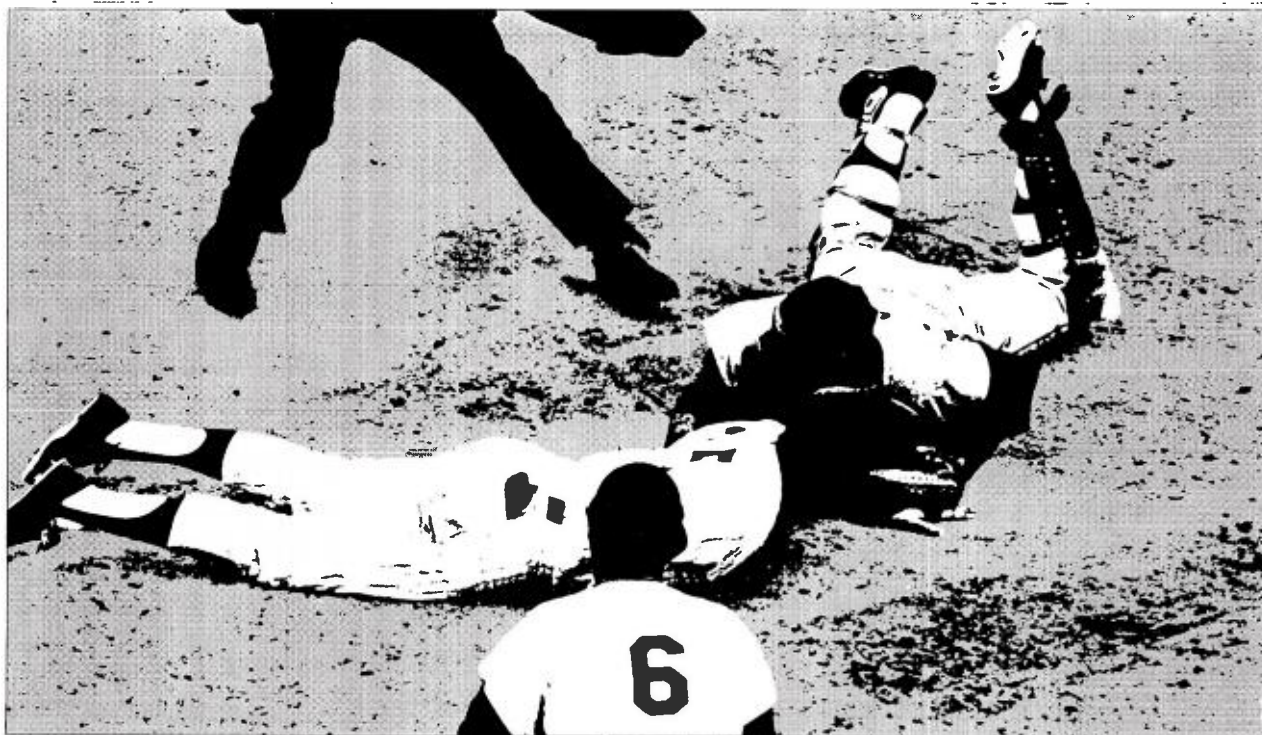
This is our masthead

For a free copy of This is Lederle, write to Public Relations Department



LEDERLE LABORATORIES

A Division of American Cyanamid Company, Pearl River, New York



Baseball rights up to \$37.2 million

But question marks mar majors' bright '69 outlook;
R. J. Reynolds, Allstate Insurance biggest local buyers

(Copyright Broadcasting Publications Inc. 1969)

NBC isn't revealing its sponsors. Seattle doesn't have a local TV outlet. Montreal hasn't picked up any local radio-TV contract. Washington is still missing a radio outlet. San Diego hasn't acquired any sponsors. No one seems interested in carrying a one-hour pre-All Star Game special.

With the major-league baseball season due to start in just seven weeks, these are some of the problems confronting baseball and broadcasting in 1969. Professional baseball is celebrating its 100th birthday this year and broadcasting, in a spirit of unmatched generosity, is coming up with an estimated \$37,190,000 check as its present to the 24 major-league teams. The lion's share of that figure is coming from NBC-TV which will pay \$15.5 million this year for 25 Saturday afternoon games, three Monday night contests, the All-Star game, World Series and the new divisional playoffs in the American and National League.

The \$37,190,000, compiled by BROADCASTING from its annual survey of stations, advertisers and teams, is an in-

crease of 19.8% over the \$31 million broadcasting paid for major league baseball in 1968. A survey of the 24 AAA teams of the American Association, International and Pacific Coast leagues shows an estimated \$200,000 in local broadcasting rights.

While the broadcasters present their birthday checks to the teams, the accounting offices at the stations and network will be preparing to send out some \$100 million in bills, which will be presented to the sponsors of the games, pregame and postgame shows.

Although the dollar figures are impressive, equally as good looking are the number of radio and TV stations that will be affiliated with the regional networks of the major league clubs. As of last week, a total of 898 radio stations and 146 TV stations planned to be carrying major league baseball. Of that number 538 radio stations will carry American League games and 360 will carry the National League teams. On the TV side, however, the National League has a larger number of stations committed, 91, compared to 55 for the

American teams.

While there are some problems for broadcasters to resolve this year, baseball is confronted with a major one: a threatened strike of players, if the major league owners don't increase the amount of money being contributed to the players' pension fund. At the heart of this matter is the new NBC contract.

Last year, under the old contract, NBC paid \$12.7 million of which \$6.7 million went to the commissioner's office for distribution. Part of that \$6.7 million went to the pension fund. This year, as part of its \$49.5-million three-year package, NBC will be paying out \$15.5 million and the players want some of that extra \$2.8 million for their pension fund.

(The contract NBC and the major league television committee negotiated in 1967 called for the network to pay \$15.5 million in 1969, \$16 million in 1970 and \$18 million in 1971 [BROADCASTING, Aug. 7, 1967].)

Lest it be accused—somehow—of adding fuel to the financial fire blazing between the players and the owners, the

network has refused to announce any sales in formation on this year's baseball schedule. Although admitting the network had signed some sponsors, one NBC spokesman felt that divulging such information could "affect the bargaining sessions." However, another network source said concern over the negotiations was not the reason the network was staying mum on sponsorship. He cited a "unique competitive situation" as the cause.

BROADCASTING, however, has learned that several of last year's sponsors, Jos. Schlitz Brewing and Chrysler Corp., do intend to be back sponsoring this year's games.

Because it did negotiate early for a new contract and because it did come up with more money, NBC gained a windfall when the National and American leagues decided last year to add two new franchises each and then to go to division play.

The leagues will retain their 162-game schedule and have set the end of the regular season for Oct. 2. Then they are setting aside six days (Oct. 4-9) for a three-out-of-five playoff of division leaders in both leagues to be followed on Oct. 11 by the start of the World Series.

BROADCASTING learned that although the NBC deal had been "essentially closed," the network was offered the division playoffs as part of the package and was not asked for extra money. NBC also has the rights to any playoff games within a division, if they are necessary. So instead of having a basic maximum schedule of 35 games (assuming the World Series went to seven games), NBC could show up to 49 games this year if a playoff is required in each of the four divisions and each of the league playoffs went the maximum five games.

The network also gets an audience break in the scheduling of the league playoffs and World Series. The playoffs are scheduled to start on a Saturday and the Series, for the first time, is slated to start the following Saturday. If the Series goes the full seven games and there are no rain dates, NBC could show four of the seven games on the weekends, when available audiences are larger.

On the league playoffs, which like the World Series will be day games, NBC will carry them on a split doubleheader basis. The first game will be carried to conclusion and the second game will be picked up in progress. The playoffs are designed so that the American League will hold the first two games in its Eastern division champion's city and then shift to the West, while the National League will open in the Western division's city and move to the East.

The nationally televised Monday-night games are scheduled for June 2, Aug. 11 and Sept. 1 (Labor Day.) Ad-

ditionally, as it has been for the past two years, the All-Star game, in Washington July 22, will be a night game.

As it has in the past NBC will feed the weekly game nationally except for the cities represented by the playing teams. Those cities get a back-up game. This year, for the first time, all the back-up games are scheduled in color.

Curt Gowdy, Jim Simpson, Sandy Koufax and Tony Kubek will again handle the announcing duties for NBC.

The National League's 12 teams, including the new Montreal and San Diego franchises, will share in the proceeds from NBC. But only 10 of the American League clubs will split the network money. Excluded in the American are the new Kansas City and Seattle franchises. Montreal and San Diego paid \$10 million each for their franchises while Kansas City and Seattle paid only \$6 million each.

In addition to U.S. coverage, NBC has sold the World Series to both the French and English-language radio and TV networks of the Canadian Broadcasting Corp. Some of the weekly Saturday games will also be carried on CBC with the English network carrying six, a game a month on the last Saturday of the month and the French network taking 15 games during the season.

While NBC has been actively selling baseball, the network has shown no interest in buying more baseball rights than it now owns; at least it has been cool to the one-hour Monday night special being set up in Washington on the eve of the All-Star game. Tom Villante, vice president of BBDO and the man who handles the Major League Baseball Promotion Corp. account for the agency, is planning a baseball version of a Hollywood TV spectacular on July 21 from the Sheraton-Park hotel and he would like it televised in the 9-10 p.m. EDT slot.

NBC has already turned the idea down and it seems unlikely that either ABC or CBS would do handsprings at the idea of taking a program that can only serve to promote the following day's game, which will be carried by NBC.

Even if no direct network promotion was forthcoming from the telecast, the presence of NBC's Curt Gowdy and Joe Garagiola on the podium would be enough to cause frowns among ABC and CBS hierarchy.

Best bet for telecast of the special, which is under the working title *Greatest Players Ever*, will be a special network either through Sports Network Inc., or made up of stations that ordinarily carry the games of the 24 major-league clubs. The latter hook-up could total about 150 if all the stations on the individual teams' networks carry the games. That number of stations, says Mr. Villante, would cover "about

60% of the country."

The BBDO executive adds that he has a sponsor interested, but can't name it because the sponsor won't sign until the network is established.

The promotion behind the special banquet telecast will ask baseball fans to vote for the "greatest" first baseman, second baseman, etc., of the major-league club in their town. The votes will be submitted to the Baseball Writers of America, who will select the greatest all-star team of 10 (two pitchers). Those elected to the elite team will be on hand for the telecast.

The problems of clearing time and getting advertisers is also apparent at the local level, particularly in Seattle, San Diego, Montreal and Washington.

The Pilots are already set with a 50-station radio network through KVI Seattle but are still in protracted negotiations for a TV outlet. The team also faces hard feelings from its former compatriots in the Pacific Coast League, Spokane and Tacoma, both of whom are finding radio-TV revenues harder to come by since Seattle has moved up to the majors.

In San Diego, KOGO-AM-TV has a multiyear contract with the new Padres, but as of last week had not signed any sponsors. In Montreal where the new Expos got a late start, no contracts with radio or television have been signed, although extended talks with the Canadian Broadcasting Corp. could lead to the CBC taking the games.

Washington, which traditionally finishes low in the American League and usually receives the smallest amount of broadcast rights probably will follow true to form this year—at least as far as broadcasting dollars are concerned. The club's new owner, Robert E. Short has a TV contract from WTOP-TV but can show nothing yet for radio although two stations, WWDC and WASH(FM) have expressed interests.

Of the sponsors who have already placed time buys in baseball this year, the big purchaser in number of teams it is backing is R. J. Reynolds, one of three cigarette sponsors still in major-league baseball (P. Lorillard and Philip Morris are the others). Reynolds has bought time on the play-by-play of 10 teams. Second is Allstate Insurance, sponsoring broadcasts of seven teams.

Over-all sponsors reported to BROADCASTING shows 16 brewers have bought time with Schlitz leading the list. Schlitz has parts of the Astros, Braves and Royals, and of the Giants for its Burgemeister brand.

There are 10 oil companies on the sponsor list so far with Atlantic-Richfield and Pure Oil leading with five teams each.

The third largest advertiser category in 1969 is automobile manufacturers

What baseball gets from broadcasting

American League

Team	1969 Rights	1968 Rights	Television	Radio	Sponsors & Agencies
Baltimore	\$750,000	\$700,000	WJZ-TV	WBAL 75	Natl. Brewing (Doner), Sun Oil (Esty), each $\frac{1}{6}$ TV; R. J. Reynolds (DFS), Tasty Baking (Gilman), Pepsi-Cola bottlers (Allegheny Advertising), each $\frac{1}{6}$ TV; $\frac{1}{2}$ TV part; Natl. Beer, Commercial Credit, Ctrl. Savings Bank, Baltimore News American (all Doner); Buick (M-E); Suburban Club (Torrieri-Myers); Pepsi-Cola bottlers (Allegheny); Buick dealers (Waltjen Assoc.), all part on radio.
Boston	690,000	690,000	WHDH-TV 7	WBZ 40	Narragansett Brew. (NH&S), Atlantic-Richfield (Ayer), each $\frac{1}{6}$ radio-TV; R. J. Reynolds (DFS), $\frac{1}{6}$ TV; $\frac{1}{2}$ TV open; Chrysler dealers (Y&R), $\frac{1}{6}$ radio; $\frac{1}{6}$ radio open.
California	950,000	950,000	KTLA	KMPC 21	Standard Oil of Calif. (BBDO), Anheuser-Busch (Gardner), each $\frac{1}{4}$ radio-TV; Allstate Insurance (Burnett), Volkswagen Pacific (DDB), each $\frac{1}{4}$ TV; Continental Airlines (NH&S), P. Lorillard Co. (FC&B), each $\frac{1}{4}$ radio.
Chicago	1,400,000	1,400,000*	WFLD-TV 1	WMAQ 90	Meister Brau Brew. (MJ&A), $\frac{1}{4}$ TV; $\frac{1}{2}$ TV open; Gen. Finance (PKG), $\frac{1}{6}$ WMAQ, $\frac{1}{2}$ on most of radio net; G. Heileman Brew. (M-E), $\frac{1}{6}$ radio; Zenith Distributing (Interocean), $\frac{1}{6}$ radio; $\frac{1}{6}$ radio open.
Cleveland	750,000	750,000	WJW-TV 4	WERE 25	Pure Oil (Burnett), $\frac{1}{6}$ radio; Stroh Brew. (DDB), $\frac{1}{4}$ radio; Bill's Clothes (Marcus Adv.), $\frac{1}{6}$ radio; $\frac{1}{6}$ radio open; Sun Oil (Esty), $\frac{1}{6}$ TV; R. J. Reynolds (DFS), Allstate Insurance (Burnett), each $\frac{1}{6}$ TV; $\frac{1}{2}$ TV open.
Detroit	1,000,000	1,000,000*	WJBK-TV 7	WJR 32	Pabst Brew. (K&E) $\frac{1}{6}$ TV; Sun Oil (Esty), $\frac{1}{6}$ TV; R. J. Reynolds (DFS), $\frac{1}{6}$ TV; Oldsmobile (Brother), $\frac{1}{6}$ TV; Allstate Insurance, A. C. Spark Plug (both Burnett), Gen. Cigar (Y&R), Faygo Beverage (Doner), all $\frac{1}{6}$ TV; Stroh Brew. (DDB), $\frac{1}{6}$ radio; Pure Oil (Burnett), $\frac{1}{6}$ radio; Buick (M-E), Natl. Bank of Detroit (Burton-Sohigian), each $\frac{1}{6}$ radio; Goodrich (BBDO), $\frac{1}{6}$ radio.
Kansas City	650,000	No franchise	KMBC-TV 2	KMBZ 48	Schlitz Brew. (Burnett), $\frac{1}{6}$ radio-TV; Skelly Oil (Bruce Brewer), $\frac{1}{6}$ radio, $\frac{1}{6}$ TV; R. J. Reynolds (DFS), Pontiac (MJ&A), each $\frac{1}{6}$ TV; $\frac{1}{6}$ TV open; $\frac{1}{6}$ radio open.
Minnesota	650,000	600,000	WTCN-TV 15	WCCO 100	Hamm Brew. (C-M), $\frac{1}{6}$ radio-TV; Twin City Federal (Colle-McVoy), $\frac{1}{6}$ radio-TV; Pure Oil (Burnett), $\frac{1}{6}$ TV; R. J. Reynolds (DFS), $\frac{1}{6}$ TV; Dairy Queen (C-M), Allstate Insurance (Burnett), both $\frac{1}{6}$ TV; Northwest Heating Oil Council (IFI Adv.), Minnesota Blue Cross (MJ&A), each $\frac{1}{6}$ radio; $\frac{1}{6}$ radio open.
New York	1,500,000	1,500,000	WPIX 5	WHN 38	First Natl. City Bank (JWT and BBDO), $\frac{1}{6}$ radio-TV; Pabst Brew. (K&E), American Airlines (DDB), each $\frac{1}{6}$ TV; $\frac{1}{2}$ TV open; Atlantic-Richfield (Ayer), $\frac{1}{6}$ radio; $\frac{1}{6}$ radio open.
Oakland	1,100,000	1,100,000	KBHK-TV 3	KNBR 8	Atlantic-Richfield (Hixson & Jorgensen), $\frac{1}{6}$ radio-TV; Hamm Brew. (C-M), 2 minutes each game, TV; Bay Area Pontiac Dealers (MJ&A), $\frac{1}{6}$ radio; $\frac{1}{6}$ radio open; little less than $\frac{1}{6}$ TV open.
Seattle	750,000	No franchise	Not set	KVI 50	P. Lorillard (L&N), Gen. Brew., Std. Oil of Calif. (both BBDO), each $\frac{1}{6}$ radio; $\frac{1}{6}$ radio open; all TV open.
Washington	350,000	350,000*	WTOP-TV	Not set	All TV open
A.L. Totals	\$10,540,000	\$9,040,000*			

Rights figures are BROADCASTING estimates of net prices to teams, after talent, production and line charges if the team packages its own

games. Asterisk following the 1968 figure denotes revised rights estimate. Not included in table is NBC's payment for nationally

televised games. Originating stations for TV and radio are listed with number of stations in each network.

with Chrysler and General Motors brands representing six of the eight car makers on the list. Noticeably missing are any Ford products since that firm puts a major share of its broadcast budget into National Football League coverage on CBS.

AMERICAN LEAGUE Baltimore Orioles

WJZ-TV Baltimore, under a new three-year contract, again has scheduled telecasts of 52 regular-season games, only

seven of them at home. All games will be shown in color. Plans for a regional network were not firm at press time. The 25-minute pregame show from the studio and postgame *Baseball Scoreboard* will be sold on a participating basis. The five-minute *Pregame Warm-up* is sold to Household Finance, through Needham, Harper & Steers, and Hauswald Bakery, through W. E. Long, on an alternate basis. WBAL Baltimore will feed 162 regular-season games and a 13-game exhibition schedule to a 75-station radio network in Delaware, Pennsylvania, Maryland,

Virginia, West Virginia, North and South Carolina and Tennessee. Pre- and postgame shows will be carried only on WBAL. Sponsor of the pregame show will be Midas Mufflers, through Liller, Neal, Battle & Lindsey. Chuck Thompson, Bill O'Donnell and Jim Karvellas will handle play-by-play and color of the games.

Boston Red Sox

WHDH-TV Boston, in the final year of a three-year contract, will feed 56 regular season games and one exhibition con-

National League

Team	1969 Rights	1968 Rights	Television	Radio	Sponsors & Agencies
Atlanta	\$1,000,000	\$1,000,000*	WSB-TV 23	WSB 47	Coca-Cola (M-E), Pure Oil (Burnett), Lorillard (L&N, B&B).
Chicago	1,000,000	1,000,000	WGN-TV 8	WGN 8	Allstate Insurance, Pure Oil, Jos. Schlitz Brew., Commonwealth Edison (all Burnett); Zenith Distributing (InterOcean), all TV (shares not set); Oak Park Federal (Connor-Sager); G. Heileman Brew. (M-E), Serta Mattress (Marvin Frank), Montgomery Ward (Lillienfeld), Buick Dealers (North Adv.), Martin Oil (Petroleum Service Adv.), each $\frac{1}{8}$ radio.
Cincinnati	600,000	500,000	WLWT 5	WLW 74	Wiedemann Brew. (M-E), all unsold radio; Pepsi-Cola (BBDO), $\frac{1}{16}$ radio; Goodrich (BBDO), $\frac{1}{16}$ radio; Hudepohl Brew. (Stockton-West-Burkhart), $\frac{1}{8}$ TV; $\frac{3}{8}$ TV open.
Houston	1,350,000	1,300,000*	KTVT 18	KPRC 32	Jos. Schlitz (Burnett), Texaco (B&B), each $\frac{1}{4}$ radio-TV; Coca-Cola (M-E), Duncan Foods (TL&K), share $\frac{1}{8}$ radio-TV; $\frac{1}{8}$ radio-TV open.
Los Angeles	1,200,000	1,000,000	KTTV	KFI 12	Union Oil of Calif. (Smock/Waddell & Burnett), $\frac{1}{8}$ radio-TV; Burgemeister Brew. (PKG), $\frac{1}{4}$ radio-TV; Pacific Tel. (BBDO), $\frac{1}{4}$ radio; $\frac{1}{4}$ TV open.
Montreal	450,000 (estimate)	No franchise	Negotiations underway with CBC.		
New York	1,350,000	1,200,000	WOR-TV	WJRZ 2	Rheingold Brew. (Grey), $\frac{3}{8}$ radio-TV; R. J. Reynolds (DFS), Sun Oil (Esty), each $\frac{1}{8}$ TV; Gen. Tire (D'Arcy), $\frac{1}{8}$ TV; Chrysler-Plymouth (Y&R), Royal Crown Cola (D'Arcy), each $\frac{1}{16}$ TV; Bank of Commerce (W&L), part TV; Citgo (Grey), $\frac{3}{8}$ radio; Household Finance (NH&S), $\frac{1}{8}$ radio; R. C. Cola (D'Arcy), $\frac{1}{8}$ radio; Avco (McCann/ITSM), $\frac{1}{16}$ radio; $\frac{3}{8}$ radio open.
Philadelphia	1,350,000	1,300,000*	WFIL-TV 3	WCAU 23	Atlantic-Richfield (Ayer), Ballantine (SSC&B), each $\frac{1}{4}$ radio-TV; Tasty Baking (Gilman), $\frac{1}{8}$ radio; B. F. Goodrich, Dodge Dealers (both BBDO), each $\frac{1}{12}$ radio; R. J. Reynolds $\frac{3}{8}$ - $\frac{1}{16}$ TV; $\frac{1}{16}$ TV open.
Pittsburgh	450,000	450,000	KDKA-TV 3	KDKA 28	Atlantic-Richfield (Ayer), Pittsburgh Brewing (KM&G), each $\frac{1}{4}$ radio-TV; R. J. Reynolds (DFS); Bell Telephone (Ayer); Nationwide Insurance (O&M), Plymouth Dealers (Y&R), all participating TV; Chrysler-Plymouth Dealers (Y&R), Foodland Markets (Lando), both $\frac{1}{8}$ radio.
St. Louis	600,000	550,000	KSD-TV 20	KMOX 100	Anheuser-Busch (Gardner), $\frac{1}{8}$ radio, $\frac{1}{4}$ TV; R. J. Reynolds (DFS), Shell Oil (O&M), each $\frac{1}{8}$ TV; Allstate Insurance (Burnett), Kroger (C-M), Pontiac (MJ&A), Union Electric (Gardner), split remainder of TV; D-X Sunray (Gardner), $\frac{1}{8}$ radio; Gen. Finance (PKG) $\frac{1}{8}$ radio; First Natl. Bank (Gardner), $\frac{1}{8}$ radio.
San Diego	700,000	No franchise	KOGO-TV	KOGO 6	All radio-TV open.
San Francisco	1,100,000	1,000,000	KTVU	KSFO 14	Standard Oil of Calif. (BBDO), Philip Morris, Allstate Insurance (both Burnett), Household Finance (NH&S), United Vintners (HC&H), Volvo (SM&S), Gen. Brew. (BBDO), each rotating on TV; Standard Oil of Calif. (BBDO), Pacific Tel. (BBDO), Burgemeister Brew. (PKG), Roos-Atkins (L&N), each $\frac{1}{4}$ radio.

N.L. Totals \$11,150,000 \$9,300,000*

Major League Totals

\$21,690,000 \$18,340,000*

test, all in color, to a seven-station TV network in New England. *Baseball Close-Up*, a half-hour pregame show is scheduled, and a 15-minute postgame program is being planned. WHDH Boston will cover the 162-game regular-season schedule and six exhibition games, feeding them to a New England radio network, expected to number about 40, similar to the 1968 line-up. Scheduled are two pregame shows, the five-minute *Warm-Up Time* and 15-minute *Dugout Interview*, and a five-minute postgame *Sports Extra*. Ken Coleman, Ned Martin and Johnny

Pesky will cover play-by-play on radio and TV.

California Angels

Last year was the first year that KMPC Los Angeles, which has been covering Angels baseball since the team came into existence as the Los Angeles Angels in 1961, sold anything but one-third sponsorships of play-by-play broadcasts. The four major companies who sponsored the Angels on radio in 1968 seemed to be satisfied. Last October, with the World Series barely in

the record book and spring training five months off, they all renewed on KMPC. They'll be represented on the 162 regular season and 23 preseason games (one more exhibition game than last year). KMPC will feed the games to 21 other radio stations in California, Nevada and Arizona. Network stations are also fed the pre- and postgame shows, but sell them locally. Four advertisers have a one-quarter piece of the 15-minute *Angel Warm-Up* and *Angel Report* programs. They are Volkswagen Pacific (Doyle Dane Bernbach), Unimart Co. (G&G Associates),

Dial Finance (Marvin H. Frank Co.), and California Blue Shield (Coleman Advertising). The five-minute pre-game *Bill Rigney Show* is sponsored by Air West through McCann-Erickson. The in-between-doubleheaders *Angel Clubhouse* program is backed by Shulton Inc. out of Wesley Advertising. KTLA(TV) Los Angeles, as it did last year, will televise 30 games—24 regular season, six exhibitions, all in color. This will mark KTLA's sixth year of Angels coverage. Household Finance, placed direct, and General Mills through Knox Reeves will rotate in sponsoring pre- and postgame programs. Don Wells, who has been part of the Angels broadcast team since the franchise was obtained, is back for another year on the radio-TV mike. But Bud Blattner has departed to be replaced by Dick Enberg as lead play-by-play announcer. Dan O'Neil will be doing the postgame program, which used to be Mr. Enberg's responsibility.

Chicago White Sox

WMAQ Chicago picks up a third year option and will feed regular-season plus some two dozen exhibition games to a network of about 90 radio stations put together by General Finance Corp., through Post-Keyes-Gardner. GFC takes one-half sponsorship on approximately 75 of these outlets. (WMAQ itself is airing only 11 exhibition games plus regular season). WFLD-TV, Chicago UHF, goes into its second year of nearly \$1-million-a-year five-year deal with the White Sox and will air in color two exhibition games and 135 regular-season games (excluding West Coast games, unless a division contest is in question). Some of the TV games also are expected to be aired on another UHF, WWTW(TV) Milwaukee, with details in negotiation. Chicago area UHF con-

version now is at 73% mark. Bob Elson and Red Rush will handle radio announcing while Jack Drees and Mel Parnell will handle TV chores.

Cleveland Indians

WERE Cleveland is in the second year of a five-year pact and will again feed a package of regular-season games plus 10 preseason exhibitions and two mid-season exhibitions to a radio network of about 25 stations. Bob Neal and Herb Score will handle radio announcing. WJW-TV Cleveland, in the third year of its three-year agreement, will feed 48 games in color (28 road, 20 home) to a four-station TV network. TV announcers are Harry Jones and Dave Martin.

Detroit Tigers

WJR Detroit, in the second year of its current two-year pact, will feed all 162 regular-season plus 10 exhibition games to about 20 radio stations on a Lower Michigan network and approximately a dozen stations on an Upper Peninsula network. WJR is expected to negotiate for another agreement at end of this season. The championship Tigers club feels it also has a winner by the tail as it goes into the fifth year of packaging its own TV schedule (40 games, 10 home, 30 road with 15 road in prime time; all color) and this year expands commercial units to a total of 18 with the basic unit cost at \$88,000 up again slightly this year and well above initial \$78,000 minute cost five years ago when only nine units were sold. Package, fed by WJBK-TV Detroit, also includes WKZO-TV Kalamazoo (owned by Tigers owner John Fetzer), WNEM-TV Flint-Saginaw-Bay City, WJIM-TV Lansing, WWTW(TV) Cadillac and WWUP-TV Sault Ste. Marie. Under separate agreements WSPD-TV Toledo,

Ohio, will air all of the package games and WKJG-TV Fort Wayne, Ind., will air about one-half of them, both selling them separately. Tigers this year on TV will have one exhibition game. George Kell and Larry Osterman are handling TV play-by-play while Ernie Harwell and Ray Lane are doing radio.

Kansas City Royals

With broadcast rights held by an experienced packager, Majestic Advertising of Milwaukee, the Royals appear to be coming up with a good initial season in Kansas City, the market vacated for Oakland more than a year ago by the Athletics. KMBC-TV Kansas City will feed a TV package of 26 road games, most in color, to WIBW-TV Topeka, Kan., and KMOS-TV Sedalia, Mo. Negotiations are underway for added TV stations. KMBZ Kansas City will feed the radio package of regular season plus 12 exhibitions to a network of 48 stations covering Missouri, Kansas, Oklahoma, Arkansas and Nebraska. Announcers for both radio and TV will be Buddy Blattner, Dennis Matthews and a third man to be announced.

Minnesota Twins

Hamm's Brewing continues to hold the rights in association with WCCO and WTCN-TV, both Minneapolis-St. Paul, which are in the third year of three-year arrangements to feed regional radio-TV networks. WTCN-TV again will feed 50 games, 46 of them on the road, in color to a network of 15 stations in Minnesota, North and South Dakota, Iowa, and Wisconsin. WCCO will feed regular season plus nine exhibitions to more than 100 stations in 14 states and two Canadian provinces. Merle Harmon, Herb Carneal and Halsey Hall will handle announcing for both radio and TV.

New York Yankees

WPIX(TV) New York, long-standing originator of Yankees games, will carry about 105, including five exhibitions, this year and all will be in color. The number of pickups is down from the 115 that were scheduled for 1968. A TV network of five stations in New York and Connecticut will take the games. WHN New York in the last year of its three-year contract will carry the regular schedule, plus 10 exhibitions on a play-by-play basis and 20 exhibitions on an inning-by-inning summary. A radio network of 38 stations in New York, Connecticut, Pennsylvania and New Hampshire will carry the games. Marv Albert will handle the 15-minute *Warm Up* and 15-minute *Scoreboard* shows. Frank Messer, Phil Rizzuto and Jerry Coleman will call the games on radio and television with Whitey Ford

NBC sports special has Dodge in its corner again

For the second consecutive year the Dodge Division of the Chrysler Motors Corp., through BBDO, is fully sponsoring an NBC-TV hour special, *Second Annual Academy of Professional Sports Awards*, scheduled for Feb. 19, 10-11 p.m. EST.

The program is budgeted at \$327,500, not an exorbitant figure as some specials go, but still a sizeable tab for one advertiser to pick up—particularly for a show that many in the broadcasting industry felt had little chance of becoming an annual event. Nevertheless, Dodge is said to have been impressed by the ratings garnered by the special's first telecast a year ago February—a 34% share of audience with demographics heavy in the "swinging,

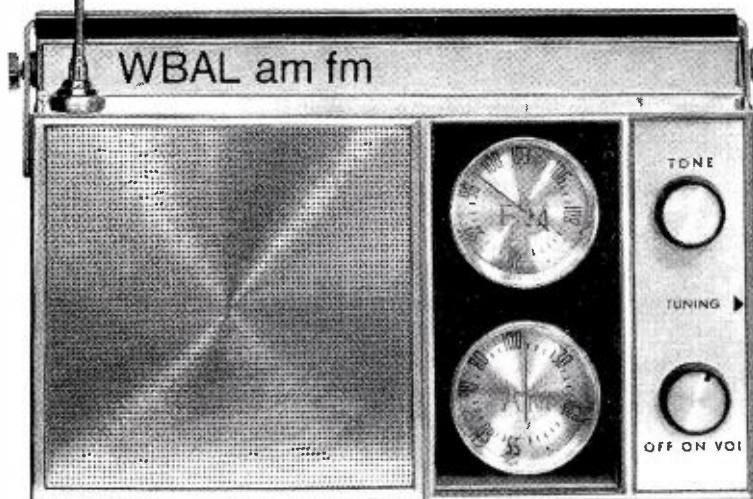
affluent young men and women." who are most likely to join the Dodge rebellion. And Dodge has since acquired first refusal rights for the program.

The sports program will honor the outstanding professional athletes in baseball, football, golf, basketball, hockey and horse racing as chosen by their fellow athletes. Award recipients will be given an eight-pound silver-and-gold Excalibur sword and a Dodge model car. The top award winner, designated "the professional athlete of the year," will receive a Dodge camper.

Entertainment and noted sports figures who will present the awards include Danny Kaye, Kim Novak, Roy Campanella, Vince Lombardi, Bill Cosby, Sammy Baugh, Clarence Campbell, Joe Cronin, Willie Shoemaker, and Red Auerbach. Perry Como will host with the assistance of Olympic swimmer champion, Debbie Meyer.



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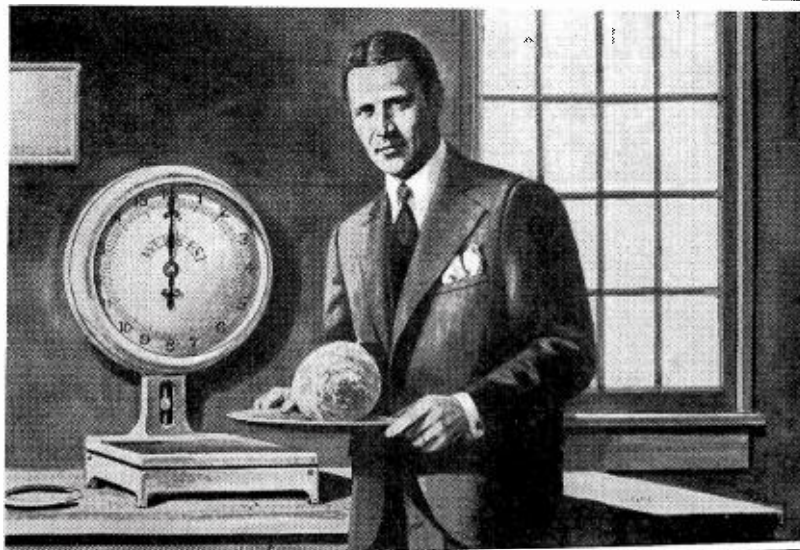
They believe in the Colts, that's why they listen to the *Don Shula Show*. With over 40 sportscasts a week, listening to WBAL Radio is the biggest sport in Maryland. And that's what gets results for you. Call 301 467-3000 or contact your McGavren Guild, P.G.W. representative now. **

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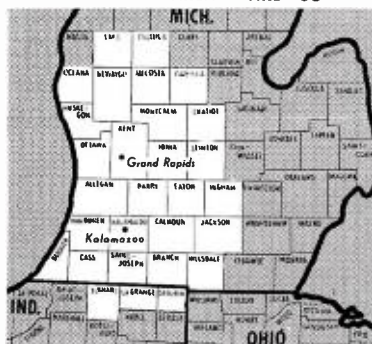
Oakland Athletics

regional network may eventually include two stations each in Nevada and Arizona. Half of the sponsorship of pre and postgame programs has been sold to Smiths Clothiers through Wenger/Michael Inc. KBNK-TV has basically the same schedule worked out as last year, with 25 road games on 24 dates carried during the regular season in color. One exhibition may also be telecast. The telecasts will be fed to KOVR (TV) Sacramento and KMJ-TV Fresno, both California and KTVN (TV) Reno. The 15-minute *Dugout Interview* pregame show is also out on the regional network and is open for local sponsorship. KBNK-TV has lined up the Bay



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*A hailstone with a 5.4 inch diameter was recorded in 1928 in Nebraska.

Area Buick Dealers through Wyman Co. as sponsor. The station's postgame show will be backed by Crescent Jewelers. Monte Moore returns as principal play-by-play reporter but there's still some question about his backup man. The veteran Al Helfer handled this assignment last season.

Seattle Pilots

Major-league baseball in Seattle, the home of a former minor league franchise, apparently is off to a slow start. As of the second week in February, the new American League Pilots had not secured a television station to cover their games. KTNB-TV Tacoma-Seattle, an independent, appeared to be the front-runner for TV rights. It also appeared likely that if a contract for TV coverage is negotiated, some 30 road games would be carried on television. KVI Seattle, one of the three Golden West Broadcasters-owned radio stations carrying major league baseball (the others: KMPC Los Angeles—Angels, KSFO San Francisco—Giants), owns radio rights to the Pilots broadcasts for six years. The Seattle station will originate the play-by-play broadcasts for a far-flung regional radio network of 50 stations in Washington, Oregon, Idaho, North Dakota, Alaska, Montana, Utah and Nevada. In addition to the regular-season games, KVI will carry 11 exhibition games. Jimmy Dudley is principal play-by-play announcer, helped by Bill Schonely. There will be pre and post-game shows scheduled but they are still in the process of being sold.

Washington Senators

WTOP-TV Washington continues to hold rights to the Senators and is planning to colorcast 35 games this season, 24 of them on the road. As of last week the station had not announced any sponsors and had not set up its play-by-play crew. The Senators' radio package is still in the state of flux it went into when WTOP decided not to pick up its option. Since then Senators' officials have had feelers from Avco's WWDC and Metromedia's WASH(FM), but Robert E. Short, new owner of the team, has felt that before worrying about a radio contract he had better get a new manager for the team. One possible problem with the Senators is Mr. Short's reported intent to name the announcers of the games, a move not favorably looked upon by the stations involved. Mr. Short, as owner of KRHM(FM) Los Angeles is conversant with some of the selling problems of broadcasting. And, if selling the games become a problem, Mr. Short has stated that a trucking line he owns, and which does not serve the Washington area, would come in as a partial sponsor.



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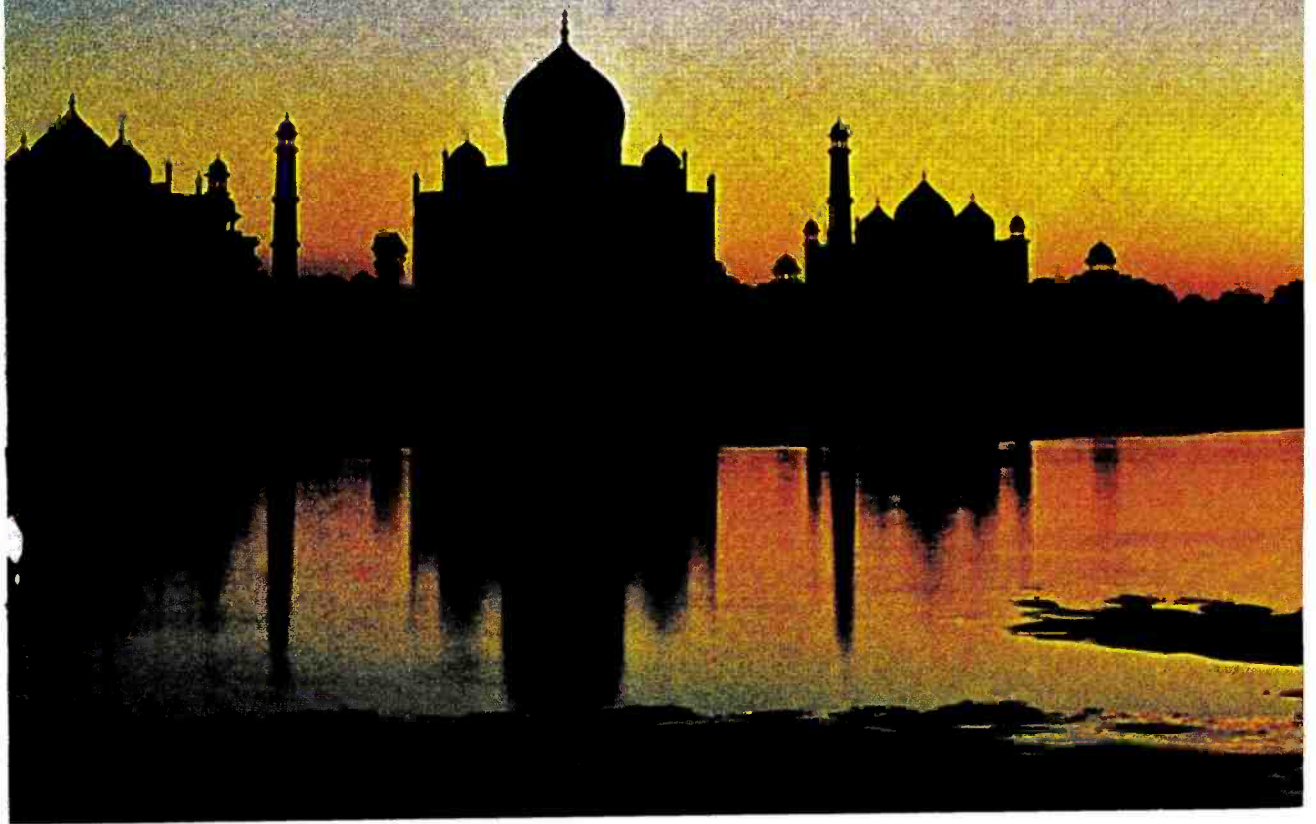
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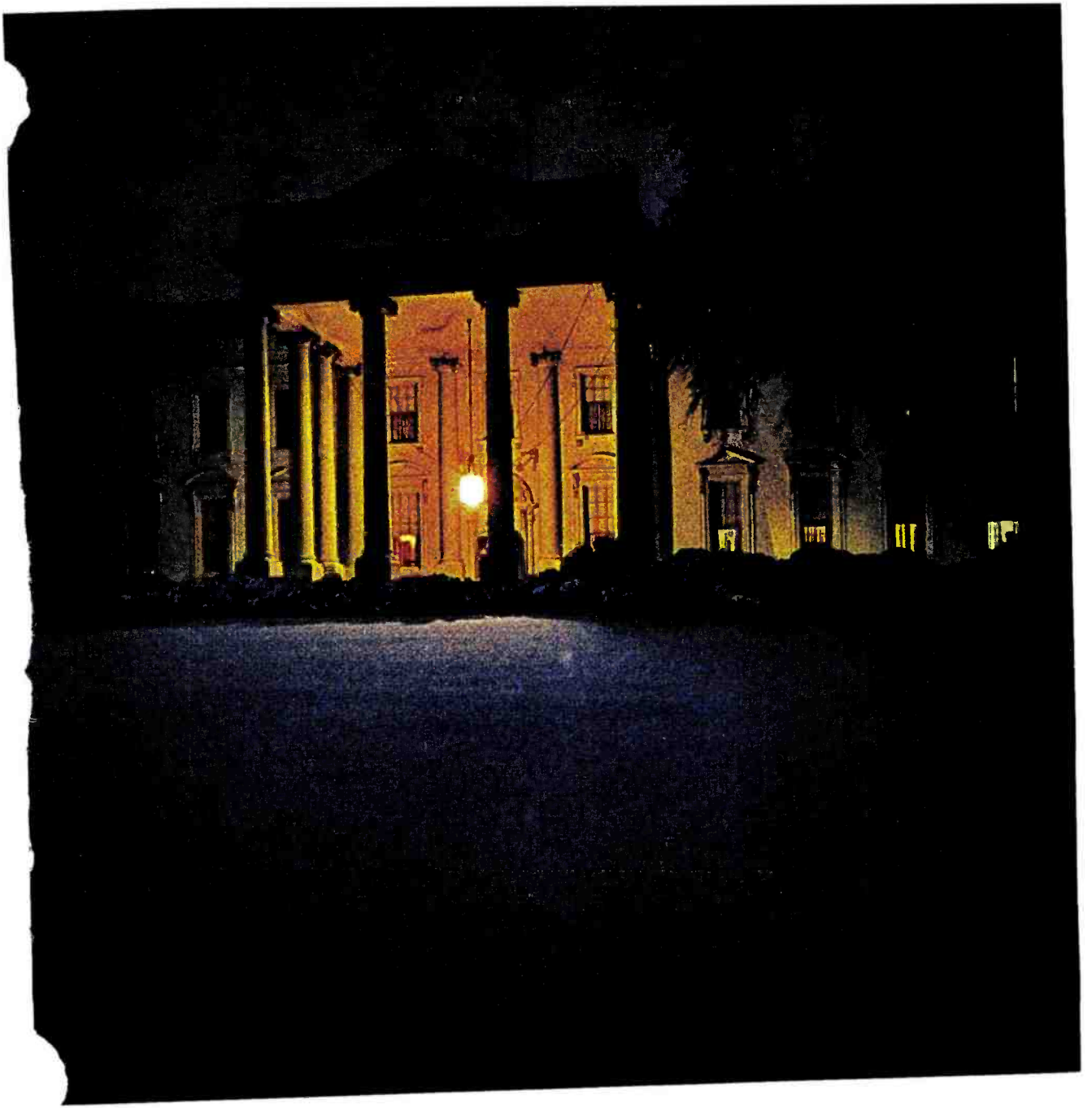
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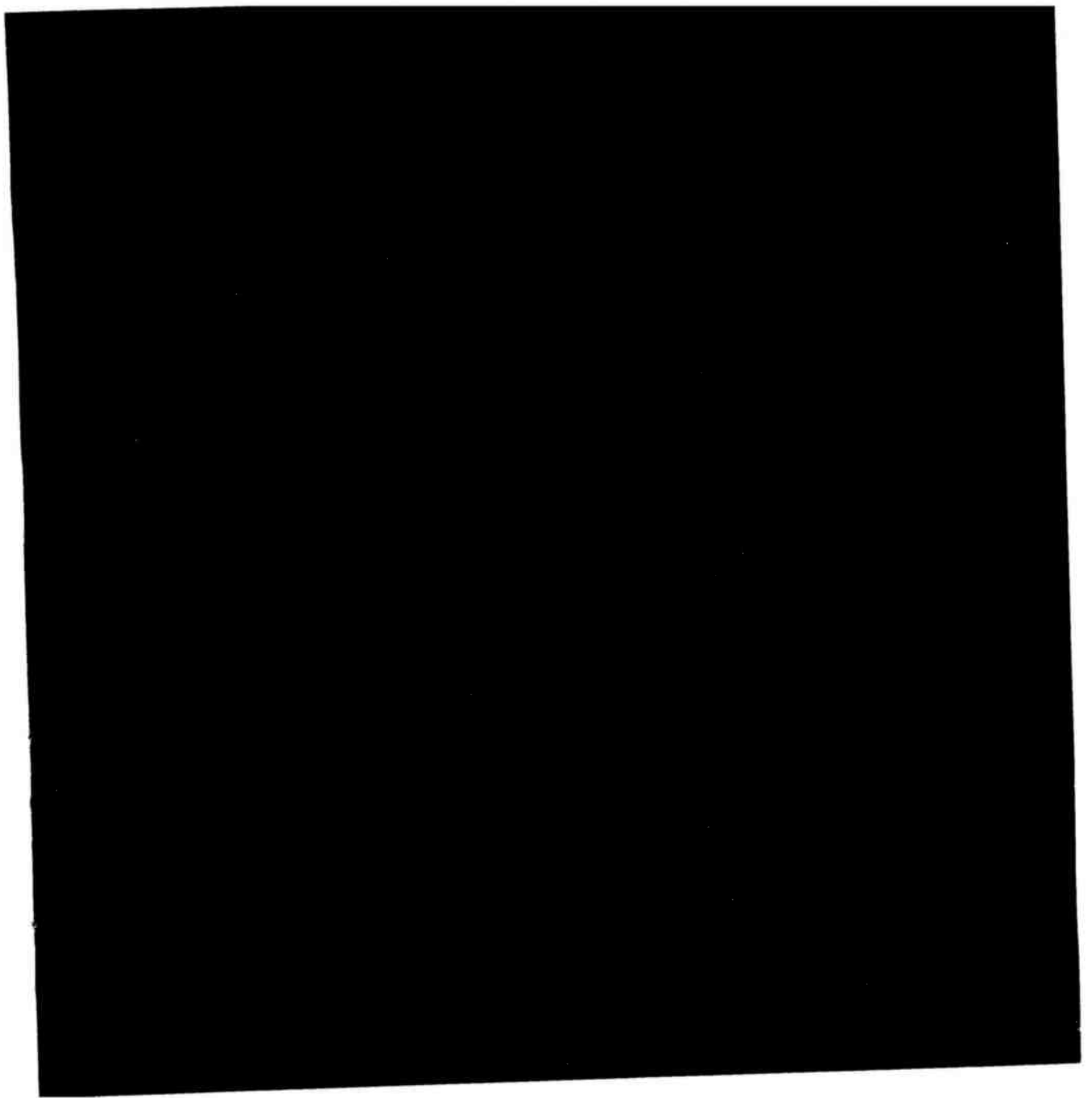
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NATIONAL LEAGUE

Atlanta Braves

WSB-AM-TV Atlanta have again been signed by the Braves to originate the games which are packaged by the ball-club. On television Atlanta will color-cast 20 games, 18 of them on the road. Radio play-by-play will cover the 162-game regular schedule plus 10 exhibitions. Although the number of radio-TV stations carrying the games has not been set yet, it is expected to be about the same number that carried the schedule last year when 23 TV stations and 47 radio stations were on the hook-ups. The games will be carried by stations in Georgia, Alabama, Tennessee, Florida, North Carolina and South Carolina. Planned are pregame and postgame shows on radio and a postgame TV show. Milo Hamilton and Ernie Johnson will call the games on radio and television with Bob Uecker joining in on TV side.

Chicago Cubs

WGN-AM-TV Chicago, in the second year of its three-year agreement, will feed regional radio-TV networks again this season. WGN, which began servicing a radio network after the season started last year, this year will feed all regular-season plus 10 exhibition games to a network of eight stations in Wisconsin. WGN-TV will air in color two exhibition events plus 144 regular-season games. WGN-TV also will feed 37 regular-season games (13 at home, 24 on the road) to a network of eight stations in Illinois and Wisconsin for the third year. The TV network is being handled by WGN Continental Productions, and Pabst Brewing, through Kenyon & Eckhart, has purchased one-half sponsorship on the network. TV announcers are Jack Brickhouse and Lloyd Pettit. Radio announcers are Vince Lloyd and Lou Boudreau.

Cincinnati Reds

WLW Cincinnati picks up the radio coverage of this team after WCKY dropped baseball which it had carried for six years and had fed to about 100 outlets. Wiedemann Brewing still holds the radio rights and WLW's agreement covers 1969 and 1970. WLW will feed a radio network of 74 stations with all regular-season games and about 20 exhibition games. There are 20 commercial minutes in the radio package this year. On WLW Swallens Appliances, through Pilot Advertising, takes half of warm-up show and half of pregame show. Other half of both shows is split between Frisch Restaurants, through Roman Advertising, and Volkswagen Dealers,

through Byer & Bowman. *Cincinnati Enquirer*, through Stockton West Burkhardt, takes half of postgame scoreboard with other half open. Jim McIntyre and Joe Nuxhall are handling radio announcing. Hudepohl Brewing shares TV rights with WLWT(TV) Cincinnati which again this year will feed a color package of 35 regular season games to a network including WLWD(TV) Dayton, WLWC(TV) Columbus, both Ohio, and WLWI(TV) Indianapolis plus WLEX-TV Lexington, Ky., and WSAB-TV Huntington, W. Va. Ed Kennedy and a second man, who has not yet been chosen, will handle games on television.

Houston Astros

Packaging their own games again this season for both radio and TV with the help of Majestic Advertising, Milwaukee, the Astros will again offer 14 road games, most in color, for an 18-station TV network. KTVT(TV) Fort Worth-Dallas handles commercial origination for the feeds. The radio network, to be fed by KPRC Houston, will include 32 stations in Texas, Louisiana, Arkansas and New Mexico. Radio package includes regular season plus 20-25 exhibition games. Announcers for both radio-TV are Gene Elston, Loel Passe

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and Harry Kalas. The Astros for several years have packaged a special Spanish-language radio network and expect to this year but details are not set. Last year the network included about 80 stations in Mexico and Central and South America. Announcers are Rene Cardenas and Orlando Sanchez Diago.

Los Angeles Dodgers

KTTV(TV) Los Angeles, which will be carrying the Dodgers' games this season for the 12th consecutive year, has doubled its schedule of telecasts. Traditionally, regular-season coverage was limited to the nine games played against the Giants in San Francisco. But added this season are telecasts of the nine games in San Diego with the Padres, the National League's new West Coast entry. This makes for a total of 18 regular-season games to be carried on KTTV. In addition there will be at least two preseason games telecast and maybe as many as three or four. All telecasts will be in color. KFI Los Angeles, as it always has, will provide play-by-play coverage of every game at home and away. This adds up to 162 regular-season games and 27 exhibition games. Vin Scully and Jerry Doggett handle the announcing responsibilities. The radio broadcasts are to be fed by KFI to 12 other stations in California, Arizona and Hawaii. The games also will be broadcast in Spanish on KWKW Los Angeles. There are two pregame shows on radio, *Batter Up* with Chuck Bennett and the 15-minute *Dodger Warm Up*, with Messrs. Scully and Doggett. *Scoreboard*, a 15-minute postgame show, also features the Scully-Doggett team. Pre and postgame program sponsorships on both radio and TV were not firm as of this writing.

Montreal Expos

The Expos were negotiating with the Canadian Broadcasting Corp. for a radio and television contract and expected to sign on or before Feb. 15. Details still to be worked out as of last week were whether there would be separate French and English-language feeds, the number of stations carrying the games, the number of games to be broadcast and the rights costs. CBC will sell sponsorship after the contract is signed. An English radio network is being considered while French-language radio stations hope to at least air the opening game. Schedule problems may limit French broadcasts of the Expos' games.

New York Mets

WOR-TV New York, in the third year of a five-year contract, will colorcast 120 games, including three preseason. Of the regular-season games to be

shown, 46 will be on the road and 71 from Shea Stadium. Chrysler-Plymouth, through Young & Rubicam, will sponsor *Kiner's Corner* with Ralph Kiner, a postgame show after the home games. WJRZ Hackensack (Newark), N. J., along with WABC-FM New York and WGLI Babylon, N. Y., will again provide the Mets' coverage in the metropolitan area for the regular-season and 27 exhibition games. Pre- and postgame shows on WJRZ will be sponsored by Mallory Batteries and Rambler dealers, both through Needham, Harper & Steers. Ralph Kiner, Lindsey Nelson and Bob Murphy will do radio-TV duties.

Philadelphia Phillies

In the final year of its three-year contract, WFIL-TV Philadelphia will televise 60 regular-season and two exhibition games this year, all in color. Most of the games (39) will be on the road. A three-station TV network will take the feeds, with WLYH-TV Lancaster-Lebanon, Pa., taking night games only. A five-minute pregame show with Bob Skinner, Phillies manager, and a 10-minute postgame show with Les Keiter are planned. WCAU Philadelphia will feed 20 exhibitions and the regular schedule to a 23-station network in the mid-Atlantic states. Two pregame shows are planned. Bill Campbell, Richie Ashburn and Byrum Saam will call the games on radio and television.

Pittsburgh Pirates

KDKA-AM-TV Pittsburgh will again originate the Pirates' games for a three-station television network and a 28-station radio network in Pennsylvania, West Virginia and Maryland. KDKA-TV will televise 38 road games, the same number as last year, all in color. KDKA will feed the regular-season games plus exhibitions to its network. The pre- and postgame shows on KDKA will not go to the network. Calling the games will be Bob Prince, Nellie King and Jim Woods on television with Tom Bender replacing Mr. King on radio side.

St. Louis Cardinals

KSD-TV St. Louis again will feed a color package of 24 regular-season games and two exhibition events to a TV network of 20 stations in Missouri, Illinois, Iowa, Oklahoma, Arkansas, Tennessee and Indiana. TV format provides 20 commercial minutes again this year. KMox St. Louis once again will feed a network of more than 100 stations for regular season plus 20 exhibition games. Busch Bavarian beer, through Gardner, takes one-half of the network, D-X Sunray, also through Gardner, takes a third. Announcers for both radio-TV are Harry Caray and Jack Buck.

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'68 baseball Niensens sagged, but not series

Major-league baseball and NBC may have differing feelings about early negotiations on long-term contracts. The current three-year \$49.5-million package the network has with the majors was negotiated in the summer of 1967 when nationally televised baseball was doing well in the ratings.

Televised baseball had average ratings of 12.8 or 7.1 million homes per week,

considerably higher than the 11.2 rating it had achieved in 1966. However, last year the ratings fell off to an average of 12.3 or 6.9 million homes.

Regardless of the worth of the weekly package, the World Series games continue to draw high interest. Last year the Series showed a Nielsen average rating of 22.5 with the fourth game on Sunday, Oct. 5, becoming the highest rated sports show, reaching 28.6-million homes.

Of Nielsen's top-10 sporting events, six are World Series games.

San Diego Padres

Time-Life Broadcast's KOGO-AM-TV San Diego has signed a three-year contract for radio-television rights to the Padres. In the upcoming season, 13 of the pre-season games will be broadcast on radio. The regular-season and exhibition games will be fed to six stations in California, Nevada and Arizona. A total of six Padres road games during the regular season will be televised in color by KOGO-TV and seen only in San Diego. There will be no preseason telecasts. As of last week, KOGO-AM-TV had not lined up any advertisers for either the play-by-play or pre- and postgame programs. Radio and TV sponsorships are being sold as a package. Sponsors

will get the same representation on radio and TV. Announcers for the games are Jerry Gross and Frank Sims, with Duke Snider handling some color reporting.

San Francisco Giants

The Giants have a new manager but the team's broadcast coverage hardly will vary from last year. KTVU(TV) Oakland-San Francisco will televise 19 road games, all in color, including two exhibition season contests from Phoenix to Palm Springs and all nine regular-season encounters with the Dodgers from Los Angeles. This will be KTVU's ninth season with the Giants and at least one change is planned. The

station has scheduled telecasts of games with the two new teams, the Montreal Expos and the San Diego Padres. Veteran sportscasters Russ Hodges and Lon Simmons will handle the play-by-play, with Mr. Hodges also host for *Giants Warm Up*, and Mr. Simmons handling the postgame *Giants Clubhouse*. The seven play-by-play sponsors on TV will have rotating spots in these pre- and postgame activities. Ksfo San Francisco will carry 14 exhibition games in addition to the regular-season broadcasts to a regional line-up of at least 14 other radio stations. Not firm at this writing but probable are two more stations in Arizona. Ksfo's feeds of Saturday games will be picked up by nine stations in Alaska and weekend games probably will be fed to and broadcast in Hawaii. American Express (Ogilvy & Mather), and Fidelity Savings & Loan are pre-pregame sponsors. Kilpatrick's Bakeries (J. Walter Thompson), Allstate Insurance (Leo Burnett), Western Airlines (BBDO) and Varner-Ward Leasing Co. (Larry Alexander Co.) rotate on the pre and postgame programs. Messrs. Hodges and Simmons plus Bill Thompson, are the announcers on radio.

(The foregoing special report was compiled by Sherm Brodey, senior editor, Washington, with reporting assistance from BROADCASTING bureaus in New York, Los Angeles and Chicago.)

TheMedia

Trouble for conglomerates at FCC

As agency begins inquiry, unanswered question is whether new acquisitions will be held up

The FCC has decided to try to substitute fact for opinion and prejudice in the drawn-out intra-agency controversy over the question of conglomerate ownership of broadcast stations. But it was not immediately apparent how conglomerates seeking new station properties will be affected during the search for the facts.

On the face of it, the commission's announcement, on Feb. 8, that it was instituting an inquiry into the ownership patterns in the broadcasting industry, did not signal a ban on conglomerates' acquisition of stations. For on the same day, the commission approved station acquisitions by three diversified companies—Avco Broadcasting, owned by Avco Corp.; Bonneville International

Corp. and Fuqua Industries Inc. (BROADCASTING, Feb. 10).

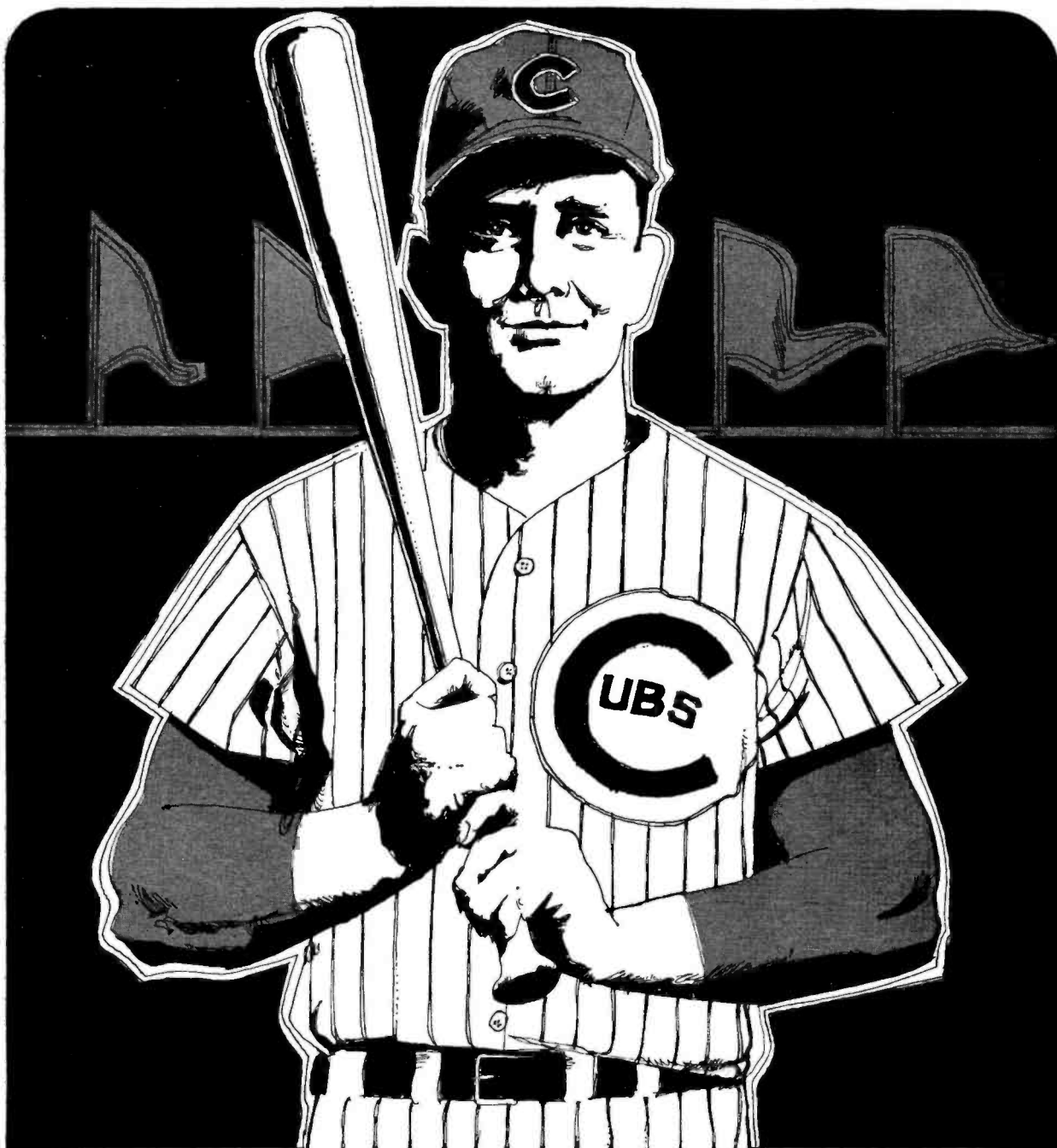
Commissioner Nicholas Johnson, who was one of three commissioners dissenting in each case, criticized the commission for acting on them while the inquiry was pending. But one member of the majority said that to have acted otherwise would have prejudged the results of the study, and the majority, in each approval, said that the transfer would not violate commission rules or policy, or result in a regional or national concentration of control.

However, conglomerates seeking stations in the future may run into trouble. Chairman Rosel Hyde told BROADCASTING that the participants in the three cases that were decided benefited from

the fact that their applications were on file before the inquiry was opened. Conglomerates filing applications in the wake of the notice, he added, "won't have quite as good an argument" for avoiding hearings on their requests.

Furthermore, the majority by which the transfers were approved is not solid. Commissioner H. Rex Lee, the newest member of the commission, who provided the swing vote in each of the cases, said in a concurring statement that he intends to examine "future cases very carefully to determine what public benefits will result."

Commissioner Lee said he was voting for the transfers because the applications "conform to existing commission laws, regulations and public inter-



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est standards." But he also said the rules do not go far enough, "do not specifically spell out the line of public interests which broadcasters may serve in the fulfillment of substantial public objectives."

He expressed the hope that the inquiry will help the commission develop "more precise standards which will better serve the public interest, as well as afford the broadcasting industry an opportunity to see where it stands."

Issuance of the notice of inquiry and the three orders on the transfer cases at the same time was not a coincidence. Officials said the commission wanted to avoid the "unbalanced" picture of commission interest in the matter of conglomerates that might have been given if, say, the inquiry had been issued ahead of the orders on the transfer cases. (The orders were held for an unusual Saturday release to permit Commissioner Johnson to complete work on his dissenting statements.)

One of the principal arguments against conglomerate ownership of stations was stated by Commissioner Johnson in his dissent to the acquisition of WTVM-TV Columbus, Ga., and WTVG-TV Chattanooga, Tenn., by Fuqua. The transfers were part of a \$19-million stock deal by which Fuqua acquired Martin Theaters from E. D. Martin and Roy E. Martin Jr.

Conglomerate ownership, Commissioner Johnson wrote, imposes an unnecessary risk "upon the integrity of the information presented to the American people." He said "incentives would be almost irresistible" for the parent com-

pany to use the stations to promote the nonbroadcast commercial interests of other members of the corporate family.

This was one of the arguments that he and the other commissioners dissenting in the transfer cases—Commissioner Robert T. Bartley and Commissioner Kenneth A. Cox—voiced in opposing the acquisition of ABC by International Telephone & Telegraph Corp. That proposed merger fell through after the Justice Department entered the commission's proceeding to oppose it.

Those differing with Commissioner Johnson argue that there is no evidence to support the theory, and counter with the argument that conglomerates can provide the wealth and broad-based support stations need to provide good service to the public.

It was to find out which, if either, of the theories is valid that the inquiry was initiated. It is designed to determine the "possible social, economic and political consequences" in the broadcast field of the conglomerate trend. It will consider competition "as an instrument of regulation" and the policies that should be employed to obtain diversity and competitive benefits "in programing, advertising and other pertinent aspects."

The scale of the inquiry thus is broad enough to provide a reappraisal of the basis of the commission's ownership rules. And the notice said that some of the areas being studied may be spun off and dealt with in separate rule-making proceedings.

It's understood that the commissioners, in preparing the notice of inquiry,

discussed its implications for the pending proposal to bar owners of a full-time station from acquiring another full-time outlet in the same market. "We decided we'd give appropriate attention to that matter in this study," said one official. "But this [the inquiry] doesn't supersede or eliminate" the so-called one-to-a-customer proceeding.

The inquiry will be concerned with more than conglomerates—large corporations formed by the accumulation of subsidiaries in diverse fields. The notice speaks also of licensees having "other large-scale business interests." Left unspecified was how large an outside interest would have to be to qualify for scrutiny, but two commissioners indicated an automobile agency would not be too small.

Officials indicated also that the commission would be interested in other media interests—newspapers or magazines—in view of the increasing attention the agency is giving the matter of cross-media ownership. The commission last month voted to strip the Boston Herald Traveler Corp. of its license to operate WHDH-TV Boston and awarded the contested channel 5 to a competing applicant, largely on the basis of a concentration of control of media issue (BROADCASTING, Jan. 27).

The inquiry itself will place particular emphasis on "multimedia owners." It will identify the number and location of broadcast stations licensed to particular types of conglomerates or owners with other large-scale business interests, the relevant population and revenue figures, and recent trends.

It will look for possible advantages and disadvantages for the public in the kinds of ownership it is investigating. Does that type of ownership, for instance, contribute to technical innovation, stability, greater programing efforts and the formation of additional networks?

Or does such ownership present hazards to the fair and free presentation of material by the stations involved, or lead to reciprocity arrangements in advertising, lack of licensee responsibility due to inadequate supervision by top officials, siphoning of broadcast profits for other operations and acquisitions, increased leverage either in the broadcast or nonbroadcast fields, and the possible impediments to technological developments?

The commission is taking an unusual approach to the inquiry. It is not, as it normally does in such proceedings, inviting comments from the public and industry, although it says interested parties "may, of course," submit information and opinion. (What's the use of asking conglomerates what's wrong with the system?" one official asked.)

Instead, the commission is consider-

NAB hooks up phones in its N Street site

The National Association of Broadcasters will have a new telephone system to go with its new offices. The NAB is set to move into its new building at 1771 N Street, N. W., Washington 20036, at the end of this week.

The association will be closed Friday (Feb. 21) in conjunction with the Washington's Birthday holiday and to facilitate the transfer of files and equipment. The following Monday (Feb. 24), the NAB is scheduled to be open for business on the fifth, sixth and seventh floors of the new building.

The NAB's new phone number, effective next Monday (Feb. 24), will be (202) 293-3500. But callers for specific departments will be able to make faster connections by dialing a desired extension directly. After dialing the area code, if necessary, and the first three digits of the exchange—293—the following four digits will complete calls without going through the NAB switchboard:

President's office, Vincent T. Wasi-

lewski, 3516

Board chairman, Grover C. Cobb, 3510

Secretary-treasurer, Everett E. Revercomb, 3520

Assistant to the president, James H. Hulbert, 3514

Assistant treasurer, Donald Pearce, 3525

Broadcast management, William L. Walker, 3532

Engineering, George W. Bartlett, 3558

General counsel, Douglas A. Anello, 3562

Government affairs, Paul B. Comstock, 3571

Library, Louise Aldrich, 3578

Planning and development, Harold Niven, 3519

Production, LaRue M. Courson, 3536

Public Relations, John M. Couric, 3582

Radio, Charles F. Stone, 3567

Radio code, Thom R. Winkler, 3553

Station relations, Alvin M. King, 3591

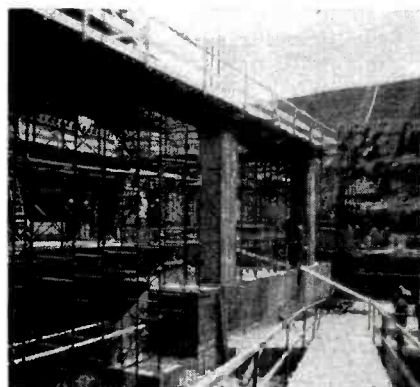
Television, William Carlisle, 3596

Television code, Richard Burch, 3542

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Scholarships, education aid, youth conferences on the atom . . .

ing establishing a special unit of the staff or retaining a research group or consultants to make the study. The commission also said it may hold seminars or other informal study sessions to develop information.

Additional notices specifically requesting information may also be issued. The notice itself referred to the possibility that licensees would be surveyed for information in connection with the inquiry. Sources indicated the commission would be interested in determining broadcasters' nonbroadcast holdings.

The wisdom of the commission assuming the burden of an inquiry was questioned by the two commissioners who opposed it—Robert E. Lee and James J. Wadsworth. Both felt the project was better left to Congress.

Commissioner Lee, in addition, characterized the inquiry as a "fishing expedition." He also said the present broadcast system, with its multiple-owned stations and corporations with diverse interests, has resulted in the establishment of a host of affiliated industries with workers enjoying a high standard of living, and warned: "Any broadside tampering with a system that has produced such results can only lead to chaos."

The commission's inquiry is only another indication of government concern over the general trend to conglomerates in the economy. The Nixon administration is said to be planning to ask Congress for legislation to restrict conglomerate mergers.

In Congress, Representative Hastings Keith (R-Mass.), a member of the House Commerce Committee, has introduced a resolution calling on the FCC and five other regulatory agencies to study the impact of conglomerates on

the nation's communications and transportation systems (BROADCASTING, Feb. 10.)

And the Federal Trade Commission has already initiated a study of conglomerate trends and effects. The FCC said it would coordinate its activities in the field with those of the FTC.

Commission approval of the transfers of the Martin Theaters' two television stations to Fuqua gives that company three AM's, one FM and three TV stations. Fuqua already owned WROZ and WTVW-TV both Evansville, Ind.; WTAC Flint, Mich.; and KXOA-AM-FM Sacramento, Calif. In addition, J. B. Fuqua, 10% stockholder and chairman of the board, owns WJBF(TV) Augusta, Ga. Fuqua also has interests in power lawn mowers, land clearing and tillage implements, mobile homes, boat building, motor freight, and in CATV systems in Georgia. Martin Theaters owns or leases 140 movie houses in the southeastern U.S.

The stations being acquired by the Mormon Church in the transaction approved by the commission are KBIG Avalon, Calif., and KBIG-FM Los Angeles, from John H. Poole and Kevin B. Sweeney, for \$2 million. The church owns or controls KSL-AM-FM-TV Salt Lake City; KID-AM-FM-TV Idaho Falls, Idaho; KIRO-AM-FM-TV Seattle, Wash.; KMBZ(AM) and KMBR-FM Kansas City, Mo.; WRFM(FM) New York; and international shortwave station WNYW New York. In addition, the church-owned Brigham Young University is licensee of noncommercial KBYU-FM-TV Provo, Utah. The church also has extensive interests in newspapers, hotels, insurance companies, real estate firms, farms, factories and other businesses.

The station involved in the Avco transaction is WRTH Wood River, Ill.

(St. Louis), for which Avco is paying Madison County Broadcasting Co. between \$3,095,000 and \$3,345,000 depending on recent ratings. Avco's broadcast holdings include WLW and WLWT(TV), both Cincinnati; WLWD(TV) Dayton, and WLWC(TV) Columbus, all Ohio; WLWI(TV) Indianapolis; WWDC-AM-FM Washington; WOAI-AM-TV San Antonio, Tex., and KYA(AM) and KOIT-FM San Francisco. In its nonbroadcast activities, Avco is a major supplier of airplane and industrial engines and parts, aircraft-frame components, missile and space products, defense and industrial electronics, ordnance-hearing equipment and farm equipment.

Frontier denies monopoly allegation

Ticks off rival media; reminds that it built holdings under proper FCC procedure

Frontier Broadcasting Co., target of a Department of Justice petition asking the FCC to break up a "mass media communications monopoly" in Cheyenne, Wyo., has in reply told the commission that "the Cheyenne market position of Frontier to which Justice now objects has come about entirely through grants by the commission of broadcast authorizations over many years and in accordance with commission policies."

Frontier noted that the commission is studying both multiple ownership of broadcast stations, and cross-ownership of newspapers or CATV's and broadcast facilities. It acknowledged that these inquiries might later lead to rule changes that would affect its multimedia holdings, but said that such changes should be effected by "comprehensive rulemaking," not by "ad hoc reversal of long-standing policy."

The filing was in reply to a charge by Justice that Frontier's "lock" on media power in Cheyenne contravenes the public-interest standards of the Communications Act. The firm is licensee of KFBC-AM-FM-TV Cheyenne (the only full-time AM and the only TV in that city), and owns the city's only CATV system. In addition the McCracken family, principals of Frontier, control Cheyenne Newspapers Inc., which publishes the only morning, afternoon and Sunday newspapers in Cheyenne.

Frontier also owns KTVS(TV) Sterling, Colo., and KSTF(TV) Scottsbluff, Neb., both satellites of KFBC-TV and has a CP for KVRL(TV) Rawlins, Wyo. The McCracken family also owns a monthly farm journal, holds interests

production rooms plus all the small portable tape recorders. Two Ampex tape recorder consoles were spared. Mr. Otstot said the office equipment and the office safe had not been touched.

The station was scheduled to go back on the air last Friday (Feb. 14) after it arranged to get more equipment and supplies. "The response from the competition has been fantastic," Mr. Otstot said. The station was inundated with calls from its radio competition as well as TV broadcasters from a large area around Willoughby, an East Cleveland suburb, offering spare parts and equipment to the station.

As a final note the station placed an ad in the local papers announcing its return to the air which read: "WELW, all heart radio, has just had a transplant."

The theft is still under investigation by local police.

WELW, all heart radio, loses a beat—or two

WELW Willoughby, Ohio, the "all heart radio" station, which went on the air on Jan. 1, virtually had no heart left when thieves broke into the station some time between Saturday night (Feb. 8) and early Sunday morning and stole everything needed to stay on the air.

Station manager Ken Otstot reported that the thieves were well versed in electronics as they disconnected high-voltage lines prior to dismantling the station's transmitter.

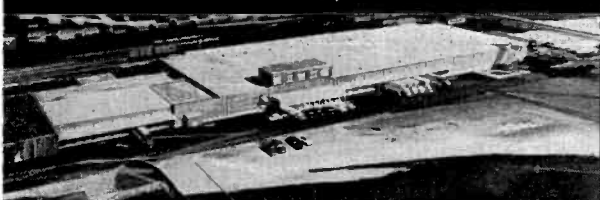
About \$25,000 worth of equipment was taken from the station including all turntables, turntable arms, microphones, 128 tape cartridges, all records, broadcast console, phase monitor, transmitter in the broadcast room, and all microphones and cartridges in the news and

Where's HEADQUARTERS?

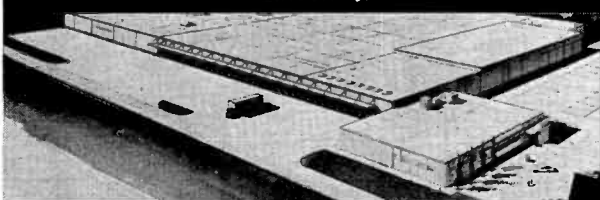
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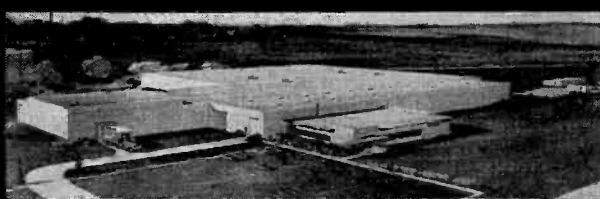
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in four Wyoming newspapers, and has an interest in KVRs Rock Springs, Wyo.

Justice explicitly declined to pass judgment on whether Frontier had violated the antitrust laws. It simply claimed that ownership of KFBC-TV gives the firm monopoly power in Cheyenne, which the commission's licensing authority should not be used to perpetuate. Justice urged the commission to hold a hearing looking toward renewal of KFBC-TV's license on condition that Frontier sell the station (BROADCASTING, Jan. 6).

In its response, Frontier said that Cheyenne is well served by other media voices, including four Cheyenne radio stations, three Denver radio stations, two daily Denver newspapers and four Denver TV stations. The presence of the four major-market TV signals in a smaller market such as Cheyenne, Frontier said, has "overshadowed" KFBC-TV. The station has been kept on the air "only through the exercise of great skill and resourcefulness not ordinarily required of broadcasters," Frontier said.

Moreover, Frontier noted, it did not acquire its broadcast properties, but built them—over 15 years ago—pursuant to commission permits. The firm said that there has been no change in its media holdings since 1953.

To require divestiture by Frontier on

the basis of proposals that have not yet been written into FCC regulations, the firm said, would be a "radical and disruptive" departure from past commission policies, and would unfairly single out Frontier among all those with similar holdings.

Changing Hands

Announced:

The following stations sales were reported last week, subject to FCC approval.

■ WING Philadelphia: Sold by Storer Broadcasting Co. to Richard D. Buckley for \$6 million (see page 75).

■ WDXY Sumter, S. C.: 90% sold by William C. Bochman, Joseph A. Fratangelo, Thomas M. Fisher and M. M. Weinberg Jr. to Derwood H. Goodwin and Norman J. Suttles for \$205,000. Mr. Fratangelo is retaining 10% of his 14% interest. Messrs. Goodwin and Suttles each own 42.86% of WFBS Spring Lake, 15% of WRNC Raleigh, and 25.5% of WSMY Weldon, all North Carolina. Mr. Goodwin owns 18.18% of WISP Kingston, N. C. and of WPVA Petersburg, Va., and owns 15% of WSML Graham, N. C. Mr. Suttles owns 36.36% of WISP and WPVA and 30% of WSML. WDXY is full time on 1240 kc

with 1 kw day and 250 w night.

■ WNOG and WNFM (FM), Naples, Fla.: Sold by William J. Ryan and others to David D. Palmer and others for \$200,000. Mr. Palmer owns 93.7% of WOC-AM-FM-TV Davenport and WHO-AM-FM-TV Des Moines, both Iowa. WNOG is full time on 1270 kc with 500 w. WNFM (FM) is on 94.5 mc with 5.4 kw and an antenna height of 115 feet.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 96):

■ WTVM (TV) Columbus, Ga., and WTVC (TV) Chattanooga: Sold by Martin Theaters of Georgia Inc. to Fuqua Industries Inc. for exchange of stock valued at approximately \$19 million (see page 66).

■ WRTH Wood River, Ill. (St. Louis): Sold by Robert W. and Margareta S. Sudbrink to Avco Broadcasting Corp. for about \$3.3 million (see page 66).

■ KBIG Avalon, Calif., and KBIG-FM Los Angeles: Sold by John H. Poole and Kevin B. Sweeny to Bonneville International Corp. for \$2 million (see page 66).

■ KVKM-TV Monahans, Tex.: Sold by John B. Walton Jr. to Grayson Enterprises for \$530,000. Mr. Walton owns KDJW-AM-FM Amarillo, KBUY-AM-FM Fort Worth and KERP-AM-TV El Paso, all Texas: KVOD Albuquerque and KAVE-TV Carlsbad, both New Mexico, and KIKX Tucson, Ariz. Grayson Enterprises, controlled by Dr. Ellis Karp and Theodore Shanbaum, owns KBLK-AM-FM-TV Lubbock, KWAR-TV Big Spring and KTXS-TV Abilene, all Texas. KVKM-TV is on channel 9 with 240 kw visual.

■ WWRI West Warwick, R. I.: Sold by Melvin C. Green, Lester W. Lindow and Martin F. Beck to Ernest Tannen and Marvin Mirvis for \$200,000. Mr. Beck has interest in WGLI Babylon, N. Y., and WKMF Flint, Mich. Mr. Lindow is executive director of the Association of Maximum Service Telecasters. Mr. Tannen has controlling interest in WEEZ Chester, Pa., and WDMV Pocomoke, Md. Messrs. Tannen and Mirvis own WYRE Annapolis, Md. WWRI is full time on 1450 kc with 1 kw day and 250 w night.

■ WAMA Selma, Ala.: Sold by Robert J. Martin to William R. Vogel, John D. Swartzbaugh and others for \$140,

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000. Messrs. Vogel and Swartzbaugh own WHOD-AM-FM Jackson, Ala., and Mr. Vogel has 66% interest in WGNS Murfreesboro, Tenn. WAMA is full time on 1340 kc with 1 kw day and 250 w night.

■ WHOD-AM-FM Jackson, Ala.: Sold by Rowdy McGee to William R. Vogel, John D. Swartzbaugh and others for \$100,000. Messrs. Vogel and Swartzbaugh own WAMA Selma, Ala., and Mr. Vogel has 66% interest in WGNS Murfreesboro, Tenn. WHOD is a daytimer on 1290 kc with 1 kw. WHOD-FM is on 104.9 mc with 3 kw and has an antenna height of 297 feet.

■ WMOU-AM-FM Berlin, N. H.: Sold by Thomas S. Christensen and others to Robert R. Powell for \$130,000 (see page 74).

■ WJOE Port St. Joe, Fla.: Sold by William S. and Dorothy C. Dodson to Thomas M. Donaldson and Roy E. Bradford for \$75,000. Mr. and Mrs. Dodson own WCNH-AM-FM Quincy, Fla., WBSC Bennettsville, S. C., and have minority interest in WWSO Monticello, Fla. Mr. Donaldson is announcer and salesman for WMAI-FM Panama City, Fla., and Mr. Bradford is announcer for WAPO Chattanooga. WJOE is a daytimer on 1080 kc with 1 kw.

Cable TV

■ Quincy, Fla.: Quincy Cablevision Inc. sold to multiple-CATV-owner H&B American Corp. Price was not disclosed. Quincy Cablevision was owned by Marcus B. Shefler, David A. Rowley Jr. and George W. Lowe Jr. Broker: Daniels and Associates.

Court takes new look at Jacksonville case

A Florida court of appeals has reinstated a complaint by Harold S. Cohn charging Wometco Enterprises Inc. and the directors of Florida-Georgia Television Co. with neglect and fraudulent transactions in the operation of WFGA-TV (ch. 12) Jacksonville, Fla. The suit seeks damages in excess of \$100,000 and a judgment against Wometco and the Florida-Georgia directors for the benefit of the station.

The appellate court has returned the suit to Duval County (Fla.) Circuit Court for further proceedings.

Mr. Cohn was one of the founders of Florida-Georgia and still holds 19% of the outstanding stock. His suit

charges that the defendants were allowed to effect fraudulent transactions which resulted in serious harm to the corporation and the stockholders. He noted that 54% of outstanding stock in Florida-Georgia is owned or controlled by Mitchell Wolfson and family through Wometco.

Mr. Cohn contended in the suit that he was removed as a director of the firm in October 1967 because of his efforts to obtain more information on the transactions.

The suit also charged that Alexander Brest, president and a founder of Florida-Georgia, threatened to use the influence of the Jacksonville station against a county tax assessor unless that office agreed to reduce taxes on land owned by a group that included Mr. Brest and Mr. Wolfson.

Mr. Cohn's suit was dismissed last year by a circuit-court judge on the ground that it failed to give sufficiently specific cause for action. In reversing that ruling, the appellate court said that the complaint was specific enough to acquaint the defendants with the basic charges and to establish the plaintiff's right to pursue the action.

Florida-Georgia's operation of channel 12 has been embroiled in controversy for over a decade. The firm won the original grant in 1957, but charges of ex-parte activities by other

applicants resulted in a circular pattern of court cases, interim grants, appeals, and more court cases. The case became inextricably linked to that of WFTV(TV) Orlando, Fla., in which similar charges and a like pattern were involved.

In the latest phase of the case, the FCC last month authorized the competing applicants in both Orlando and Jacksonville to operate the facilities on an interim basis. Florida-Georgia said that it would lease the facilities to the interim operators, under a plan of operation to be submitted by all parties (BROADCASTING, Jan. 13).

Nixon reappoints O'Connell

James D. O'Connell, assistant director of the Office of Emergency Preparedness for telecommunications since 1964, will remain in that post under President Nixon.

The White House, in announcing that the President had nominated Mr. O'Connell for the post, also said the former chief of the Army Signal Corps would remain on the second administration job he has held—that of special assistant to the President for telecommunications.

Mr. O'Connell oversees the government use of the spectrum and has taken a leading role in efforts to provide for more efficient use of the available frequencies.

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FCC breaches one-to-a-customer

Interim policy waived to permit sale of WMOU-AM-FM; Johnson lone dissenter

The FCC approved the sale of an AM-FM combination in Berlin, N. H., last week, and in the process granted the first waiver of its 10-month-old one-to-a-customer interim policy.

The action, involving the sale of WMOU-AM-FM, was announced on Wednesday, two days after the commission turned down a request for a waiver of the same policy and denied consent for the sale of KQFM(FM) Portland, Ore.

The policy was adopted to implement the provisions of the pending rule-making that would bar the owner of a full-time station from acquiring another full-time outlet in the same market. The policy and rulemaking were announced on March 28, 1968.

Approval of the sale, from Coos County Broadcasting Inc. to Robert R. Powell, a former broadcast announcer for WIP Philadelphia, for \$100,000, plus \$30,000 for an agreement not to compete, was made subject to the outcome of the rulemaking proceeding. Thus, the commission might require divestiture of one of the stations.

The commission, in granting the waiver, noted that Coos County, owned by Thomas S. Christensen, wanted to sell because of a death in the family. It also pointed out that Berlin, whose population is 17,821, has a vacant FM channel which has attracted no interest from qualified applicants.

The vote was 6-to-1, with Commissioner Nicholas Johnson the lone dissenter. He expressed opposition to permitting a breach in the line against waivers of the interim policy. If the majority feels that a whole class of applications—AM-FM combinations—should not be subject to the proposed rule, he said, "such a decision should be made in the context of the general rulemaking proceeding."

"It makes no sense to select this case as a means of announcing such a change of heart and mind—an ad hoc waiver involving severe prejudice to the rulemaking outcome, and in a manner sure to provide a flood of similar applications that will whittle away at the proposed rules until nothing remains."

Commissioner Kenneth A. Cox, however, in a concurring statement, said the commission wasn't signaling a change in direction by granting the waiver. Rather, the commission's action, he said, is designed to permit continued FM service while, at the same time, leaving the commission the option of subsequently requiring divestiture, "if

we decide that the AM and FM facilities should be separately owned."

The sale blocked by the commission's refusal to grant a waiver involved the proposed assignment of KQFM(FM)'s license from Point-O-Salecast Inc. to Action Broadcasting Co., which is controlled by Jack Grant and which owns KRDR Gresham, Ore., some 10 miles from Portland.

It's understood that the commission had originally reached a tentative decision on a 4-to-3 vote to approve the sale, principally on the ground that KRDR, a class IV station, operates with only 250 w at night. However, a strong dissent that Commissioner Johnson had prepared to submit in that case persuaded Commissioner H. Rex Lee to switch his vote, and doom the sale. The final line-up found Commissioners Robert T. Bartley, Cox, Johnson and H. Rex Lee voting to deny the waiver; Chairman Rosel H. Hyde and Commissioner James J. Wadsworth voted to grant it. Commissioner Robert E. Lee did not participate.

Lady Bird requests transfer of control

Mrs. Lyndon B. Johnson wants to get back to work in broadcasting.

The former First Lady filed an application with the FCC last week requesting that control of Texas Broadcasting Co., with its interests in stations in Texas, Oklahoma and Louisiana, be transferred back to her.

Her holdings, amounting to 52.9% of the company, were placed in trust with two old family friends, A. W. Moursund and J. W. Bullion, on Nov. 29, 1963, a week after Lyndon B. Johnson assumed the presidency. The irrevocable trust was to remain in effect as long as Mr. Johnson held elective office, or until all of Mrs. Johnson's shares in the company were sold.

Most of the remainder of the stock in the company, 30.9%, is owned by the Johnson daughters, Mrs. Lynda Robb and Mrs. Luci Nugent, in equal amounts. These interests have long been held in trust for them by Messrs. Moursund and Bullion. Others holding shares in the company are J. C. Kellam (5.95%), Paul Bolton (2.9%) and O. P. Bobbitt (1.19%).

Texas Broadcasting is licensee of KTBC-AM-FM-TV Austin. It also has a 23% interest in KLFY-TV Lafayette, La., and KXII(TV) Ardmore, Okla., and

a 29% interest in KWTX Broadcasting Co., which is the licensee of KWTX-AM-TV Waco, 50% owner of KTBX(TV) Bryan, and 75% owner of KNAL Victoria, all Texas. In addition, Texas owns 50% of a CATV system in Austin, Capital Cable Corp.

An FCC official said the application was a routine matter and would be handled routinely at the staff level.

Fall-out from the Curtis deals

Downe Communications sued with Ackerman; LIN director quits

Two broadcast companies are tangled in the legal thicket that grew thicker around financier Martin S. Ackerman last week.

Downe Communications Inc. is among the defendants named in a suit filed in Philadelphia Feb. 3—one of four suits brought in the past two weeks over activities of the Curtis Publishing Co. and Saturday Evening Post Co. since Mr. Ackerman took over as president of Curtis last spring and created the subsidiary Saturday Evening Post Co. last fall.

Also tangentially involved in the most recent Post battles is LIN Broadcasting, of which Mr. Ackerman is president, and the Saturday Evening Post Co., a stockholder since buying out the 4,000-share LIN holdings of former President Frederic Gregg Jr. at the time of the *Saturday Evening Post's* suspension last month.

On Thursday (Feb. 13) it was revealed that Alfred E. Driscoll has resigned from the boards of Curtis Publishing Co., Saturday Evening Post Co. and LIN Broadcasting. Mr. Driscoll, former governor of New Jersey and until recently president of Warner-Lambert Pharmaceutical Co., was one of two directors to resign from the Curtis board last week and the eighth since May. Although Mr. Driscoll's office confirmed his resignation, no reason was given for his departure from LIN, and he was not available for comment.

A LIN spokesman said last week that Mr. Ackerman is now its president. However, no notice has been filed with the FCC. FCC officials say they expect to receive some form of notification but that at this time no action is pending.

In the Downe suit, Downe was named a co-defendant with Mr. Ackerman: Perfect Film & Chemical Corp., of which Mr. Ackerman is president and chairman; E. Eugene Mason, secretary and a director of Curtis; G. B. Mc-

Combs, executive vice president and also a director, and Milton S. Gould, another Curtis director.

Downe is named in the suit in connection with its purchase of three Curtis magazines, *Ladies Home Journal*, *American Home* and *California Home*. Mr. Bok charged that the sale of the magazines for 100,000 shares of Downe common stock valued at \$5 million represented a "gross and fraudulent undervaluation" of the magazines.

Downe has been seeking FCC approval (BROADCASTING, Sept. 9, 1968) to assume control of Bartell Media, radio broadcaster and publisher, of which it owns more than 30%.

Apple Valley receives CP for TV satellite

The FCC has granted a TV construction permit to Apple Valley Broadcasting Inc. for channel 42 in Kennewick, Wash. Apple Valley will operate the Kennewick station as a satellite of KAPP(TV) (ch. 35) Yakima, Wash., for which it holds a CP.

The principals of Apple Valley retain an assortment of multimedia holdings. With that in mind, the commission said, in view of its pending inquiries into cross-ownership of CATV systems and TV stations, the grant of the Apple Valley application was made without prejudice to whatever action may be taken as a result of those inquiries.

Apple Valley is an Oregon corporation authorized to issue class A and class B voting stock, and has two directors elected by each class of stock. Officers and directors are Morgan Murphy, president and class B director; Donald E. Tykeson, vice president and class A director; Walter Lewis, secretary and class A director, and Wayne F. McNulty, treasurer and class B director.

The class A shares are owned by Northwest Television and Broadcasting, a joint venture of Chinook Broadcasting Co. and Liberty Television Inc. Class B shares are owned 75% by the Evening Telegram Co.

Liberty Television Inc. is the licensee of KEZI-TV Eugene, Ore., and is a multiple CATV owner. Mr. Tykeson, vice president-director of Apple Valley, is president and a stockholder of Liberty.

Evening Telegram Co., a multiple CATV owner, is 97.5% owned by Mr. Murphy, Apple Valley president. The Evening Telegram and Mr. Murphy control the licensees of WISC-TV Superior, Wis.; KXLY-AM-FM-TV Spokane, Wash., and KTHI-TV Fargo, N. D.

Apple Valley received the CP for KAPP after the FCC endorsed a hearing examiner's ruling that Mr. Murphy was not guilty of trafficking in broadcast authorizations (BROADCASTING, Dec. 2, 1968).

WIBG is sold for \$6 million

Buckley Broadcasting buys Philadelphia outlet from Storer

Storer Broadcasting Co. agreed last week to sell its WIBG Philadelphia to Buckley Broadcasting Corp. for \$6 million, subject to FCC approval.

The Miami-based group broadcaster will retain WIBG-FM Philadelphia. Storer also owns WJBK-AM-FM-TV Detroit; WJW-AM-FM-TV Cleveland; WSPD-AM-FM-TV Toledo, Ohio; WITI-TV Milwaukee; WAGA-TV Atlanta; WSBK-TV Boston; WGBS-AM-FM Miami; WHN New York, and KGBS-AM-FM Los Angeles. George B. Storer is board chairman.

The sale will leave Storer one station shy of a full complement of seven AM's; that is now permitted under commission regulations.

Storer, which owns 85.6% of Northeast Airlines, is also a multiple CATV owner. The company operates cable systems in Dana Point, Fillmore, Hermosa Beach, Laguna Beach, San Clemente, San Juan Capistrano, Santa Paula, Ojai and Thousand Oaks, all California, and Artesia and Carlsbad, both New Mexico. Storer, which has about 25,000 subscribers to its CATV systems, holds franchises in the Napa Valley north of San Francisco and is developing CATV systems to serve the California areas of Calistoga, Sebastopol, St. Helena, Rohnert Park and Sonoma.

Buckley Broadcasting, headed by Richard D. Buckley, owns WDRC-AM-FM Hartford, Conn.; WWTC Minneapolis-St. Paul; KKHI-AM-FM San Francisco; KGIL San Fernando, Calif., and KOL-AM-FM Seattle.

WIBG, founded in 1924, was acquired by Storer Broadcasting in 1957. It is full time on 990 kc with 50 kw day and 10 kw night.

NAB executives talk in snowy New York

The National Association of Broadcasters executive committee, in a less-than-two-hour meeting in snowbound New York City last week, discussed options before broadcasters in the FCC's cigarette proposal, the one-to-a-customer rulemaking pending at the FCC, cable-television matters and code developments—a matter that was reportedly "not too much discussed," despite the defection of the Westinghouse stations from the TV code (see page 32).

A number of code viewpoints were discussed, said Grover Cobb, KVGB Great Bend, Kan., and NAB board

chairman, ranging from the Westinghouse position that the code was too weak to that of TV code-board member Bill Michaels, who objected to the NAB board's overriding the TV code board's recommendation that hemorrhoidal remedies also be permitted to advertise on a basis of tastefulness of commercials and substantiated claims.

Most discussion time was spent, it was reported, on the FCC's proposal to limit station acquisitions to one full-time outlet to a market. Research that the NAB is funding was reviewed. Preliminary results from one study, being conducted by Dr. Edward M. Glick (BROADCASTING, Jan. 20), should be available by the Feb. 28 deadline set by the FCC for reply comments.

WFMY-TV's parent spawns corporate twins

The Greensboro (N. C.) News Co., licensee of WFMY-TV, that city, and owner of the *Greensboro Daily News* and the *Greensboro Record*, will split into two companies to differentiate its broadcasting from its print activities.

The FCC approved last week the transfer of the company's newspaper assets to a new corporation bearing the old corporation's name, and the change of the old corporation's name to WFMY Television Corp.

Frank Batten, Greensboro News Co. president, will be board chairman of both corporations, and Peter B. Bush, vice president and general manager for the newspapers, will be president of the Greensboro News Co. William A. Gietz, vice president and general manager of WFMY-TV, will become president of WFMY Television.

The newspapers and WFMY-TV are owned by Landmark Communications, which also owns WTAR-AM-FM-TV Norfolk, Va.

NCTA warns Congress of proposed cable rules

The National Cable TV Association last week put into high gear its legislative campaign to reverse, or at least severely amend, the FCC's proposed rules on CATV.

In two full days of separate meetings in Washington the association (1) was host to about 75 congressional assistants, with a sprinkling of congressmen themselves on hand, and (2) about the same number of CATV operators, who saw their congressmen at the close of their session.

The key message at both meetings was that the FCC proposes to prohibit CATV service for 146-million Americans who live in major and minor markets with limited reception of TV.

Network program gears grind

Look-ahead for new TV shows finds ABC filling 10-plus hours; NBC, CBS have fewer problems

New-season line-ups, now being assembled by the TV networks for the fall, may represent upwards of 20 hours of new weekly programming, according to a broad view supplied by advertising agency and network sources.

The approach of decision-making by network programmers traditionally signals the selling season, particularly to early-bird advertisers such as General Foods Corp. and Procter & Gamble Co. Agency spokesmen close to these advertisers indicated last week they would begin their buying about the week of Feb. 24, approximately the time CBS-TV has targeted for the start of its new selling season ("Closed Circuit," Feb. 10). NBC-TV reportedly is in step with CBS, while ABC-TV spokesmen put that network's selling season around the first week of March.

All three networks have disclosed few new-program "commitments" for the fall, but those mentioned last week included the two half-hour Bill Cosby and Debbie Reynolds series and a one-hour Andy Williams weekly show on NBC; a Jim Nabors program and a series based on *Barefoot in the Park* on CBS; *Survivors*, *Movie of the Week*, *Courtship of Eddie's Father* and a one-hour *Jimmy Durante Presents the Lennox Sisters* on ABC.

But for each of the networks the committed series hardly fill expected new-show needs.

ABC, with more program problems to solve than CBS and NBC, may have 10½ or more weekly hours to fill. Agency authorities foresee the possibility of ABC reprogramming the full three-and-a-half hours of prime time on Monday, and shorter periods on every other night of the week with the exception of Sunday. Should this materialize, ABC would not renew *The Avengers*, *Peyton Place*, *The Outcasts* and *Big Valley* (all Monday); *It Takes a Thief*, *N.Y.P.D.* and *That's Life* (all Tuesday); *What's It All About?* on Thursday; *Guns of Will Sonnet* and *Judd for the Defense* on Friday, and *Hollywood Palace* on Saturday.

Also to be worked out on ABC's schedule is the 8:30-9 period on Wednesday, in which the replacement

show, *Turn-On*, has already been dropped (see below), and the future of *This is Tom Jones*, a new replacement show now in the Friday 7:30-8:30 period.

Among NBC series said to be questionable candidates for return in the 1969-70 season: *The Jerry Lewis Show* (Tuesday, 7:30-8:30), *The Outsider* (Wednesday, 10-11), *Star Trek* (Friday, 10-11), *The Ghost and Mrs. Muir* (Saturday, 8:30-9), *Mothers-In-Law* (Sunday, 8:30-9) and *My Friend Tony* (Sunday, 10-11).

Kraft Foods, additionally, is expected to replace its *Music Hall* show (Wednesday, 9-10), with a new vehicle on NBC. The network is also said to have considered returning Andy Williams to the Sunday 10-11 period his show occupied in the 1966-67 season on NBC and now occupied by *Tony*.

Odds are high at CBS that *Queen and I* and the *Jonathan Winters Show*, which fill the period from 7:30 to 9 on Thursday, will not return next season, and some doubt is expressed also about *Good Guys* (Wednesday, 8:30-9), *Wild Wild West* (Friday, 7:30-8:30) and *Gentle Ben* (Sunday, 7:30-8), though these shows apparently are rated at least a fighting chance to make the new schedule. *Gomer Pyle* (Friday, 8:30-9) will not return on CBS as its star Jim Nabors is already committed for a new series. Agency sources noted that it is too early to judge the future of *The Glen Campbell Show* which was a midseason replacement on CBS, Wednesday, 7:30-8:30.

ABC-TV flips switch on its 'Turn-On'

In what is the shortest lived program in many a season, *Turn-On* was turned off on ABC-TV's schedule after its initial, one-time showing. In place of it, the network will for the next few weeks continue to push up the showing of movies to 8:30 p.m. EST until a new program is inserted in the schedule.

The knockout punch on the George Schlatter-Ed Friendly half-hour production (it occupied the Wednesday 8:30-9 p.m. period on the schedule as a re-

placement series) had been telegraphed earlier when advertisers on the program—principally Bristol-Myers, which had been in on the series' development—and a substantial number of ABC-affiliated stations found the series unacceptable. *Turn-On* had been conceived in the pattern of NBC's highly popular *Laugh-In*. But its critics found it neither tasteful nor funny.

The first *Turn-On* show, replacing *Peyton Place II*, was telecast Feb. 5 and immediately afterward came the swell of complaints and a number of cancellations by stations (BROADCASTING, Feb. 10). ABC reacted by moving up *The Oscar* motion picture slated for showing Feb. 12 from 9 p.m. to 8:30, and held a meeting with the producers and sponsor representatives over the Feb. 8 weekend. On Thursday (Feb. 13), ABC indicated it would continue to advance the movie date a half-hour in subsequent weeks—probably for three weeks—until a new show is substituted. The network said it would soon announce the new program series.

Some vindication for news media

Report on Miami disturbances finds little incitement caused by radio-TV coverage

The news media played little or no part in the civil disturbances that took place in the Negro area of Miami last year, a task force of the National Commission on the Causes and Prevention of Violence said last week.

The report puts most of the blame for the looting and demonstrations on an accumulation of long-time unhappiness with jobs and the tensions between the Miami black community and the Miami police.

"Except for the fact that the local radio reports seem to have attracted additional people to the riot area, the mass communications media seem to have had little effect on the course of the disturbances," the report said.

It also stressed that the presence of the Republican National Convention at Miami Beach during the week of Aug. 5 played only an incidental part in the disorders in the Liberty City area in the northwest section of Miami.

It was conceded, however, that the heavy concentration of newsmen and

TV facilities as well as national political leaders in Miami Beach for the GOP convention was an element in the decision of some of the Liberty City black leaders who instigated the initial rallies.

During the period before, during and after the rioting started, newsmen were unrestricted, the report noted. During the disturbances, two radio stations, primarily serving the Negro community, aired reports of the disturbances promptly. One newscaster's telephone call to the station was patched to the transmitter and broadcast live during a popular rock-and-roll show.

"This medium [radio], perhaps more than any other," the study group said, "was responsible for quickly spreading the word and attracting more people to the scene with concomitant problems."

Another instance noted by the study group involved the attempt of a white TV cameraman from a local TV station to film an impromptu parade. This was before the riot started. Some of the marchers were receptive, the report says, "and sought vigorously to have themselves and their signs photographed. Other marchers, however, shoved their signs in the reporter's face and in front of his camera to prevent any pictures being taken."

The only other reference to newsmen in the report is a description of an incident that occurred when a man was knocked down by police because, according to police, he did not move inside his home quickly enough after being ordered off his porch. Two newsmen attempted to photograph the incident, the study group reported, but the police used their bodies and rifle barrels to prevent photographs from being taken.

Despite the meagerness of information on the relationship of news media to the Miami violence, the study group said it has no doubt "that the prompt dissemination of news concerning the development of a riot may itself have an effect on the riot." In the Miami situation, it said, the broadcasting of news served to attract outsiders to the area, thus helping enlarge the riot and making the control job more difficult.

Whether the presence of TV cameras increases the amount or intensity of the violence is a difficult question to answer, the group said. It quotes police testimony that TV cameras "impede" law enforcement, and black leaders who say it does not.

Summing up and noting that conclusions on the communications media "are disappointingly meager," the study group observed:

"The Miami rioters were not consciously seeking publicity as were those in Chicago, and they apparently had no plans to embarrass the police by provoking them to take unusually

strong action in view of TV cameras. If we assume the basic decision that a riot can freely be reported even if this brings more rioters to the area, we do not see from our limited experiences that the presence of the communications media significantly encourages or magnifies the violence unless the rioters are rioting at least in part for the very purpose of massive TV coverage."

The 12-man Miami study team was led by Miami lawyers Louis J. Hector and Paul L. E. Helliwell.

35% of CATV's have origination capability

About 10% of the over 2,000 CATV systems have facilities that would permit them to originate live programming. And almost 35% have equipment that would permit them to originate programs.

These are the two principal deductions from a major questionnaire sent out by the National Cable TV Association and collated last month. The postcard inquiry went out to 2,100 CATV systems early this year; by the end of January 1,100 replies had been received at NCTA's Washington headquarters.

The returns showed that 115 cable systems had TV cameras and associated equipment that would permit them to originate a live program and that 340 systems had origination equipment such as film and slide projectors and/or video-tape recorders.

States with the highest number of systems capable of originating programs based on the 1,100 returns were California with 27, Pennsylvania 26 and Texas and New York, 20 each.

Johnson's goodbye outdraw's Nixon's hello

More than 36-million households in the U.S. watched former President Johnson's final State of the Union address and more than 20 million watched President Nixon's inaugural address, A.C. Nielsen Co. reported last week.

The television audience for Mr. Johnson's last address to Congress, Jan. 14, was larger than for any of his four previous State of the Union messages, according to the report.

The 8-9 p.m. (EST) broadcast had an average audience share of 53% or 30.2 million homes, and a total audience share of 64.2%, or 36.6 million homes. The broadcast of President Nixon's inaugural address at 12:15 to 12:35 p.m. Jan. 20 had an average audience share of 34.3% or 19.6 million homes, and a total audience of 35.6% or 20.3 million homes. The Nielsen study showed.

ABC Radio sends its 'Love' to FM

New rock service premiered to group executives in Nassau

ABC will start syndication of its "progressive rock" programming service to FM stations this spring. The programming will begin fully on Feb. 24 on five ABC-owned FM outlets and "partially" on a sixth (WLS-FM Chicago).

The new music package, the production of which was disclosed several months ago (BROADCASTING, Nov. 25, 1968), is called "Love." The stereo production is being handled by the ABC FM Special Projects Group of which Allen Shaw is director. The group was formed last summer as a service of the ABC-Owned Radio Stations Division, of which Harold L. Neal Jr. is president.

The five owned stations which will program the service on a regular basis—announced originally as a total of 25 hours of weekly programming produced each week with tapes broadcast in rotating pattern on each station—are WABC-FM New York, KABC-FM Los Angeles, KGO-FM San Francisco, WXYZ-FM Detroit and KQV-FM Pittsburgh. KXYZ-FM Houston continues with its good-music policy.

The FM plans were disclosed last week at an annual management meeting of ABC corporate and ABC Radio executives with general managers of ABC's seven AM-FM outlets on Paradise Island in Nassau.

During the meeting Mr. Neal reported that 1968 was a record year for the radio group. He noted that according to American Research Bureau cume estimates, the stations collectively reached "more people than any other radio group in America." He said that the seven stations are heard by about 11 million people each week.

Mr. Neal, marking his 25th year with ABC, was presented with a microphone representing the mikes used in the program-series *Years of Radio*. Mr. Neal was an announcer early in his career for the *Lone Ranger* and *Green Hornet*, network radio series.

Among the network executives attending were Leonard H. Goldenson, ABC's president; Simon B. Siegel, executive vice president; Everett H. Erick, group vice president and general counsel; Ralph W. Beaudin, who is resigning as ABC group vice president (radio); Alfred Schneider, vice president and assistant to the executive vice president, and Elmer Lower, president of ABC News, special events and public affairs.

Loevinger hits violence theory

Former commissioner maintains masses not controlled by media

At a time when the FCC and other organs of government are focusing their attention on media's influence over the public, a former member of the commission is suggesting that such concern may be misplaced. "The notion of media control of the masses," says Lee Loevinger, "is untenable." And the attempt to assign television much of the blame for crime and violence, he feels, is a "cop-out."

Mr. Loevinger, who retired from the FCC on June 30 and is now in private law practice in Washington, expressed his views on "Mass versus Media—Who Controls" in a speech at the University of Wisconsin branch at Milwaukee last week.

Essentially, his remarks were similar to those he expressed more than once during his five years on the commission. But they gain new currency in view of the commission's concern with multi-media licensees and with conglomerate ownership of broadcasting stations (see page 66), and with concern in Congress over the possible role television has played in stimulating crime.

He said the idea that the media control the masses cannot be supported because "it is plainly contrary to the evidence of everyday observation, as well as of historical study." "There is little evidence, for instance," he said, "that the media have very much influenced, much less controlled, national elections."

"Mass media are not qualified, and do not and should not seek, to control men's minds and conduct," Mr. Loevinger said. Ownership of a medium of mass communications "does not bestow either wisdom beyond that of other men or some superior right to impose one's ideas on society."

In addition, he said, "I reject the assertion that the media really tell me and 200 million other Americans what to think, what to buy, what is stylish, what my problems are, whom to vote for and who I am, for this would be a complete negation of any idea of personal choice, liberty or responsibility." (That assertion was made by a present commission member, Nicholas Johnson, *BROADCASTING*, Nov. 18, 1967).

"The only really general rule of human behavior that has been fully validated scientifically," he said, "is that under strictly controlled conditions the conduct of normal people is completely unpredictable. The corollary in child psychology is that a well-trained child,

given clear and simple orders by his parents, will do whatever he damn well pleases."

He said that placing a major share of the blame for crime and violence on the mass media is, in the vernacular, a "cop-out"—an evasion of responsibility and avoidance of more important causes. "There were 'murders, kidnappings, civil disorders and riots in this country long before television,'" he said.

Stating in another way his opposition to the notion that the media do control, he said that as the body automatically reacts to and tends to reject harmful organisms, "the psyche may similarly" seek to repel harmful influences.

"It appears to be a basic social law," he continued, "that mass-media influence is inverse to the importance of the subject. I would probably choose a toilet soap on the basis of an advertising suggestion; I would most certainly not choose my wife that way."

Mr. Loevinger concluded with celebration of the fact that the public "is not subjugated to the media, and that the American citizen today has access to more information about the world, has available a greater range of choice and decision and has a wider area of personal freedom than any other group of citizens in the world in all history...."

"Those who insist that we are pawns in the hands of the media deny not only our freedom but our responsibility," he added. "If we have no power, we are not responsible for what happens"—a doctrine that, he said, "is exactly the wrong [one] for our time."

Dangers cited in pot-party ruling

Government repression of broadcast reporting seen by journalists

Sigma Delta Chi, the national professional journalistic society, and the Chicago unit of the Writers Guild of America East Inc. have protested the recent findings of the FCC's chief hearing examiner in the case of the pot-party program of CBS-owned WBBM-TV Chicago. Both contend the examiner's ruling is a serious threat to investigative reporting.

The commission's chief hearing examiner, James D. Cunningham, found that WBBM-TV's November 1967 film report did not concern a spontaneous event at Northwestern University. He ruled that the pot party was "pre-arranged for the benefit of CBS" and would not have taken place were it not for the request of a young WBBM-TV reporter, John V. Missett (*BROADCASTING*, Jan. 20, 13). The examiner also

cited what he considered defects in licensee supervision and control.

The SDX protest, a long and detailed letter exploring the fundamental news issues involved, was sent to the FCC last week by the society's national president, William B. Arthur, editor of *Look* magazine. The letter was sent to FCC Chairman Rosel H. Hyde with copies to all other commissioners.

The Writers Guild complaint, from the Chicago unit's business manager, Marvin Balousek Sr., was sent to FCC Secretary Ben Waple with copies to Mr. Cunningham, CBS Inc. President Frank Stanton and the U. S. Senators from Illinois, Everett Dirksen and Charles Percy. The union letter sprang from a membership resolution on the principle involved, not in behalf of a member, Mr. Missett, it was indicated. WGA represents news writers at WBBM-TV.

The WGA letter said the local guild members "deplored" the examiner's findings "particularly inasmuch as they threaten the future of broadcast investigative reporting and challenge the integrity of one of our colleagues." The letter added, "It is our opinion that the broadcasts performed a distinct service for the Chicago community in a mannered and with an impact which could not be duplicated by other means of expression."

SDX President Arthur said the examiner's report showed "a deplorable lack of understanding of the traditions of responsible journalism and the proper role of the news media in our society."

Mr. Arthur noted that the examiner implied that controversial stories should be cleared by top corporate officials of news media, that reporters should be forced to reveal confidential news sources and that newsmen should inform police in advance if they have knowledge of a prospective crime.

The "mistaken philosophy" would not only impose unrealistic burdens on broadcast stations, Mr. Arthur said, but would "turn back the clock on one of the most heartening developments in journalism in recent years: The growth of investigative reporting in the public interest."

CPB boosts educational radio

The Corp. for Public Broadcasting last week announced a \$65,000 grant to the National Educational Radio Network.

The funds will be used to expand children's programming and develop more international-program exchange and original production of cultural programs, CPB said. CPB Chairman Frank Pace noted that the corporation eventually plans "to increase this activity based upon what we learn from the radio study currently under way."



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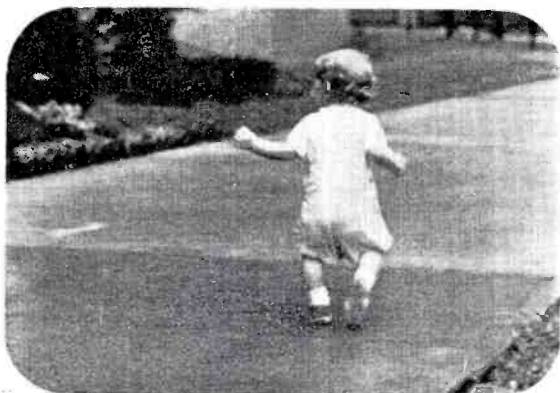
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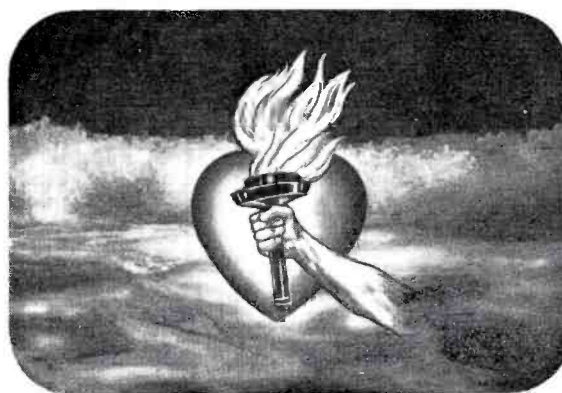
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(Space contributed as a public service by publisher)

Nixon, Apollo boost satellite TV use

Communications Satellite Corp. reported last week that approximately 40 hours of TV transmission time via the new Intelsat III satellite has been booked for TV coverage of President Nixon's trip this month to Europe.

Comsat said that orders received thus far involve 22 separate periods of transmissions during the nine-day period from Feb. 23 through March 3. Transmissions from various earth stations in Europe will go to the satellite and be received at the earth station at Etam, W. Va., from where it will be distributed to American TV networks.

For the Apollo 9 mission, Comsat reported that it already has more than 17 hours of satellite time ordered from abroad for TV coverage that starts Feb. 28 and extends through March 10.

High cost of Olympic coverage revealed by CBC

The Canadian Broadcasting Corp. spent about \$39,000 a day during the 18 days it covered the Olympic games in Mexico last October. Total cost of radio and television coverage in the English, French and overseas service was approximately \$930,000.

These cost figures and others were provided by the CBC to State Secretary Gerard Pelletier as requested by Canadian House of Commons.

Other cost information revealed that sponsors of the Olympic coverage were billed for \$315,000, of which \$84,000 went to privately owned affiliated stations and \$231,000 of which was retained by the CBC. Net cost of the Olympic coverage was \$699,000.

During the 18 days CBC's French and English TV networks provided 10 hours of live coverage and nearly 52 hours of taped programs. The English and French radio networks produced about 64 hours of live and nine hours of taped programming.

EBU threat clouds ITV World Cup rights

Acquisition by Britain's Independent Television of the exclusive European TV rights to next year's World Cup soccer matches may turn out to be a prickly prize.

The European Broadcasting Union (EBU) has made it known that if ITV goes ahead with its plans for a sole European showing of the games, it may

suspend its various program facilities to the British network. This would affect all news and current affairs programs, and ITV News, in particular, which depends heavily on its flow of news items from Europe.

Last month, Associated Television, an ITV programming company, negotiated a \$2.4-million contract on behalf of ATV's subsidiary, Worldwide Sports Ltd., with Telesistema Mexico. Worldwide would receive the exclusive rights to the games, which are to be held in Mexico.

That ATV negotiation rankled ITV's network competition, the British Broadcasting Corp. The BBC claimed the World Cup matches would be available to all members of EBU, of which both BBC and ITV are members.

A number of top ITV executives are now worried that the threatened EBU suspension may be too high a price for the exclusive game rights. But Robin Gill, chairman of ITV News and head of ATV and its Worldwide subsidiary—on whose behalf he negotiated the contract—maintains that he will not offer viewing rights to the BBC, even though he is probably willing to offer them to European TV stations through the EBU.

Understandably, delegates now meeting at the International TV Festival in Monte Carlo are more concerned with getting the World Cup on their nations' screens than with fighting the BBC's battles. A spokesman for West German television said it was "unthinkable that the World Cup should not be shown throughout Europe."

Experimental satellite for use by military

A GI in the Vietnam jungle receiving instructions direct from the President himself in Washington? It's feasible with the new giant military communications satellite that began operating over the Pacific Ocean last week.

The new \$30-million satellite, called "Tacomsat" for tactical communications satellite, was launched from Cape Kennedy Feb. 9 and was placed in synchronous equatorial orbit over the Pacific west of South America a day later. The satellite, admittedly experimental, has a capacity of "several thousand" voice channels and is geared to instantaneous two-way communications between units in the field, in the air and at sea and command posts thousands of miles away. Messages from the satellite can be received on one-man, back-packed receivers, using

antennas as small as one foot long. Two-way communications will be possible from larger units operating from field installations or ships at sea.

The military communications satellite, being operated jointly by the Army, Navy and Air Force, weighs 1,600 pounds and is almost two stories high.

Government sets hearing on 1967 CBC program

The Canadian Radio-Television Commission will conduct a public hearing in Toronto March 18 into the controversial *Air of Death* program.

The program, telecast Oct. 22, 1967, on the English network of the Canadian Broadcasting Corp., dealt with the subject of environmental pollution, particularly in the Dunnville area of southern Ontario. Later a provincial inquiry reported the program presented a distorted picture of the situation and contained errors. Various complaints were heard on the program in the Canadian House of Commons.

The hearing on March 18 will be held by a three-man committee drawn from the membership of the CRTC.

Abroad in brief:

Made in Japan ■ NBC International Enterprises has obtained overseas distribution rights to *Profile of Modern Japanese Women*, a series of 26 half-hour color TV documentaries. The series has been dubbed into English and will be marketed by NBC International outside of the U. S. The producer is Global Production Co. Ltd., Tokyo.

Frank joins ■ European Marketing and Advertising Agencies Ltd., London, a group of seven independent European agencies based in several countries, has named Clinton E. Frank Inc., Chicago, as its exclusive U. S. member agency. EMAD, with addition of Frank, will represent billings of \$100 million.

New agency for BOAC ■ Foote, Cone & Belding, Paris will handle British Overseas Airway Corp. advertising in France. FC&B, London already supervises international advertising for BOAC through other FC&B offices in Brussels, Copenhagen, Frankfurt, Stockholm and Mexico.

Cost of NFL games ■ State Secretary Gerard Pelletier has reported it costs the Canadian Broadcasting Corp. an average of \$3,350 a game to televise National Football League games on its French and English networks. He said the cost was more than offset by advertising revenue.

CBS's '68: a very good year

Strong fourth quarter with \$4-million rise in income points to an even better 1969

CBS Inc. last year enjoyed a 6% increase in earnings on a 7% rise in revenues, reversing the picture in 1967 when profits dropped more than 25%.

The per-share earnings advance was from \$2.08 to \$2.20, despite a 10% federal surtax of 23 cents per share. In their report last week, Chairman William S. Paley and President Frank Stanton noted that all four operating groups at CBS "participated in this record sales year, which saw improvement in all of the major business in which we are engaged.

"Compared to the soft final quarter of 1967," they said, "the fourth quarter [in 1968] was particularly strong." Net income in the fourth quarter rose nearly \$4 million, net sales over \$34.5 million, with share earnings up 17 cents after surtax representing 8 cents a share.

Mr. Paley and Dr. Stanton said that CBS anticipated increases in both sales and earnings in 1969 over 1968, "assuming continued strength of the national economy."

Coincident with the report, the CBS board of directors, at a meeting Wednesday (Feb. 12), declared a per-share cash dividend of 35 cents on common, payable March 14 to holders of record Feb. 28, and 25 cents a share on preferred stock payable March 31 to holders of record also Feb. 28.

Net sales approached \$1 billion in 1968, reaching \$988.1 million. This was an increase of about \$68 million over 1967, a year when sales had climbed more than \$19 million.

The operating groups of CBS Inc. are

CBS/Broadcast (which includes all broadcast operations and feature films), CBS/Columbia (records and musical instruments), CBS/Holt (publishing and educational materials), and CBS/Comtec (communications technology and services). Financial data was restated to give effect to the acquisition last year of W. B. Saunders Co., while per-share information was based on the average number of common shares outstanding during the respective periods adjusted for stock dividends through 1968.

For year ended Dec. 28, 1968:

	1968	1967
Earned per share*	\$2.20	\$2.08
Net sales	988,124,000	920,170,000
Net income	57,935,000	54,878,000

For the 13 weeks ended that date:

	1968	1967
Earned per share*	\$0.85	\$0.68
Net sales	302,390,000	267,870,000
Net income	21,917,000	17,805,000

*After preference dividends.

Trans-Lux, Fox have something in common

Trans-Lux Corp. announced last week that it has invested in the stock of the 20th Century-Fox Corp. and has discussed with Fox "matters of common interest."

Richard Brandt, president of Trans-Lux, later said that he would not reveal whether a merger of the two companies had been discussed, and he declined to specify the amount of stock Trans-Lux has acquired in Fox.

In a prepared statement, Mr. Brandt said that Fox and Trans-Lux "have both been deeply involved in the entertainment industry for many years" and have "recently discussed matters of common interest." He added that Trans-Lux "has recently taken a position in Fox stock because it believes that it is a sound company and a fine investment."

Trans-Lux distributes theater and television films, operates motion-picture theaters, and produces and distributes stock-quotation projection devices. Fox, a major motion picture and TV-program producer and distributor, has assets of about \$297 million. Trans-Lux's assets are estimated at \$21 million.

W7 suitors raise stock-swap antes

Complex offerings put Kinney bid at \$296 million, CU pitches \$8 million more

Commonwealth United Corp., Beverly Hills, Calif., and Kinney National Service Inc., New York, stepped up their efforts last week to acquire Warner Bros.-Seven Arts Ltd., Toronto, by improving offers they had proposed previously (BROADCASTING, Feb. 3).

Kinney announced a new stock-swap formula on Monday (Feb. 10), and on Tuesday (Feb. 11) Commonwealth United reported it had offered W7 a new package. W7 has more than 3.8 million shares of common stock outstanding.

The actual value of the new offers was not disclosed. On Jan. 31, Commonwealth United said that its package offer at that time was worth about \$74 for each Warner share. After Kinney made its latest proposal, a CU spokesman said that its Jan. 31 offer was "approximately the same or better than" Kinney's new offer. The following day Commonwealth United submitted a revised package to W7.

Though the value of neither of the latest proposals was divulged, some authorities have placed the Kinney package at \$78 per W7 share, totaling slightly more than \$296 million, and the CU offer at \$80 per share for about \$304 million.

Kinney revealed that its new package consisted of two voting, convertible preferred stocks. W7 shareholders would receive for each common share \$60 of a new \$1.25 preferred Kinney stock, based on the average closing market price of Kinney common last week on the New York Stock Exchange. The preferred would be noncallable for five years, and callable at \$100 thereafter. It would be convertible at any time into two Kinney common shares, after giving effect to a two-for-one stock split payable Feb. 14. Each preferred share would have one vote.

In addition, W7 shareholders would receive eight-tenths of a share of a new series C Kinney preferred stock for each Warner share. The series C preferred stock would be exchangeable for 10 years for one Kinney common (after giving effect to the stock split) for payment of an amount equal to the

Atlantic City lives

Atlantic City was inadvertently omitted from the FCC's "market-by-market comparison of radio revenues and expenses" for 1967 (BROADCASTING, Feb. 10).

That area has five radio stations in operation, all of which reported time sales of \$25,000 or more. Network time sales amounted to \$10,991; national and regional sales to \$175,563, and local time sales, \$746,837. The five stations reporting had total revenues of \$906,588. Their total expenses amounted to \$932,813, and they suffered a loss before income tax of \$26,225.

average closing price of Kinney's stock last week on a post-split basis. The series C preferred would pay a five cents-a-year dividend and would have one-half vote.

The latest Commonwealth United offer was as follows: For each common share of W7, CU would tender a package consisting of one share of a new \$45 convertible preferred stock paying a \$1 annual dividend and initially convertible into one-and-a-half shares of Commonwealth United common stock for one year. Subsequent to one year, the convertible preferred stock would be convertible into \$45 of Commonwealth common but no more than two shares of Commonwealth common, one-and-one-half shares of Commonwealth common plus a warrant to purchase one full share of Commonwealth common at \$25.

W7, meanwhile, has remained non-committal regarding all offers. Several weeks ago it formed a committee to evaluate all offers and to decide the course of action the company should take. The company last week issued a statement saying that a scheduled meeting of its board of directors on Tuesday (Feb. 11) in New York had been postponed until Feb. 24 because "difficult and hazardous travel conditions made it impossible for many directors to attend." (New York was digging out following a severe snow storm.) It added that revised offers from Commonwealth United and Kinney were being forwarded to W7's directors.

Lee moves for sale of 310,325 shares

Lee Enterprises Inc., multimedia owner based at Davenport, Iowa, has filed a registration statement with the Securities and Exchange Commission seeking registration of 310,325 shares, of which 50,000 will be offered for public sale by the company and 260,325 by stockholders.

The offering is being made through Paine, Webber, Jackson & Curtis, New York, at \$25 per share maximum.

Lee owns KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; WTAD-AM-FM Quincy, Ill.; KHQA-TV Hannibal, Mo., and has a construction permit for WMDR Moline, Ill. It also has interests in WKBH and WKBT(TV), both La Crosse, Wis. Sale of the interest in WKBT(TV) to Lamb Communications is pending FCC approval.

In addition, Lee is an applicant for a new FM at Billings, Mont.; is an applicant to buy the Journal Times Co., Racine, Wis., and its WRJN-AM-FM; owns the *La Crosse Tribune* and the *Madison (Wis.) State Journal*, and owns newspapers in Montana, Iowa, Illinois,

Missouri and Nebraska.

The net proceeds of the sale will be used to construct a new printing plant for the *La Crosse Tribune*.

The company has 1,956,524 shares outstanding, of which management officials as a group own 12.41%. Philip D. Adler, president, proposes to sell 16,686 of his 100,240 shares.

Financial notes:

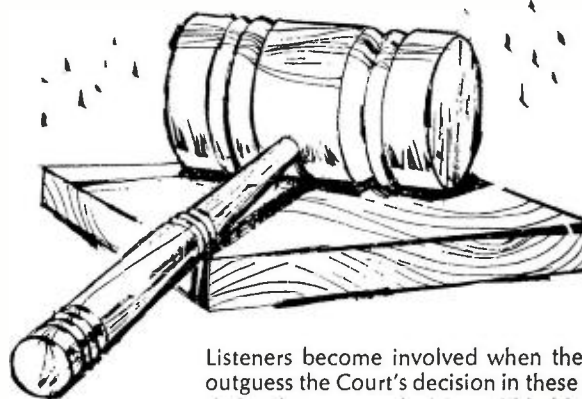
▪ ABC has declared a quarterly dividend of 40 cents per share, payable March 15 to shareholders of record Feb. 24.

▪ Walt Disney Productions, Burbank, Calif., last week filed with the Securities

and Exchange Commission a registration covering the proposed public offering of \$50 million of convertible subordinated debentures due March 1, 1994, through an underwriting group to be headed by Lehman Brothers and Kidder, Peabody & Co., both New York. Net proceeds will be used for capital expenditures in connection with the company's new recreation complex, Walt Disney World, near Orlando, Fla. In addition, WDP still has a \$50-million line of credit with a group of banks headed by the Bank of America.

▪ Fuqua Industries Inc., Atlanta, diversified company and group broadcaster, has agreed to acquire Trail-a-Sled Inc.,

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Crosby, Minn., in an exchange of stock. Trail-a-Sled manufactures snowmobiles and makes rubber tracks for other snowmobile manufacturers. Pacemaker Corp., a boat-manufacturing subsidiary of Fuqua, has agreed to acquire Miller Yacht Sales of Fort Lauderdale, Fla., a pleasure boat distributor.

■ Gulf & Western Industries, New York, has filed a registration statement with the Securities and Exchange Commission seeking to exchange \$30 million of 5½% convertible subordinated debentures for convertible notes issued to Investors Stock Fund Inc. and Investors Variable Payment Fund Inc. G & W has also filed a registration statement seeking to exchange \$9,922,500 of 5½% convertible debentures for any or all of the stock of Chicago Thoroughbred Enterprises Inc., in the ratio of \$10,761.90 of debentures for each CTE common share.

■ Directors of the United Bank of Arizona have announced agreement in

principle to purchase of the bank by Avco Corp. in an exchange of stock and debentures. The agreement is subject to government approval of the acquisition.

Blair acquires Workman

John Blair & Co. announced last week it has acquired The Workman Co., Chicago, a producer of business forms, for \$1,550,000, of which \$1,014,682 was in cash and the remainder was the assumption of a mortgage amounting to \$538,318. Workman's annual sales volume approximates \$3 million, according to Blair. Frank Martin, Blair president, observed that the purchase of Workman complements the operations of Blair's Chicago-based printing subsidiaries, American Printers & Lithographers and Alden Press. He said the combined sales of the printing operations were about \$22 million for 1968 on a pro forma basis.

Company reports:

Capital Cities Broadcasting Corp., New York, group owner and publisher, reported a 26% increase in net profit and more than a 13% increase in net revenues for the year ended Dec. 31, 1968:

	1968	1967*
Earned per share	\$3.13	\$2.49
Net revenues	72,414,000	63,704,000
Income before taxes	21,013,00	15,026,000
Net income	9,171,000	7,263,000

* Unaudited. Restated to include Fairchild Publications, which contributed 41 cents per share in 1968 and 24 cents in 1967. The surtax reduced per share earnings in 1968 by 33 cents, and a new profit sharing plan instituted in the fourth quarter of 1968 reduced earnings 9 cents per share.

Ameco Inc., Phoenix, manufacturer and installer of CATV systems reported a 20% decline in net sales, but an increase in net income for the six months ended Dec. 31, 1968:

	1968	1967
Earned per share (loss)	\$0.03	(\$0.09)
Net sales	2,740,935	3,455,810
Net income (loss)	32,864	(104,768)
Shares outstanding	1,200,000	1,200,000

Pacific and Southern Broadcasting Co.,

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. 13	Closing Feb. 6	Closing Jan. 31	1968-1969 High	1968-1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	70½	72½	71½	76½	43½	4,709	\$ 336,700
Atlantic States Industries		O	15	15½	15			1,798	27,000
Capital Cities	CCB	N	73½	75½	77½	89½	42½	2,811	218,900
CBS	CBS	N	50½	50½	49½	60½	43½	24,150	1,204,500
Corinthian	CRB	N	34½	33½	36½	40½	22½	3,384	122,200
Cox	COX	N	53½	55	57½	64½	43½	2,879	165,200
Gross Telecasting		O	38½	38	38	39	28	400	15,200
Metromedia	MET	N	50	51	51½	57½	34½	5,394	279,800
Pacific & Southern		O	23½	21	20½	25	9	1,614	33,100
Reeves Broadcasting	RBT	A	43	28½	30½	43½	9½	1,825	56,300
Scripps-Howard		O	31	31½	31	34	24	2,589	80,300
Sonderling	SDB	A	38	35½	36	47½	23½	930	33,500
Taft	TFB	N	37½	38	36½	45½	30½	3,432	124,800
						Total		55,915	\$2,697,500

Broadcasting with other major interests

Avco	AV	N	45½	47½	46½	65	37	14,075	\$ 658,000
Bartell Media	BMC	A	20½	20½	20½	23½	9	2,106	42,900
Boston Herald-Traveler		O	44	38	41	71	38	574	23,500
Chris-Craft	CCN	N	54½	53½	48½	58½	26½	1,153	56,100
Cowles Communications	CWL	N	15½	15½	15½	18½	12½	3,625	55,700
Fuqua	FQA	N	44½	45½	46	47½	32½	4,700	226,200
Gannett		O	43½	42	39½	44	23	4,736	187,100
General Tire	GY	N	31½	32½	32½	36½	23½	17,061	550,200
Gray Communications		O	11½	12	12½	15	9	475	5,800
Lamb Communications		O	7½	8	9	10	5	2,468	22,200
Liberty Corp.		O	25	25½	25	—	—	5,000	125,000
LIN		O	20½	24½	24½	31	15	1,550	37,600
Meredith Publishing	MDP	N	56½	57	54½	59½	23½	2,732	149,900
The Outlet Co.	OTU	N	26½	26½	26½	34	20½	1,184	31,500
Plough Inc.	PLO	N	72½	72	71½	78½	56½	7,341	526,600
Rollins	ROL	N	34½	34½	37½	38½	32½	7,946	298,005
Rust Craft	RUS	A	36	37	36½	38½	29½	1,184	43,500
Storer	SBK	N	52	53½	53½	64½	36	4,188	224,100
Time Inc.	TL	N	93½	90½	94	109½	86½	7,018	659,700
Wometco	WOM	N	33½	34½	34½	38	17½	3,815	131,100
						Total		92,931	\$4,054,700

CATV

Ameco	ACO	A	13½	13½	12½	19½	7½	1,200	\$ 15,000
Cox Cable Communications		O	18½	19	18	25	15	2,500	45,000
Cypress Communications		O	19	18½	19	23	12	808	15,400
Entron		O	8½	7½	7½	12	4	607	4,700
H & B American	HBA	A	17½	16½	16½	28½	9½	4,973	83,900
Sterling Communications		O	9½	9½	10	—	—	500	5,000
Teleprompter	TP	A	53½	56	58½	83	23½	994	58,100
Television Communications		O	16½	16½	17	20	15	2,426	41,200
Vikoa	VIK	A	32½	32½	32½	39½	12½	1,587	51,200
						Total		15,595	\$ 319,500

New York, group station owner, reported increases in gross revenues and net income for the year ended Dec. 31, 1968:

	1968	1968*
Gross revenues	\$10,460,599	8,247,435
Earned per share	\$0.63	\$0.22
Net income	1,012,756	352,850

*1967 figures are unaudited and represent a pro forma statement of that year's results of operations for each station under prior ownership.

Doremus & Co., New York-based advertising and public relations firm, reported an increase in operating results in its preliminary statement for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.03	\$0.93
Gross billings	34,471,000	28,231,000
Gross income	5,261,000	4,282,000
Income before income taxes	1,044,000	755,000
Net income	424,000	380,000

Computer Applications Inc.—parent company of Home Testing Institute/TVQ Inc.—reported an earnings drop of 22 cents per share on increased sales in 1968. For the fiscal year ended Sept.

30, 1968:

	1968	1967
Earned per share	\$0.40	\$0.66
Net sales	42,831,364	36,280,788
Earnings before federal income taxes and extraordinary credits	769,976	1,227,226

Signal Co's. Inc., Los Angeles, diversified firm and 49.9% owner of the Golden West broadcasting group, reported record net earnings but a decline in revenues for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$2.50	\$2.36
Revenues	1,392,146,000	1,505,416,000
Net earnings	51,525,000	49,136,000

Note: 1968 figures do not include nonrecurring gain of \$37.2 million or \$1.80 per share.

MPO Videotronics, New York, producer of television commercials and audiovisual communications, reported an increase in sales but a decrease in net income for the year ended Oct. 31, 1968:

	1968	1967
Earned per share	\$.45	\$.73*
Sales	16,516,334	15,276,225
Net income	229,142	375,236

* Adjusted for 10% stock dividend declared in March 1968.

Republic Corp., Beverly Hills, Calif., which has interests in film processing, electronics and communications, reported a record 87% increase in net income and a record 30% rise in operating revenues for the fiscal year ended Oct. 31, 1968:

	1968	1967
Earned per share	\$2.30	\$1.28
Revenues	143,658,000	109,990,000
Net earnings	9,157,000	4,891,000
Shares outstanding	3,977,000	3,512,000

Note: Fiscal 1967 figures are restated to reflect acquisitions as poolings of interest.

General Recorded Tape Inc., Sunnyvale, Calif., reported increases in sales and net earnings for the first six months of fiscal 1969 ended Dec. 28, 1968:

	1968	1967
Earned per share	\$0.80	\$0.62
Sales	5,195,973	2,721,630
Net earnings	364,621	209,406
Average shares outstanding	456,157	340,000

Note: Sales and earnings of the Chess group of corporations and of 90% of Magnetic Media Corp., acquired by GRT, are not included in figures.

	Stock Symbol	Ex-change	Closing Feb. 13	Closing Feb. 6	Closing Jan. 31	1968-1969 High	1968-1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	40 1/4	38 1/4	37 1/4	45 1/4	23 1/4	5,390	\$ 202,100
Commonwealth United	CUC	A	21	21 1/4	23 1/4	24 1/4	6 3/4	6,087	140,800
Disney	DIS	N	81	83 1/4	83 1/4	93 1/4	41 1/4	4,368	365,800
Filmways	FWY	A	36 1/4	36 1/4	35 1/4	42	16 1/4	1,100	39,200
Four Star International		O	7 1/4	6 3/4	7	10	5	666	4,700
Gulf & Western	GW	N	44 1/4	45 1/4	47 1/4	66 1/4	38 1/4	11,680	556,300
MCA	MCA	N	43	40 1/4	39	53 1/4	38 1/4	7,764	302,800
MGM	MGM	N	41 1/4	38 1/4	39 1/4	55	35 1/4	5,759	228,900
Transamerica	TA	N	74 1/4	75	74 1/4	87 1/4	43 1/4	28,859	2,160,800
Trans-Lux	TLX	A	49	45	47 1/4	83 1/4	21 1/4	979	46,700
20th Century-Fox	TF	N	37 1/4	32 1/4	32	40 1/4	24 1/4	7,035	225,100
Walter Reade Organization		O	15 1/4	15 1/4	15	17	7	2,079	41,200
Warner-Sevens Arts	WBS	A	63	62 1/4	62 1/4	64 1/4	26 1/4	3,810	238,100
Wrather Corp.		O	22 1/4	22	20 1/4	22 1/4	10	1,710	34,600
						Total		87,286	\$ 4,545,900
Service									
John Blair		O	25 1/4	27 1/4	28 1/4	29	23	2,160	\$ 61,600
Comsat	CQ	N	46 1/4	48 1/4	51 1/4	64 1/4	41 1/4	10,000	512,500
Doyle Dane Bernbach		O	31 1/4	30 1/4	29 1/4	41	27	2,104	62,100
Foote, Cone & Belding	FCB	N	14 1/4	14 1/4	15 1/4	20 1/4	13	2,157	32,600
General Artists		O	18	18	18 1/4	27	10	610	11,300
Grey Advertising		O	15	14 1/4	14 1/4	20	12	1,201	17,100
Movielab	MOV	A	12 1/4	12	12 1/4	17 1/4	11 1/4	1,404	17,200
MPO Videotronics	MPO	A	17 1/4	19 1/4	19 1/4	22 1/4	10 1/4	517	10,000
Nielsen		O	35 1/4	9	34	43	27	5,130	174,400
Ogilvy & Mather		O	25 1/4	25 1/4	25 1/4	28	14	1,090	27,800
Papert, Koenig, Lois	PKL	A	25 1/4	23 1/4	29 1/4	30 1/4	4 1/4	791	23,100
Wells, Rich, Greene		O	14 1/4	15	13	22	12	1,501	19,500
						Total		28,665	\$ 969,200
Manufacturing									
Admiral	ADL	N	18 1/4	18 1/4	19	25 1/4	16 1/4	5,110	\$ 97,100
Ampex	APX	N	37 1/4	37 1/4	37 1/4	42 1/4	26 1/4	9,629	362,300
General Electric	GE	N	92 1/4	90 1/4	92 1/4	100 1/4	80 1/4	91,068	8,446,600
Magnavox	MAG	N	51 1/4	52 1/4	53 1/4	62 1/4	36 1/4	15,442	820,400
3M	MMM	N	101 1/4	99 1/4	99 1/4	119 1/4	81	53,793	5,332,200
Motorola	MOT	N	115 1/4	114	119	153 1/4	97	6,122	728,500
National Video	NVD	A	13	13 1/4	13 1/4	24 1/4	11 1/4	2,782	38,300
RCA	RCA	N	43 1/4	44	44 1/4	55	43 1/4	62,606	2,762,500
Reeves Industries	RSC	A	10 1/4	9 1/4	9 1/4	10 1/4	4 1/4	3,240	31,200
Westinghouse	WX	N	69 1/4	67 1/4	66 1/4	78 1/4	59 1/4	38,064	2,540,800
Zenith Radio	ZE	N	54 1/4	55	55	60 1/4	50 1/4	18,860	1,037,300
						Total		306,716	\$22,197,200
Grand total								587,108	\$34,784,000
Standard & Poor Industrial Average			112.66	112.35	111.79	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

GE will market the BEVR camera

Unit is expected to debut this year,
but CBS is still perfecting the system

The CBS broadcast electronic video recording (BEVR) camera will be manufactured and marketed by the General Electric Co. under a licensing agreement being announced today (Feb. 17) by Felix A. Kalinski, president of the CBS/Comtec Group, and James M. McDonald, general manager of GE's visual communication products department.

BEVR officials at the same time indicated that the system, disclosed in October 1967 but not yet publicly demonstrated, would make its commercial debut some time this year. GE's Mr. McDonald said the BEVR camera, an integral part of the over-all system, is expected to be priced in the \$33,000-to-\$35,000 range.

BEVR has been hailed as a revolutionary process for providing color-TV pictures of higher quality at lower cost than is attainable in conventional color-film and video-tape processes. It is a broadcast adaptation of EVR, which plays specially recorded film in TV-set attachments. EVR was demonstrated in a black-and-white version in New York late last year (BROADCASTING, Dec. 16, 1968) and will be shown in five other cities later this month and in March (BROADCASTING, Feb. 10).

For color, both BEVR and EVR use black-and-white film with images imprinted photographically on the right- or left-hand side and with the appropriate color information encoded electronically on the other side. When the film is played through a BEVR camera (or EVR player), color and images combine to produce full-color pictures.

The GE/CBS Comtec announcement said that at present the images are transferred to the BEVR color master from film, but that the capability of transferring color images from tape is currently under development. The work is in progress at CBS Laboratories, which developed both the EVR and BEVR systems under the direction of President Peter C. Goldmark.

Other sources said that BEVR is currently being tested by CBS-TV network authorities, but apparently not yet in regular network operations. They indicated a public demonstration is plan-



Mr. McDonald (l.) and Mr. Kalinski

ned but that no date has been set.

The estimate that BEVR would make its "commercial debut" this year came from Lawrence B. Hilford, vice president, CBS BEVR, and William B. Gaither, marketing manager for GE's visual communication products department. They said marketing and production are well advanced.

Marketing will be closely coordinated between GE and CBS, according to Messrs. Kalinski and McDonald, in order to get the widest possible acceptance of the system, which is said to have extensive TV applications for advertising agencies and feature-film and film-program producers as well as broadcasters both in the U. S. and for abroad.

FCC turns down protest against antenna farm

The FCC has denied a petition for review of a decision granting the applications of five Minnesota television stations for relocation of transmitters to a common antenna-farm site.

The decision, released in October 1968 by the FCC review board, permitted the five stations—WCCO-TV, WTCN-TV and KMSP-TV, all Minneapolis, and noncommercial KTCA-TV and KTCI-TV, both St. Paul—to move their

transmitters to Shoreview, Minn., nine miles north of the Twin Cities. The grant was made on condition that the antenna structures be made available for use by present and future permittees and licensees of TV facilities in the Minneapolis-St. Paul area, which make reasonable requests for use of the facilities.

The request for commission review was filed by the Association of Maximum Service Telecasters, in opposition to waiver of the mileage separation requirement for KMSP-TV. That station (ch. 9) is already short-spaced by 14.2 miles from the transmitter of cochannel WAOW-TV Wausau, Wis. AMST's objection is that the short-spacing will be increased to 21.3 miles if KMSP-TV moved its tower to the Shoreview site.

The commission denied review in a 4-2 vote, with Commissioners Nicholas Johnson and Robert E. Lee dissenting.

CATV's censured over signals in San Diego

FCC Chief Engineer William H. Watkins last week told the commission in a report that the efforts of San Diego CATV systems to ascertain the causes of degradation of TV signals in that city "fall far short of that which the commission expected. . . ."

The chief engineer's report was in response to a commission request for more information on charges that CATV service in San Diego has contributed to signal degradation. The question has been a secondary issue during the controversial San Diego CATV case, in which the commission ruled last year that carriage of Los Angeles TV signals by San Diego area cable systems should be restricted because of its probable effect on UHF in San Diego.

The commission asked last fall for comments from cable firms and from Midwest Television Inc., licensee of KFMB-TV (ch. 8) San Diego, to be followed by comments from the chief engineer's office.

Mr. Watkins noted that Midwest found some apparent causes of signal degradation not reported in the other filing (a joint comment by Mission Cable TV Inc., Pacific Video Cable Co., and Trans-Video Corp.). These included "low signal level on channel 8 at the head end; a break in the head-end antenna lead, and inadequate isolation between tuners used for channels 7, 8 and 9."

According to Mr. Watkins, Midwest's

consulting engineers suggested a test procedure nearly two years ago for "investigating the signal impairments in the Mission Cable TV systems." The program, he said, was "reasonable and practical," and would probably have led to "the early identification of several of the impairments which, by common agreement, still exist in the cable system," if it had been implemented.

The system faults reported by Midwest, Mr. Watkins said, could normally have been discovered and corrected by routine maintenance and testing. He added that "other sources of signal degradation remain and, although consultants employed by both sides have pointed out both probable causes and possible cures, substantial remedial steps have not been taken to pursue them."

Mr. Watkins summarized his own conclusion at this stage of the inquiry in one sentence: "The technical difficulties in this case are caused to a large extent by carriage of the same signal on the same channel both over-the-air and over-the-cable."

FCC has open mind on broadcast alerts

Early in 1963 the FCC, at the request of the Office of Civil Defense, asked for proposals for an emergency broadcasting general public alerting system. The commission gave a Sept. 13, 1963, deadline for proposals, and 13 were submitted. Four were tested and last year after a series of field tests by a working group of the National Industry Advisory Committee a two-tone system was found to work.

But, the commission isn't sure this is the final answer, so last week it authorized an extension of that 1963 deadline—to May 1, this year. Anyone having better ideas for a signaling and alerting system has the privilege of proposing it—but, the commission warned, it better show a "marked over-all superiority" to the pending two-tone system.

Task-force report safely in White House hands

The report prepared by the Task Force on Telecommunications Policy that was appointed by former President Lyndon Johnson in August 1967 is alive and well, and under review at the White House.

This was revealed in a White House announcement listing a series of directives that President Richard Nixon has issued to cabinet officers, agency heads and special advisers, calling for reports and recommendations on proposals in the domestic area.

One of the directives—the last one listed—called on Dr. Lee A. DuBridge, science adviser to the President, to

"assess" the Johnson task force report.

The report, completed in the final months of the Johnson administration, was never officially made public, although its contents found their way into the daily and trade press (BROADCASTING, Dec. 16, 1968). The announcement that Dr. DuBridge had been asked to review the document was the White House's first public acknowledgment that it had the report since Mr. Nixon became President.

There was no discussion of any of the directives, other than a statement by Dr. Arthur Burns, counselor to the President, that the directives constitute "turning the ignition key of governmental action." He added, however, that the directives did not necessarily mean that draft legislation or executive orders would be prepared on the subject areas in the immediate future.

Transmitter site shift denied by FCC examiner

An FCC hearing examiner has recommended denial of the application of WSFA-TV Montgomery, Ala., for permission to move its transmitter site and increase its antenna height, saying that the proposed changes would be inconsistent with the commission's policy of encouraging UHF development.

Examiner Millard French's initial decision said that grant of the WSFA-TV application would impair the opportunity for establishment and development of WYEA-TV (ch. 38) Columbus, Ga., a proposed facility for which Eagle Broadcasting Co. has a construction permit.

Cosmos Broadcasting Corp., the WSVA-TV licensee, requested to move the station's transmitter from its present location 24 miles south of Montgomery, to a site about 12 miles east-southwest of the present transmitter site. Cosmos also sought to increase its antenna height from 1,040 feet to 2,000 feet above average terrain.

Mr. French noted that those requests would provide new grade B service to over 200,000 viewers within the grade B contour of WYEA-TV. While the station's local advertising would probably not be greatly affected by Cosmos' proposed move, the examiner said, its national and regional advertising would suffer. Mr. French noted that WYEA-TV will be an NBC affiliate, and said that its prospect for future network rate increases would depend upon the size of its audience in Columbus and surrounding areas. If WSFA-TV is permitted to effect its proposed changes and intrude further on WYEA-TV's future service area, the examiner said, "the chances of its growth are uncertain and achievement of healthy maintenance and full utilization of UHF potential is impossible."

New hand camera readied for Apollo 9 mission

When an American astronaut sets foot on the moon, perhaps this year, earthling TV viewers will be seeing what he sees, night or day, for he'll be carrying a TV camera that virtually can see in the dark. It's the seven-and-one-quarter-pound Lunar TV Camera, developed by Westinghouse Electric Corp. (in photo being held by Stanley Lebar, who is program manager of the project).

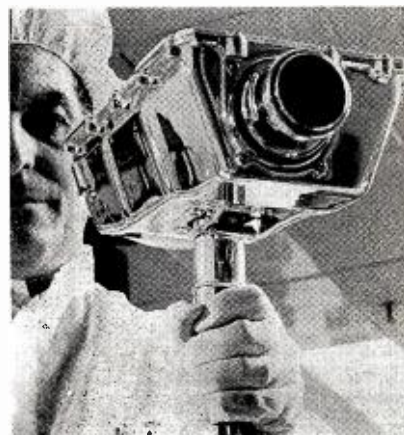
The camera, which will also be used for the Apollo 9 "space walk" in the mission that is scheduled to be launched Feb. 28, is built to operate over a light range of 0.007- to 12,600-foot lamberts using a special, Westinghouse-designed, secondary electron conduction (SEC) imaging tube.

The camera is also built to withstand temperature extremes from 250 degrees Fahrenheit during the lunar day to 300 degrees below zero during the lunar night.

The highly polished surfaces of the camera are to help maintain even temperatures inside the camera itself. The camera also comes equipped with two handles, one with a nine-foot cable for use inside the spacecraft, and a second with a 100-foot cable for use outside the ship.

It will be equipped with four, fixed-focus lenses—wide-angle, 100mm telephoto and two general-purpose lenses for day and night use.

Because the communications channel to be used for TV must also be shared with other signals, such as voice, biomedical and telemetry, the camera is limited to a 500-kc bandwidth. It will operate at 10 frames a second to produce a resolution of 250 lines. These will be converted to regular broadcast standards at the Houston Manned Space Center for delivery to the TV networks for broadcast to home viewers. For more detailed scientific views the camera also can be operated at five-eighths of a frame per second to produce a high-resolution, 500-600-line picture.



Setback to land-mobile campaign

FCC's research experts say present allocations are misused, more space would mean more problems

Broadcasters trying to hold the line against land-mobile users' efforts to obtain access to spectrum space now assigned to television are expected to be given powerful support soon in an interim report being prepared by Stanford Research Institute.

A summary of the report has been circulating within the FCC for at least a week, and it makes clear that the basic cause of the spectrum-shortage squeeze in which land mobile finds itself is inefficient management and use of available space, not lack of space.

SRI, which notes that its analysis of the data it developed "produced some unexpected findings," determined that in two areas where spectrum space for land-mobile radio was thought to be in seriously short supply—Detroit and Los Angeles—a substantial amount of the space set aside for the service "is sparsely occupied or not at all."

SRI was engaged by the commission in June to study aspects of the land-mobile allocations problems—interservice sharing of land-mobile radio channels and frequency-assignment principles, among them—as well as to aid in the pending inquiry into the regulatory and policy problems raised by the rapid growth in the use of computers (BROADCASTING, July 1, 1968). The land-mobile study was to take a year, but an interim report was to be submitted.

Officials expect that report—a draft of which was shown commission staffers in the past two weeks—shortly, but they say it will not be made public. Present plans, at least, call for making public only the final report, which is due to be filed by June.

BROADCASTING obtained a copy of the

summary last week. Commission officials, while declining to discuss it, point out that it is a "preliminary" document and is "not definitive." However, it's known that those within the commission who have opposed transfer of television spectrum space to land-mobile use are heartened by it.

If the summary fairly reflects the interim report, and the final report that follows it, the commission might be in for an awkward time. For it has based its approach to the land-mobile problem largely on the premise that a spectrum shortage is at the root of the trouble. And it has informed Congress, which includes some powerful friends of land-mobile users, this was to guide its approach to a solution.

The interim report will be received as the commission staff begins digesting the comments filed two weeks ago in two proceedings aimed at granting land-mobile radio access to 21 UHF channels (BROADCASTING, Feb. 10). In one, the commission has proposed sharing the lowest UHF channels (14-20) with land-mobile users. In the other proposal, it suggests setting aside 115 mc between 806 and 960 mc (which include UHF channels 70-83) for land-mobile use.

Land-mobile forces, in their comments, argued that the commission's proposals constituted a bare minimum solution to their spectrum needs. But broadcasters, led by the Association of Maximum Service Telecasters in a massive, 600-page filing, argued that the spectrum-shortage "crisis" was a result of the inefficient manner in which the spectrum is being managed and administered. SRI appears to agree.

The summary said that SRI studies indicate that immediate implementation

of interservice sharing even between different types of land-mobile users "cannot be justified in Detroit" and "may not be justifiable in Los Angeles." For, while some channels in Detroit are heavily occupied, others are not, the summary said. That finding, it added, as well as a short study undertaken in Los Angeles, "indicates that a substantial portion of land-mobile spectrum space is sparsely occupied or not occupied at all."

SRI, in explaining the implications of its findings, says that the commission should give its immediate attention to "the current poor distribution of users within each service." Once users have been shifted from channels of high occupancy to channels that are lightly used, the commission can then consider "the effective implementation of interservice sharing, with its additional problems," SRI said.

SRI listed these criticisms of the present system of managing and using the land-mobile portion of the spectrum:

There is a need for a more equitable distribution of the users of a given land-mobile service within their allocated spectrum space. "The present inequitable distribution . . . appears to result from inadequate spectrum management and engineering."

The frequency coordinators, user groups and manufacturers' representatives, who do a large share of the engineering for land-mobile installations, lack "adequate resources or capabilities to provide effective engineering for coverage control or to make the most efficient distribution of users among the available channels."

Commission records "are too inadequate and inaccurate to provide a sufficient basis for evaluating spectrum occupancy or improving spectrum usage." The relationship between the number of users licensed by the FCC and the actual use of the channels cannot be accurately predicted "because of the diverse needs and operating procedures of users."

Over-designed land-mobile systems cover larger areas than necessary for the job involved, "and unnecessarily limit the extent of geographic sharing of a given channel."

SRI said the commission should impose reasonable coverage limitations on land-mobile users and adopt engineering principles and standards that would encourage more efficient use of the land-mobile spectrum within each service. It mentioned such matters as geographic sharing limitation and efficient time-sharing operation, as well as better distribution of assignments among channels.

SRI noted that it has found "no easy, cheap short cut to elimination of the dissatisfaction of land-mobile users" with the service they are given. It said license

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records alone cannot provide a basis for making efficient use of the land-mobile spectrum and for eliminating complaints.

And if the commission depends only on current staff, licensing procedures and data processing to handle the expected increase in users, SRI added, "customer complaints will mount, unless additional virgin spectrum space is obtained."

But additional space isn't the answer, either, according to SRI, for "customer complaints will resume when the new spectrum space has been assigned and . . . the problems resulting from poor spectrum engineering will remain unresolved."

It added that if additional spectrum space is not provided, the commission has two choices: adopt criteria for severe restriction of access to the land-mobile bands, or develop regional engineering and management capability in each large urban area, if it is to satisfy present demand and provide "for a modest increase" in the number of users.

SRI suggested that the commission select a critical urban area where it might test a regional spectrum engineering and management project. The project, it said, should explore the effectiveness of various levels of complexity and sophistication of a regional system.

SRI recommended use of a regional monitoring system to provide the information on channel usage.

WRIK-TV first to use RCA core memory system

RCA last week announced production of a new automated control system that can memorize up to 80 continuous program sequences to automatically broadcast four hours of television.

A core memory stores instructions on sequences in which program material, film or tape, is to be played, then automatically turns the proper machines on and off. The core memory can be loaded by punched paper tape, punch cards or a station's business computer. The system also permits manual switching when desired, with a reduction in the number of operations required to punch up a program manually by interlocking various video and audio switching and machine controls. It also can be programmed to preform special effects such as fades, wipes, dissolves and inserts.

The system is called Vid-Au-Mac, for video, audio and machine control. The first one is being produced for automating the control room of WRIK-TV San Juan, P. R. It is part of a \$1.1-million purchase by the station of RCA broadcast equipment, from studio lighting to cameras and a complete transmitting plant.



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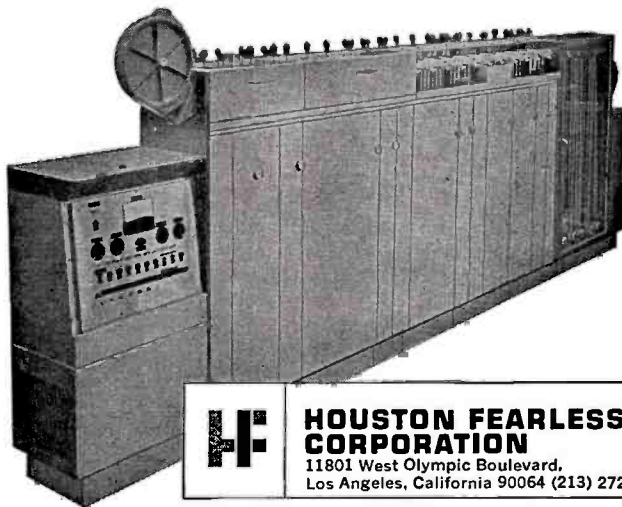
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New UHF-spectrum grab proposed

NASA has NRC committee report calling for satellite broadcast use of channels 67-69

Broadcasters who are defending UHF channels from the land-mobile operators (see page 88) had better keep their sleeves rolled up. Another drive for TV channels is forming and this time it involves a recommendation that TV channels 67, 68 and 69 (788-806 mc) be reallocated as clear channels for direct-to-home TV broadcasting from satellites.

This is the recommendation of a broadcasting panel that was part of a two-year, summer study project on the future of the U. S. space program held at Cape Cod, Mass., in 1967 and 1968 under the auspices of the National Research Council.

The broadcast panel was one of 13 (ranging from forestry-agriculture-geography to geodesy-cartography). A summary of these reports was issued last week. Two weeks ago, the recommendations of the Central Review Committee of the Cape Cod council were announced (BROADCASTING, Feb. 10). All the recommendations and proposals are now in the hands of the National Aeronautics and Space Administration.

The references to the reallocation of the UHF frequencies for direct-broadcasting service are similar in scope, but not in specifics, to proposals made by the FCC last December. These proposed to permit direct broadcasting from satellites in the 470-806 mc band (TV channels 14-69) but not on a clear-channel basis. The commission issued the proposal, and also one on radio astronomy, in preparation for the International Telecommunications Union's world radio conference due to be held late in 1970 or early in 1971, probably in Geneva.

Earlier, the Communications Satellite Corp. had suggested that the U. S. endorse the exclusive use of direct-satellite broadcasting in the 470-492 mc band. The UHF television band runs from 470 mc to 890 mc.

The commission's proposal drew an early objection from the National Association of Broadcasters. NAB claimed that the FCC proposal was "precipitate and premature," that satellite-to-home broadcasting is a new service that raises policy and engineering questions, including a possible threat to local, off-the-air TV service.

Comsat, also responding to the commission's proposal, offered as an alternative that 800-806 mc (TV channel 69) be allocated exclusively to satellite broadcasting, with the remainder of the proposed 470-806 mc band allocated as suggested by the FCC. Comsat also

suggested that the 806-960 mc band be shared by communications satellites with the land-mobile services.

Highlights of the broadcasting panel's report, as issued and on BROADCASTING's look at the report itself, show that direct-to-home TV broadcast to an unmodified present-day receiver is considered technically possible, but will require an extremely large satellite, weighing over 20,000 pounds. The only rocket available now to put this large a payload into orbit is the Saturn V, and the launch would cost, it's estimated, in excess of \$150 million.

Where home receivers are modified somewhat, at a cost estimated at \$125, a smaller satellite, weighing only 5,800 pounds, is believed capable of doing the job.

Direct-to-receiver TV-satellite service, the group suggested, is ideal for underdeveloped countries, or those with far-flung areas. The panel also said that such a service would also be beneficial for the broadcasting of special programs to particular professions (physicians, lawyers, engineers) or specialized groups, even in highly developed countries like the U. S.

As a subsidiary of the direct-to-home TV service, the panel also suggested that a single FM channel at 108 mc be reserved for direct-voice broadcasting. This frequency is the top of the 88-108 mc FM broadcasting band. The panel candidly noted, however, that it had found no overwhelming need for such an FM service, although one suggestion was that the United Nations might use it.

Basically, the broadcast panel suggested that three types of TV-satellite broadcast services be explored by NASA: class A service, for the distribution of programs to ground stations that would rebroadcast them under conventional methods; class B service, for the distribution of programs to "rather simple ground stations" where they could be viewed by groups, or distributed over short distances by cable or low-powered translators to conventional receivers; class C service, providing programs direct to a home receiver "equipped with a simple supplementary antenna and preamplifier."

The class A service, the panel suggests, would have to use a 630-pound satellite, with ground stations using a 20-foot antenna and nitrogen-cooled receivers, in the 12,000 mc band. Such a system, the panel said, can produce eight channels in each of three time zones.

The class B service would be an FM

system, receivable with an eight-foot antenna and a good but uncooled parametric amplifier receiver, in the 2,500 mc band. The satellite would have to be about 975 pounds, and could provide six channels to seven-and-a-half square degrees, plus three channels to an additional one square degree.

The class C system would use a 5,800-pound satellite to supply one TV channel of 525-line compatible color in a vestigial sideband transmission to an area of nine square degrees using a receiver adapter kit costing about \$125. For an unmodified receiver, the spacecraft's weight would have to be over 20,000 pounds, requiring a Saturn V-class launch, costing in excess of \$150 million.

A sub-class C system, called V (for voice) C, would use the 100 mc band with only a \$10 increase in receiver costs. This would require a 2,300-pound satellite to provide 10 "modest-quality" FM channels, or one top-quality channel, to an area as large as Africa.

The panel said it found two of the uses "so easy technically, so reasonable economically and so potentially desirable," that steps should be taken to put them into effect.

They are a multi-channel, class A distribution system for American TV networks, including both present commercial and public networks; and a nine-channel class B system for educational, instructional and informational TV for India.

"The matter of broadcast-satellite economics is extraordinarily complicated," the panel said in its conclusions. "Economic comparisons with conventional broadcasting are possible but controversial because costs in the various schemes are paid by different groups of people or entities.

"Conventional television stations have difficulty operating profitably if they are devoted to educational and instructional programing in the broadest sense. By extending the coverage cheaply, and thus the audience to which the program material is directed, a satellite system appears to be practical for the complex of programing called 'public television'." Included within this elusively defined class would be public-interest broadcasting, cultural and educational material, and even instruction in the scholastic sense. Such a system is technically realizable in a variety of ways. The obstacles are largely social and political. Who would originate and control program material is a thorny point that has not been treated by this panel."

And further, the panel declared: "Technology has outstripped policy. There is no doubt that many kinds of broadcast satellites are possible now or in the near future, and we believe that their development and use will be limited not by technical restraints, but by lack

of economic, political and demographic planning."

In the earlier Central Review Committee report, a flat recommendation was made that a single identity or authority be created to "manage the total U. S. use of the radio-frequency spectrum."

Although this specific recommendation is not contained in any of the panel's recommendations, several noted that one of the problems in establishing new satellite services requires spectrum allocation determinations now.

The broadcast panel report was largely the work of Wilbur L. Pritchard, who is director of the Communications Satellite Corp.'s laboratory; and who was chairman of the panel; Fred P. Adler, Hughes Aircraft; Samuel Gubin, RCA; Robert P. Haviland, GE, and Richard B. Marsten, RCA. Others on the panel were William Bakemeyer, Hughes Aircraft; Peter C. Goldmark, CBS Laboratories; and William J. Kessler, Gainesville, Fla. Beardsley Gra-

ham, Washington consultant, was a member of the Central Review Committee and chairman of the communications group.

Equipment briefs:

Equipment contribution ■ KTLA(TV) Los Angeles has donated to the department of telecommunications at the University of Southern California six live monochrome television cameras, a videotape recorder, and various other electronic equipment needed to operate the school's television training studios. USC had been using equipment dating to 1953.

Shotgun mike ■ North American Philips Co., New York, has developed a new shotgun microphone with narrow pickup pattern and long-distance reach. Two-position bass roll off switch permits use in unfavorable locations and eliminates rumble and wind noise. Price: \$140.

Teleprompter receives AML trial

FCC permits 18gc experiment for cableless CATV in New York and two rural areas

The FCC last week granted an amended application by Teleprompter Corp. for permission to experiment with virtually cableless CATV operations in New York and in rural areas around Farmington, N. M. and Eugene, Ore.

Teleprompter will use the 18 gc (18,000 mc) band in place of cable trunklines to send signals to a receiver, and cable to distribute from there to its subscribers, in an operation known as the Amplitude Modulated Link system. AML, developed by Teleprompter and Hughes Aircraft Co., has been undergoing tests in New York for more than two years.

The cable firm's application was amended after the FCC, in an order issued last May, denied a Teleprompter petition for rulemaking to establish a nation-wide allocation of frequencies in the 18 gc band for a high-capacity local distribution service to be used in conjunction with CATV systems.

At that time, however, the commission also gave Teleprompter permission to amend its pending application for modification of its experimental authorization on research station KA2XQH New York. The firm was required to file applications for experimental authorizations for two rural areas presenting different physical problems, and to give other CATV franchise holders in New York a reasonable opportunity to participate in the experiment to serve their franchise areas. Teleprompter met these conditions in a new application

filed five months thereafter (BROADCASTING, Oct. 21, 1968).

The commission emphasized last week that the authorizations are for experimental purposes only, pending later determination as to the best use of the 18 gc band, and are not to be construed as a finding that regular service of this type would be in the public interest.

Two New York cable firms, Sterling Information Services Ltd., and CATV Enterprises, had considered participating in the experimental program, but have since chosen not to do so.

In a separate but related action last week, the commission proposed a rule amendment that would accommodate a local CATV distribution service in the 12.7 to 12.95 gc band. When the commission denied Teleprompter's petition to reallocate frequencies in the 18 gc band for this purpose, it invited Teleprompter to study the possibility of including such a service in the 12.7 band shared by the Community Antenna Relay Service.

The commission also told Hughes Aircraft Co., which developed the equipment for Teleprompter's proposed 18 gc operation, that its proposal for the 12.7 gc band would not be permissible under existing CARS rules. Hughes has proposed single side-band, amplitude modulation, video transmission equipment with accompanying FM sound-utilizing channels 6 mc wide, to transmit TV signals and related audio signals by CATV stations.

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Edmund A. Grossman and **Frank E. Toole Jr.**, account supervisors, Ted Bates & Co., New York, elected VP's. **Patrick K. Stewart**, VP and account supervisor, N. W. Ayer & Son, New York, joins Al Paul Lefton Co., that city, in same capacity.

John Keigley, buyer and media planner, Sullivan, Stauffer, Colwell & Bayles, New York, joins CBS Radio Spot Sales there as manager, marketing services.

Charles F. Harreus, account supervisor, Ketchum, MacLeod & Grove Inc., Pittsburgh, elected VP. **Anthony D. Wake**, also with Pittsburgh office, also elected VP. **Robert E. Balestier**, manager of sales promotion department, KM&G, New York, elected VP.

Thomas E. Nipper, controller, Knox Reeves Advertising Inc., Minneapolis, named VP and treasurer.

D. J. Leary, with Jenos Inc., Duluth, Minn., appointed to newly created position of director of marketing development.

Fabian Melgar, art director, West, Weir & Bartel, New York, joins Friend-Reiss Advertising, that city, as VP and co-creative director.

William R. Phippen, with *New York Daily News*, joins WINS there in newly created position of marketing manager.

Jay Garber, with WJAS Pittsburgh, appointed sales manager.

William F. Murphy, media buyer, Hicks & Greist, New York, joins KYW-TV Philadelphia, as assistant sales service manager.

Grady C. Pridgen Jr., sales manager, WBT(TV) Charlotte, N. C., joins WWBT(TV) Richmond, Va., as general sales manager. Both are Jefferson-Pilot stations. He succeeds **James Clark**, who resigns.

Harry Godsil, former assistant sales manager, KPTV(TV) Portland, Ore., joins new St. Louis office of Tele-Rep Inc. as manager. Address: Syndicate

Trust Building, 915 Olive Street. (314) 214-7979.

Harry F. Schroeter, VP-packaging, National Biscuit Co., New York, named VP-communications.

Franklin McCarthy, WVON Chicago, joins WGRT there as director of marketing and merchandising.

Henry J. O'Neill Jr., account executive, WPIX(TV) New York, appointed national sales manager.

Frank Luhn, local sales manager, WKTR-TV Kettering, Ohio, appointed general sales manager.

Steven V. Kline, with WCKY Cincinnati, appointed sales manager. He succeeds **Larry Kirby**, who joins Woko Albany, N. Y., as general manager.

John Bates appointed director of newly formed TV commercial division of DePatie-Freleng Enterprises, Sherman Oaks, Calif., animation production house.

Vance Harrison, account executive, CBS Radio, New York, joins WCBS-TV New York as retail sales manager.



Mr. Hobday

William J. Hobday, account supervisor, BBDO, New York, elected VP. **Donald P. Carter**, president, Post-Keys - Gardner, Chicago, named chief operating officer.

Don Bruce, head of Airplay International division of Pepper & Tanner, Memphis, and **Louis Baioni**, controller, elected VP's.

Dave Bolton, general sales manager,

NBC-TV personnel move

Changes in NBC-TV's broadcast operations and communications department announced last week were: **Donald W. Kivell**, manager of facilities planning and scheduling, named manager, communications; **Lester E. Dimond**, communications coordinator, appointed manager, telephone communications; **Vincent M. Vacca**, manager of facilities planning, named manager of facilities planning and scheduling; **Robert J. Flynn**, broadcast operations control supervisor, named manager, facilities scheduling, and **Leonard H. Lucas**, manager of facilities scheduling, appointed manager, facilities planning.

WIBC Philadelphia, joins WPBS(FM) there in same capacity.

Greg Stone, with sales staff, wsoc-TV Charlotte, N. C., appointed regional sales manager. **Marvin S. Pridgen** and **Fred D. Collins Jr.**, also on sales staff, appointed southern and local sales manager, respectively.

W. J. McNamara, program director, wow-TV Omaha, appointed local sales manager.

Earl Ayecock, air personality and salesman, WHTV(TV) Meridian, Miss., appointed local sales manager.

John E. Yearwood, with WKBW-TV Buffalo, N. Y., joins KNTV(TV) San Jose, Calif., as local sales manager.

Robert Rice, account executive, WCRR Lima, Ohio, appointed local sales manager.

Media

Jack A. Wennerstrom, treasurer, A. C. Nielsen Co., Chicago, named VP and chief financial officer as well as director. He succeeds **Herman W. Stein**, who retires.

Gino A. Ricca, special analyst, television network administration, ABC-TV, New York, named manager of station planning. **Albert Rubin**, assistant manager for nighttime sales planning, ABC-TV, named manager of revenue analysis. **P. Thomas Van Schaick**, assistant manager, sales estimating and analysis for network, named supervisor of revenue analysis. All are newly created positions.

Jack Rose, manager, program budgets for NBC on West Coast, named manager, business affairs and program administration, NBC West Coast.

Paula Gottschalk, with NBC Radio, New York, appointed administrator, sales promotion.

Barron Howard, VP, special assistant to president and director, WWBT(TV) Richmond, Va., retires after 35 years in broadcasting.

H. Gifford Irion, FCC hearing examiner since 1952, retires after 35 years of government service.

Manolo Alonso, director of news, WXTV(TV) Paterson, N. J., named general manager.

Paul S. Bernardo, account executive, WSUB Groton, Conn., appointed station manager. He succeeds **Warren F. Haas**, who has purchased WEBO Owego, N. Y.

George Guyan, local and national sales

Cunningham to wind up a busy FCC career



FCC Chief Hearing Examiner James D. Cunningham, a 38-year veteran of government service, will retire on Feb. 28.

Examiner Cunningham has served with the commission since it was organized in 1934 and was one of the original hearing examiners appointed by the FCC in 1947 when the Administrative Procedure Act itself went into effect. He became chief hearing examiner in 1954.

During the past 15 years, Mr. Cunningham has presided over a wide range of important proceedings. These included the ABC-ITT merger hearings; the payola hearings; the NBC-Philco case; the first TV comparative hearings following lifting of the freeze of VHF frequency assignments, and the recent pot party inquiry in Chicago.

manager, KTAR Broadcasting Co., Phoenix, and station manager, KTAR-TV Phoenix-Mesa, named VP for radio operations KTAR Broadcasting Co.



Merl L. Galusha, manager of public and station relations, General Electric Broadcasting Co., Schenectady, N. Y., named general manager of General Electric Cablevision Corp., that city.

Stephen R. Dickler, account executive, Pacific & Southern Broadcasting Co., Atlanta, joins CBS Enterprises Inc., New York, in newly created position of sales manager, licensing and development.

Richard Estell, WKAR-AM-FM East Lansing, Mich., and **Karl Schmidt**, WHAM-AM-FM Madison, Wis., elected to executive board of National Association of Educational Broadcasters. They represent NAEB's national educational radio division (NER). Elected to NER board were **Marjorie Newman**, WFSU-FM Tallahassee, Fla., and **Ken Kager**, KUOW-FM Seattle, who was re-elected.

Ray Colonari, general manager, WICC Bridgeport, Conn., named VP.

Bruce E. Herbert, district manager, Family Life Insurance Co., Jacksonville, Fla., joins noncommercial WJCT-

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(TV) there as director of development.

Programing

Martin E. Pinsker, manager of special projects, CBS Radio, New York, named director of program practices. He succeeds **Donald I. Ball**, who retires after 39 years with CBS.



Ben Wickham, sales representative, MGM Television, New York, appointed to newly created position of syndicated sales manager.

Marvin E. Mirisch, executive VP, Mirisch Production Co., Hollywood, elected to newly created positions of chairman and chief executive officer.

Walter Mirisch, VP, elected president. He succeeds late **Harold J. Mirisch**, and will also serve as executive head of production.

Thomas L. Miller, assistant to executive VP in charge of production for Paramount Television, Hollywood, named director of program development.

Frank Gertz, manager of business affairs, programs and production for NBC, Burbank, Calif., joins Metro-media Producers Corp., Hollywood, as director of production administration.

Charles Fries, VP and executive production manager, Screen Gems Inc., elected VP of motion-picture division of Columbia Pictures Industries Inc., Hollywood, supervising all studio business affairs.

S. L. Adler, former VP of Paramount Television and former VP and general manager of KTLA(TV) Los Angeles, named VP in charge of sales and packaging for motion picture and television divisions of Madison Productions Inc., Los Angeles.

Mike Bagnall, director of administration, Disneyland Park and assistant secretary, Walt Disney Productions, Burbank, Calif., named director of business affairs for film production company. **Vincent H. Jefferds**, director of marketing services, Walt Disney Productions, appointed VP-sales promotion.

Jerry Hammer, VP of program development, Official Films, New York, resigns to return to independent producing.

Harold Smullivan, formerly with Ogilvy & Mather, New York, and Logos Teleproduction Center, Arlington, Va., joins Tele-Color Productions Inc., Alexandria, Va., as VP. **Ronald Mack**, with Logos Teleproduction Center, joins Tele-Color as video supervisor.

Bob Catalano, with Artemis Films Inc., New York, named VP/director of sales.

Bernard Mayes, American resident correspondent for British Broadcasting Corp., joins noncommercial KQED-FM San Francisco as program director.

News

Robert Chandler, director of operations, CBS News election unit, appointed director, CBS News election unit. He succeeds **Sam Zelman**, who becomes CBS News West Coast bureau manager, Los Angeles. Mr. Zelman succeeds **Ed Fouhy**, who becomes Washington producer for CBS Evening News with **Walter Cronkite**.

Fred Farrar, sports producer, KABC-TV Los Angeles, joins WTOP Washington as news editor. **Art Curley**, night news editor, WPEN-AM-FM Philadelphia, joins WTOP as writer and newscaster. **Ivan Scott**, with U. S. Navy, also joins station as writer and newscaster.



Mr. Clark

Chris Clark, anchorman, WLAC-TV Nashville, appointed director of news and public affairs. He succeeds **Bill Jay**, who becomes operations manager for station.

Phil Riesen, with KVOO Tulsa, Okla., joins Intermountain Network Inc., Denver, as news director.

Robert Irvine, news director KNX Los Angeles and CBS Radio Pacific Network, joins KABC-TV Los Angeles as executive news producer.

Ted Work, with KXYZ Houston, appointed assistant news director.

Gregg L. Peterson, assignment editor, KNX Los Angeles, appointed executive news producer.

Chris Borgen, reporter-assignment editor, WCBS-TV New York, appointed news correspondent.

Harry Rape, investigative reporter, WJXT(TV) Jacksonville, Fla., appointed editorial editor. He succeeds **Martin Dyckman**, who resigns to join *St. Petersburg Times* as Tallahassee bureau chief.

Dean Sander, assistant news editor and assignment editor, KLCB Los Angeles, appointed news director. **Bob Arthur**, anchorman, KNX Los Angeles, joins station as member of news staff.

John Dreiske, political editor of *Chicago Sun-Times*, joins WFLD-TV Chicago as commentator.

Christopher Harris, newsman, WSAU-AM-FM-TV Wausau, Wis., and **Dick Cable**, anchorman and night news editor,

KTVB(TV) Boise, Idaho, join KXTV(TV) Sacramento, as anchormen.

Robert L. White, with news department, KLZ-TV Denver, joins KOGO-TV San Diego, as reporter and documentarian. Both are Time-Life stations.

Chet Whiteside, investigator in Syracuse, N. Y., fire marshal's office and host on radio programs in that city, joins WHEN-TV Syracuse, as news commentator.

Promotion

Robert Marston, with Rogers, Cowan & Brenner Inc., New York, named senior VP.

Tom Davies, assistant promotion manager, WJW-TV Cleveland, joins WSBK-TV Boston as director of promotion and sales research. Both are Storer stations.

Judy Noll, documentary writer-producer KATU(TV) Portland, Ore., joins KBHK-TV San Francisco, as director of publicity.

Carolyn Connors, with WMAL-TV Washington, joins noncommercial WTVI(TV) Charlotte, N. C., as promotion manager.

Bill Cook, with PR department, Milici Advertising Agency Inc., Honolulu, appointed PR director. He succeeds **Bobby Hughes**, who resigns to open her own communications agency.

Katherine G. Barr, assistant to owner of Punch Associates Advertising agency, Teaneck, N. J., joins WJZZ Hackensack, N. J., as promotion director.

Allied fields

Joseph Napolitan, former campaign aide to Hubert Humphrey, elected president of new American Association of Political Consultants (BROADCASTING, Jan. 23).

R. P. Bingham Jr., with Shields & Co., New York, elected president of Entertainment Analysts Group Inc. there, organization of senior security analysts specializing in entertainment-broadcast stocks. Others elected: **Carmine Muratore**, with Thompson & McKinnon, VP; **Richard Khouri**, with New York Hanseatic, treasurer, and **William Sheedy**, with Forbes Investors, secretary.

Louis Hausman, assistant to U. S. commissioner of education and former head of Television Information Office, New York, will become VP and assistant to president of Bank Street College, New York, April 1. Mr. Hausman also has served in executive capacities at CBS and NBC.

Charles Wigutow, VP of operations, American Cable TV, Phoenix, joins New York Institute of Technology, New York, as assistant professor of communications arts.

Equipment & engineering

Jerome J. Dover, general manager, special products division, Ampex Corp., Redwood City, Calif., joins Data Memory Inc., Mountain View, Calif., as executive VP.

George C. Wetmore, director of project engineering, Post-Newsweek Stations, Washington, named manager of engineering for Post-Newsweek's WTOP-AM-FM-TV there.

E. Gray Hodges, marketing director, video division, Reeves Broadcasting Corp., New York, named acting general manager. **William F. Edwards** and **Arthur R. Guth**, with video division, appointed director of technical services and chief engineer, respectively.

David A. Hill and **Don P. Cadora**, with Central Dynamics Corp., Cherry Hill, N. J., appointed regional sales managers for Northwest and Southwest, respectively.

International

John Kerr, supervisor of current affairs programs, Canadian Broadcasting Corp., Toronto, appointed deputy director of news and public affairs. **Charles Gunning**, CBC radio news director, appointed news supervisor for Europe, with headquarters in London. He is succeeded by **Lawrence Duffey**, with whom he changes jobs.

Charles Templeton, director of news and public affairs, CTV television network, Toronto, resigns to join *Maclean's* there as one of magazine's editors.

Dr. Luciano Ghidetti, with Milan, Italy, office of BBDO, appointed managing director.

Deaths

Carl H. Butman, 84, Washington radio consultant for over 40 years, died Feb. 6 in Haverford, Pa. after brief illness. Mr. Butman was for five years first secretary of old Federal Radio Commission before going into business as consultant on radio station facilities and FCC cases. He is survived by his son.

Y. Frank Freeman, 78, former head of Paramount Pictures studios in Hollywood, died Feb. 5 in Los Angeles after brief illness. Mr. Freeman, who in



1. Bill Buckler (left), chief photographer at WAGA-TV, and Jim Shirley, Treck PhotoGraphic of Atlanta. 2. WAGA-TV office and studio building, Atlanta.

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1938 became VP in charge of Paramount's studio operations, retired from active management in 1959, but continued until 1964 as chairman of board of Association of Motion Picture Producers (now Association of Motion Picture and Television Producers). He is survived by his wife, Margaret.

Ken Evans, Washington newscaster for almost 20 years, died Feb. 6 at Prince George's General hospital, Cheverly, Md., following surgery. Mr. Evans, whose actual name was Kenneth P.

Eggleston, joined WOL Washington in 1943. He later worked for WMAL and WDCB there, and stations in Richmond and Baltimore. Survivors include his wife, Gracia, and son.

Richard J. Meyers, 42, producer-director of TV sports coverage died Feb. 5 in Detroit, of heart attack. Mr. Meyers had been with WJBK-TV Detroit since 1951 and staff director since 1955. He handled more than 2,000 sports telecasts, mainly Detroit Lions and Tigers football and baseball games. He is sur-

vived by his wife, Mary Eileen, three sons and four daughters.

George (Gabby) Hayes, 83, motion picture and TV character actor, died Feb. 9 at St. Joseph's hospital, Burbank, Calif., of heart ailment. Mr. Hayes was probably best known as "Windy," sidekick of William Boyd on long-running *Hopalong Cassidy* series. He also appeared in 15-minute strip, *Quaker Oats Show Starring Gabby Hayes*, in early 1950's on NBC-TV. A brother and sister survive.

ForTheRecord

As compiled by BROADCASTING, Feb. 5 through Feb. 12 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

■ **Los Angeles**—Voice of Los Angeles Inc. seeks VHF ch. 4 (66-72 mc); ERP 47.1 kw vis., 7.065 kw aur. Ant height above average terrain 3046 ft.; ant. height above ground 448 ft. P.O. address: c/o Norman W. Maney, 4001 Wilshire Blvd., Los Angeles 90005. Estimated construction cost \$1,832,000; first-year operating cost \$2,500,000; revenue \$2,750,000. Geographic coordinates 34° 13' 50" north lat.; 118° 04' 09" west long. Type trans. GE TT-515-C. Type ant. GE TY-60D. Legal counsel Welch & Morgan; consulting engineer A. D. Ring & Associates, both Washington. Principals: Nathan K. Rickles, president (20.4%), Charles Colby (20.4%), Norman N. Maney, secretary-treasurer (12.2%), Elliott Taylor (10.2%) et al. Mr. Taylor is officer and/or director of certain subsidiaries of Transamerica Corp. Mr. Colby is 94% owner of chain of about 120 retail ladies clothing stores. Mr. Rickles is a physician. Mr. Maney owns real estate investment and brokerage firm. Ann. Feb. 7.

■ **Medford, Ore.**—Liberty Television, joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc. Hearing Examiner Chester F. Naumowicz Jr. in initial decision granted VHF ch. 8 (180-186 mc); ERP 316 kw vis., 53.2 kw aur. Ant height above average terrain 376 ft.; ant height above ground 712 ft. P.O. address: Box 518, Medford. Estimated construction cost \$415,500; first-year operating cost \$325,517; revenue \$275,000. Geographic coordinates 42° 25' 56" north lat.; 122° 59' 44" west long. Type trans. RCA TT-25-EH. Type ant. RCA Vee Zee Custom-D. Legal Counsel Fly, Shuebruk Blum & Gaguine. Consulting engineer Silliman, Moffet & Kowalski. Principals: Liberty Television Inc is licensee of KEZI-TV Eugene, Ore. Principals of Liberty Television: Richard E. Miller, chairman of board (0.567%), Donald E. Tykeson, president (12.564%), Durward L. Boyles, vice president (20.501%) et al. Principals of Siskiyou: Fayette I. Bristol, president (25%), Richard L. Swanson, vice president (12.5%) et al. Ann. Feb. 11.

Starts authorized

■ **WPGH-TV Pittsburgh**—Authorized program operation on ch. 53, 704-710 mc, ERP 174 kw vis. Action Jan. 30.

Final actions

■ **Williston, N. D.**—Williston Enterprises Inc. FCC granted VHF ch. 11 (198-204 mc) ERP 130 kw vis., 13.0 kw aur. Ant height above average terrain 979 ft.; ant. height above ground 840 ft. P.O. address: KXMC-TV Building, Minot, N. D. 58701. Estimated construction cost \$105,185; first-year operating cost \$72,300; revenue \$108,000. Geographic coordinates 48° 08' 22" north lat.; 103° 53' 24" west long. Type trans. Standard Elec. AH-634-2. Type ant. RCA TP-6-AH. Legal Counsel Prince & Paul, Washington, consulting engineer Lloyd R. Amoo, Port Hueneme, Calif. Principals: Chester Reiten, president (40%), William L. Hurley, vice president (30%), and Lloyd R. Amoo, vice president (30%). Principals own KXMC-TV and KCJB-AM-FM, both Minot, North Dakota. Mr. Hurley also owns Radio-TV representative firm in Minneapolis. Action Feb. 5.

Other actions

■ **Review board in Pocatello, Idaho**, TV proceeding, docs. 18401-02, granted petition for extension of time filed Feb. 6, 1969, by Chief, Broadcast Bureau, extended to Feb. 14, time to file responsive pleadings to motion to enlarge hearing issues filed by the Post Co. Action Feb. 10.

■ **Review board in Newark, N. J.**, TV proceeding, Docs. 18403-04, 18448, granted petition filed Feb. 10, by Atlantic Video Corp., extended to Feb. 24 time to file responsive pleadings to motion to enlarge issues filed by Vikcom Broadcasting Corp. Action Feb. 11.

■ **Review board in Minneapolis**, TV proceeding, Docs. 18381-82, granted petition filed Feb. 7 by Control Data Corp., extended to Feb. 24 time to file responsive pleadings to comments and oppositions to motion to intervene and motion to enlarge hearing issues filed Dec. 16, 1968. Action Feb. 12.

■ **Review board in Fajardo, P. R.**, TV proceeding, Docs. 18048-49, granted to extent

indicated and denied all other respects petition to enlarge issues filed Nov. 10, 1968 by WAPA-TV Broadcasting Corp. Action Feb. 10.

Rulemaking petitions

■ **Hearing Examiner David I. Kraushaar** in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, on unopposed petition of Alpha Broadcasting Corp., rescheduled hearing for March 4 (Docs. 18321-2). Action Feb. 4.

■ **Hearing Examiner Jay A. Kyle** in Boston (Boston Heritage Broadcasting Inc.), TV proceeding, on hearing examiner's own motion, rescheduled hearing for March 31 (Doc. 17743). Action Feb. 5.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association) TV proceeding, on informal request of Broadcast Bureau, rescheduled conference for 10 a.m. Feb. 10 (Docs. 18381-2). Action Feb. 4.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association) TV proceeding, ordered that hearing be governed by procedures in record of Feb. 10 prehearing conference and scheduled hearing to commence April 29 (Docs. 18381-2). Action Feb. 10.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Medford, Ore. (Liberty Television and Medford Printing Co.), TV channel 8 proceeding, denied request by Medford Printing Co. and Oregon Broadcasting Co. to reopen hearing (Docs. 17681-2). Action Feb. 4.

Rulemaking actions

■ **FCC dismissed** petition by Rochester Area Educational Television Association Inc. for reservation of ch. 61 for second noncommercial educational TV at Rochester, N. Y.; in same action, terminated rulemaking proceeding for amendment of table of TV assignments. Action Feb. 5.

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■ William Kepper, Waukegan, Ill.—FCC denied request for amendment of table of TV assignments to add ch. 68 to Waukegan; substitute ch. 58 for ch. 68 at Danville, Ill.

■ Dwight W. Strahan, Robstown, Tex.—FCC denied amendment to petition for rulemaking to allocate ch. 17 to Robstown in place of ch. 16 as previously requested. Ann. Feb. 11.

Call letter actions

■ Lewis Broadcasting Corp., Savannah, Ga. Granted WJCL(TV).

■ Ultravision Broadcasting Co., Buffalo, N. Y. Granted WUTV(TV).

■ Roy H. Park Broadcasting Inc., Utica, N. Y. Granted WUTR(TV).

Designated for hearing

■ FCC designated for consolidated hearing mutually exclusive applications of Ultracasting Inc., Atlantic Video Corp. and Vikcom Broadcasting Corp. for new TV on ch. 68 at Newark, N. J. (Docs. 18403-4). Action Feb. 5.

Existing TV stations

Final actions

■ KOEC(TV) San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to March 5. Action Feb. 5.

■ WLCY-TV Largo, Fla.—Review Board denied application to change ant. site and increase tower height (Doc. 17051). Ann. Feb. 6.

■ WXPO-TV Manchester, N. H.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 6. Action Feb. 6.

■ WPMY-TV Greensboro, N. C.—Broadcast Bureau granted mod. of license covering change in name to WPMY Television Corp. Action Feb. 6.

■ KATU(TV) Portland, Ore.—Broadcast Bureau granted CP to install auxiliary trans. Action Feb. 6.

■ WHP-TV Harrisburg, Pa.—Broadcast Bureau granted CP to install auxiliary trans. and ant. at main trans. and ant. location. Action Feb. 6.

■ *KWSC-TV Pullman, Wash.—Broadcast Bureau granted license covering changes. Action Feb. 5.

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in Lynchburg, Va. (WLVA Inc. [WLVA-TV]). TV proceeding granted request by Roanoke Telecasting Corp. for order that depositions not be taken and motion to quash; ordered deposition of Alexander N. Apostolou and motion to produce certain documents filed by WLVA Inc. quashed; record of prehearing conference of Feb. 4 and scheduled hearing to commence April 22 (Doc. 18405). Action Feb. 4.

Rulemaking actions

■ KOAA-TV Pueblo, Colo.—FCC granted waiver of rules to permit identification as Pueblo-Colorado Springs station. Action Feb. 5.

■ FCC amended rules governing calibration of power output meters on TV transmitters to insure stricter adherence (Doc. 18037). Action Feb. 5.

Call letter application

■ *KDPS-TV, Des Moines Independent School District, Des Moines, Iowa. Requests *KDIN-TV.

New AM stations

Start authorized

■ WIZO Franklin, Tenn.—Authorized program operation on 1380 kc. 100 w-D. Action Jan. 31.

Other actions

■ Review Board in Kettering, Ohio. AM proceeding. Docs. 17243-45, 47, 49-50. granted motion to correct transcript filed Jan. 27 by Bloomington Broadcasting Co. and Gem City Broadcasting Co. Action Feb. 12.

■ Review Board in Lebanon, Pa. AM proceeding. Docs. 15835 and 15839. granted petition for extension of time filed Feb. 6, 1969, by Radio Catonsville Inc., extended to Feb. 14 time to file reply to oppositions to petition to enlarge issues and/or for other

relief. Action Feb. 10.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.). AM proceeding. granted in part motion for production of documents filed by Sumiton Broadcasting Co. directed to Cullman Music Broadcasting Co.; granted in part motion for production of documents filed by Cullman Music Broadcasting Co. directed to intervenors, Hudson C. Millar Jr. and James Jerdan Bullard; granted Cullman's motion for production of documents directed to Sumiton Broadcasting Co.; and denied motion for production of documents filed by Hudson C. Millar Jr. and James Jerdan Bullard. intervenors (Docs. 18204-5). Action Feb. 6.

■ Hearing Examiner David I. Kraushaar in Kansas City, Mo. (Broadcasting Inc.). AM proceeding. on request of counsel for Broadcasting Inc., scheduled further prehearing conference for Feb. 18 (Doc. 18184). Action Feb. 6.

Designated for hearing

■ FCC designated for hearing following mutually exclusive applications for new AM on 710 kc: Broadcasting Service of Carolina Inc., for Graham; RCR Ltd., for Asheboro; Duplin County Broadcasters, for Rose Hill; WEAL Inc. for Greensboro, all North Carolina; and Blue Ridge Broadcasters for Blacksburg, Va. Action Feb. 5.

Existing AM stations

Application

■ KQXI Arvada, Colo.—Seeks mod. of license to change station location from Arvada to Denver. Ann. Feb. 10.

Final actions

■ KYCA Prescott, Ariz.—Broadcast Bureau granted CP covering change in ant.-trans. location to north projection of Mt. Vernon St., north of Prescott; remote control permitted; condition. Action Jan. 31.

■ KYOR Blythe, Calif.—Broadcast Bureau granted license covering changes. Action Jan. 31.

■ KYOR Blythe, Calif.—Broadcast Bureau granted license covering installation of former main trans. as auxiliary trans. Action Jan. 31.

■ KCAL Redlands, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to approximately 800 ft. south of Lugonia Avenue and 2100 ft. east of Alabama Street. Redlands. Action Feb. 10.

■ KYA and KOIT(FM), both San Francisco, and WRTH Wood River, Ill.—Broadcast Bureau granted mod. of licenses to change name of licensee to Avco Radio Corp. Action Feb. 10.

■ WLCY St. Petersburg, Fla.—Broadcast Bureau granted CP to install new type trans. at main trans. location to be used as alternate main trans. Action Feb. 11.

■ WTWA Thomson, Ga.—Broadcast Bureau granted mod. of license covering change in hours of operation from specified hours to unlimited time. Action Jan. 29.

■ WZBN Zion, Ill.—Broadcast Bureau granted mod. of license to operate trans. by remote control; conditions. Action Feb. 7.

■ WKJG Fort Wayne, Ind.—Broadcast Bureau granted remote control; conditions. Action Jan. 31.

■ WHLT Huntington, Ind.—Broadcast Bureau granted remote control; conditions. Action Feb. 5.

■ WTHI Terre Haute, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to July 21. Action Jan. 31.

■ KWKY Des Moines, Iowa—FCC renewed license; conditions include termination by principals of operation of KFNF Shenandoah, Iowa, and their withdrawal of application for new AM at De Pere, Wis. Action Feb. 7.

■ WKCT Bowling Green, Ky.—Broadcast Bureau remote control permitted for main and auxiliary trans.; conditions. Action Feb. 4.

■ WDXR Paducah, Ky.—Broadcast Bureau granted license covering increase in daytime power; make change in day directional ant.-pattern and MEOV; retain remote control authority during nighttime hours only. Action Jan. 31.

■ WMTC Vancleve, Ky.—Broadcast Bureau granted remote control. Action Feb. 5.

■ WDBC Escanaba, Mich.—Broadcast Bureau granted license covering changes. Action Jan. 31.

■ WBIP Booneville, Miss.—Broadcast Bureau granted license covering change in hours of operation from specified hours to unlimited time. Action Feb. 3.

■ KIRL St. Charles, Mo.—Broadcast Bureau granted CP for changes in directional ant. system; conditions. Action Jan. 31.

■ KRWL Carson City, Nev.—Broadcast Bureau granted CP to replace expired permit for changes. Action Feb. 6.

■ WJJZ Mt. Holly, N. J.—Broadcast Bureau granted mod. of license to change studio location to Washington Hotel, High Street and Rancocas Road, Mt. Holly; remote control permitted; conditions. Action Feb. 7.

■ WHN New York—Broadcast Bureau granted mod. of CP to make changes in directional ant. system; conditions. Action Feb. 4.

■ W'GIV Charlotte, N. C.—Broadcast Bureau granted remote control; conditions. Action Feb. 10.

■ WFNC Fayetteville, N. C.—Broadcast Bureau granted CP to replace expired permit for changes. Action Jan. 31.

■ WBCO Bucyrus, Ohio—Broadcast Bureau granted CP to make changes in daytime directional ant. system. Action Feb. 11.

■ WFRO Fremont, Ohio—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only; remote control permitted. Action Jan. 31.

■ KKEY Portland, Ore.—Broadcast Bureau granted license covering increase in power, installation of daytime dir. ant., new type trans., change in station and studio location to 1226 West Burnside, Portland; specify type trans. Action Feb. 6.

■ KYW Philadelphia—Broadcast Bureau granted license covering installation of auxiliary trans. Action Feb. 6.

■ KCAW Port Arthur, Tex.—FCC denied Woodland Broadcasting Co. motion for stay and petition for reconsideration of authorization to change KCAW ant.-trans. location;



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Summary of broadcasting

Compiled by BROADCASTING, Feb. 13, 1969

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,233 ¹	8	4,241 ¹	66	4,307 ¹
Commercial FM	1,930	32	1,962	174	2,136
Commercial TV-VHF	456 ²	10	506 ²	12	518 ²
Commercial TV-UHF	122 ²	52	172 ²	159	333 ²
Educational FM	356	7	363	32	395
Educational TV-VHF	71	4	75	1	77
Educational TV-UHF	70	2	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 ²	362	172
CP's not on air (new stations)	66	187	170	31	16
Total authorized stations	4,302 ¹	2,131	847 ²	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.

affirmed mod. of CP. Action Feb. 5.

■ WCFK Chesapeake, Va.—Broadcast Bureau granted remote control. Action Feb. 5.

■ WPRW Manassas, Va.—Broadcast Bureau granted license covering permit for changes. Action Jan. 31.

■ WGH Newport News, Va.—Broadcast Bureau granted CP to use main trans. or alternate-main nighttime trans. at night site as auxiliary-daytime trans. Action Feb. 11.

Actions on motions

■ Office of Opinions and Review in Newark, N. J. (Continental Broadcasting Inc.), renewal of license of WNJR, granted request of Continental Broadcasting Inc. and extended to Feb. 17 time to reply to Broadcast Bureau's opposition to petition for reconsideration and rehearing (Doc. 16050). Action Feb. 6.

■ Office of Opinions and Review in Newark, N. J. (Continental Broadcasting Inc.), renewal of license of WNJR, granted request by Continental Broadcasting Inc. in reply to opposition to petition for reconsideration will be accepted provided it does not exceed 15 pages in length (Doc. 16050). Action Feb. 4.

■ Chief Hearing Examiner James D. Cunningham in Ogden, Utah, and Golden, Colo. (North American Broadcasting Co. and Norman Broadcasting), renewal of license of KSVN and KICM, granted petition by Broadcast Bureau and scheduled hearing for April 1 in Golden in lieu of Ogden (Docs. 18343-4). Action Feb. 4.

■ Hearing Examiner H. Gifford Irion in Tempe, Ariz. (Tri-State Broadcasting Co. [KUPD]), AM proceeding, on request of Broadcast Bureau, continued date for filing proposed findings and conclusions to March 3 and ordered reply findings filed not later than March 17 (Doc. 17777). Action Feb. 4.

Fines

■ KCCL Paris, Ark.—FCC notified of apparent liability for forfeiture of \$750 for operating prior to sunrise. Action Feb. 5.

■ WHTC-AM-FM Holland, Mich.—FCC notified of apparent forfeiture liability of \$750 for failing to maintain power within prescribed limits. Action Feb. 5.

■ KPOR Quincy, Wash.—FCC notified of apparent liability for forfeiture of \$750 for operating with daytime power before sunrise. Action Feb. 5.

Call letter applications

■ KZIX, Ft. Collins Broadcasting Co., Ft. Collins, Colo. Requests KEWE.

■ WECL, WECL Inc., Eu Claire, Wis. Requests WOKL.

New FM stations

Final actions

■ *Fort Myers, Fla.—Riverside Baptist Church of Fort Myers Inc. seeks 95.2 mc,

ch. 237, 1.52 kw. Ant. height above average terrain 186.5 ft. P.O. address c/o O. L. Jarvis, Box 36, Fort Myers 33902. Estimated construction cost \$9,195; first-year operating cost \$2,400; revenue none. Principals: Board of Deacons, Second Baptist Church of Fort Myers. Rev. E. S. Anderson, president et al.

■ Leonardtown, Md.—Piney Point Industries Inc. seeks 97.7 mc, ch. 249, ERP 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o William R. Saul, Piney Point, Md. 20674. Estimated construction cost \$27,015; first-year operating cost \$10,000; revenue \$12,000. Principals: Stuart Investment Co. (52%), William R. Saul, president, and Robert V. Smith, secretary-treasurer (both 24%). Curtis S. Stuart, president of Stuart Investment Co. and director of Piney Point Industries, and wife, Esther T. Stuart, vote 66% of stock. Mr. Saul owns 10% of petroleum products transportation firm and 45% of facility for its distribution. Mr. Smith is attorney. Principals own applicant for assignment of license of WKIK Leonardtown. Ann. Feb. 5.

■ Jefferson City, Mo.—KLIK Radio 950 Inc. seeks 106.9 mc, ch. 295, 100 kw. Ant. height above average terrain 215 ft. P.O. address: c/o Stan Grieve, 410 E. Capital St., Jefferson City 65101. Estimated construction cost \$117,310; first-year operating cost \$60,000; revenue \$70,000. Principals: Floyd B. Linn, president (19.78%), Stanley G. Grieve, vice president (16.67%), Robert Dana MacVay, vice president-treasurer (24.1%) and Everett D. Houghen (16.95%). Principals own KLIK Jefferson City. Messrs. MacVay and Houghen have interest in KFEQ and KQTV (TV) (both St. Joseph, Missouri, and WSWM (FM) East Lansing, Mich. Applications for sale of KFEQ and KQTV (TV) are pending FCC approval. Mr. Linn is retired businessman. Mr. Grieve is KLIK general manager. Mr. MacVay is stock broker and owns 32% of Crawford County Avalanche, Crayling, Mich., 33 1/3% of Clare Sentinel, Clare, Mich., and 33 1/3% of Osceola County Herald, Reed City, Mich. Mr. Houghen owns 50% of manufacturing company, of sales company and of equipment sales company and has other business interests. Ann. Feb. 5.

Starts authorized

■ KGUS (FM) Hot Springs, Ark.—Authorized program operation on 97.5 mc. ERP 36 kw. ant. height 480 ft. Action Feb. 3.

■ WXML (FM) Savannah, Ga.—Authorized program operation on 97.3 mc. ERP 100 kw. ant. height 230 ft. Action Jan. 31.

■ WTZE-FM Tazewell, Va.—Authorized program operation on 100.1 mc. ERP 3 kw, ant. height minus 105 ft. Action Jan. 29.

■ WIXK-FM New Richmond, Wis.—Authorized program operation on 107.1 mc. ERP 3 kw, ant. height 270 ft. Action Jan. 31.

■ KFBC-FM Cheyenne, Wyo.—Authorized program operation on 97.9 mc. ERP 34 kw, ant. height 580 ft. Action Jan. 29.

Final actions

■ Macon, Ga.—Middle Georgia Broadcasting Co. FCC Hearing Examiner Chester F.

Naumowicz Jr. in initial decision granted ch. 300, 20.4 kw. Ant. height above average terrain 200 ft. P.O. address: 555 Mulberry Street, Macon 31202. Estimated construction cost \$35,419; first-year operating cost \$24,000; revenue \$30,000. Principal: Ben G. Porter, president et al. Principals own WCRY Macon. Action Feb. 6.

■ *New Orleans—Loyola University. Review board granted ch. 270, 50 kw Ant. height above average terrain 830 ft. P.O. address: c/o William A. Dean, WWL Radio, Roosevelt Hotel, New Orleans 70140. Estimated construction cost \$75,000; first-year operating cost \$25,000; revenue \$30,000. President of Loyola is Very Reverend Homer Jolley S.J. Loyola University is licensee of WWL-AM-TV New Orleans. Action Feb. 6.

■ *University Heights, Ohio—John Carroll University. Broadcast Bureau granted 88.9 mc, ch. 205, 14.98 w. Ant. height above ground 153.3 ft. P.O. address: c/o Milton J. Roney, Northpark & Miramar Drives, University Heights, Ohio 44118. Estimated construction cost \$12,313.18; first-year operating cost \$1,620; revenue none. Principals: John Carroll University board of trustees, Very Reverend Joseph O. Schell, S.J., president. Action Jan. 31.

■ *Harrisonburg, Va.—Madison College. FCC granted ch. 216, 10 w. Ant. height above average terrain minus 44.93 ft. P.O. address: Madison College, Harrisonburg, Va. 22802. Estimated construction cost \$16,333.50; first-year operating cost \$5,000; revenue none. Principals: Board of Visitors, Commonwealth of Virginia. Action Feb. 5.

Other actions

■ Review board in Albany, N. Y., FM proceeding. Docs. 18210-12, denied appeal from interlocutory order of hearing examiner filed Dec. 6, 1968, by WPOW Inc. Action Feb. 7.

■ Review board in Port Jarvis, N. Y., FM proceeding. Docs. 18267-68, granted joint petition filed Dec. 27, 1968, by Port Jarvis Broadcasting Co. and Murray Hill Associates Inc.; agreement approved; application of Murray Hill Associates dismissed with prejudice; application of Port Jarvis Broadcasting Co. retained in hearing status. Action Feb. 7.

■ Review board in Gahanna, Ohio, FM proceeding. Docs. 18308-09, dismissed petition for extension of time filed Jan. 28 by Delaware-Marysville Broadcasting Service Inc. Action Feb. 12.

■ Review board in Medford, Ore., FM proceeding. Docs. 18349-53, granted motion to enlarge issues filed Dec. 17, 1968, by W. H. Hansen. Action Feb. 6.

Actions on motions

■ Hearing Examiner Basil P. Cooper in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.), FM proceeding, granted motion by El Camino Broadcasting Corp. and continued evidentiary hearing to March 19 (Docs. 17648-9). Action Feb. 6.

■ Hearing Examiner Thomas H. Donahue in Rockmart, Ga. (Georgia Radio Inc. and Faulkner Radio Inc.), FM proceeding, in memorandum following conference, continued conference to March 24 to permit review board to act on agreement between parties looking toward dismissal of one of applications (Docs. 18314-5). Action Feb. 7.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Greco Inc.), FM proceeding, on petition of Greco Inc., extended to Feb. 7 time to file response to petition for leave to amend filed by Dearborn County Broadcasters (Docs. 18264-5). Action Feb. 7.

■ Hearing Examiner Thomas H. Donahue in Pleasantville, N. J. (WVID Inc.), FM proceeding, on petition by Broadcast Bureau, changed from Feb. 7 to Feb. 18, date for WVID to furnish Broadcast Bureau copies of exhibits it proposes to introduce into evidence; continued from Feb. 18 to March 4, date for further hearing (Doc. 18005). Action Feb. 7.

■ Hearing Examiner Charles J. Frederick in Pompano Beach and Deerfield Beach, both Florida (Almardon Inc. of Florida and Deerfield Radio Inc.), FM proceeding, granted request by Deerfield Radio Inc. and dismissed with prejudice application of Deerfield Radio Inc. (Docs. 18020 and 18187). Action Feb. 7.

■ Hearing Examiner Charles J. Frederick in Vero Beach, Fla. (Seaborn Rudolph Hubbard and Tropics Inc.), FM proceeding, set certain procedural dates and rescheduled hearing for engineering to April 22 and

hearing for lay issues to April 29 (Docs. 18399-400). Action Feb. 6.

■ Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Corp., Doyle Ray Flurry and Salem Broadcasting Co.). FM proceeding, granted petition to amend and supplement to petition to amend by Flora Broadcasting Corp. (Docs. 18288-90). Action Feb. 7.

Rulemaking petitions

■ Chief, Broadcast Bureau granted request by Onida Broadcasting Co. and extended to Feb. 20 time to file reply comments in amendment of rules, table of FM assignments, Rhinelander, Wis. (Doc. 18389). Action Feb. 6.

■ Broadcast Bureau extended to April 10 time to file comments, and to April 21 time to file reply comments in amendment of FM table of assignments, Porterville, Calif. (Doc. 18389). Action Feb. 11.

■ FCC has proposed addition of ch. 278 or ch. 300 to Albuquerque, N. M., in answer to petition for rulemaking by Zia Telecommunications Inc. Action Feb. 12.

■ Clay County Broadcasters, Lineville, Ala.—Requests amendment of rules to assign ch. 257 to Lineville and delete it from Birmingham, Ala. Ann. Feb. 11.

■ Southern Indiana Media Corp., Bloomington, Ind.—Requests amendment of rules to assign ch. 244A to Bloomington. Ann. Feb. 11.

■ Marvin L. Hull, Clarion, Iowa—Request institution of FM rulemaking proceeding to assign ch. 272A to Forest City, Iowa. Ann. Feb. 11.

■ WECB Carthage, Miss.—Requests amendment of FM table of Assignments to include ch. 252A to Carthage. Ann. Feb. 11.

■ WBTA Batavia, N. Y.—Requests institution of FM rulemaking proceeding to ch. 269A to Batavia; in alternative, assign ch. 269A to West Batavia, N. Y. Ann. Feb. 11.

■ WUDO Lewisburg, Pa.—Requests institution of FM rulemaking proceeding to assign ch. 252 to Millinburg, Pa. Ann. Feb. 11.

■ WQIZ St. George, S. C.—Requests amendment of rules to assign ch. 228A to St. George. Ann. Feb. 11.

■ Stoneland Corp., Chesapeake, Va.—Requests amendment of FM rules to assign ch. 292A to Chesapeake and substitute ch. 297 for ch. 295 at Elizabeth City, N. C. Ann. Feb. 11.

Rulemaking actions

■ Bauer Broadcast Products Division of Granger Associates, Palo Alto, Calif.—FCC denied request for institution of rulemaking proceeding to increase maximum permissible trans. output power for class D educational FM's to 20w where vertical in addition to horizontal polarization is used. Ann. Feb. 11.

■ WGNE Panama City Beach, Fla.—FCC denied request for amendment of FM rules to assign ch. 294 to Panama City, Fla. Ann. Feb. 11.

Call letter applications

■ Ira Q. Toler, Clifton, Ariz. Requests KCUZ.

■ TMF Communications Inc., New Prague, Minn. Requests KTMF.

Call letter actions

■ Tri-County Broadcasting Co., Brinkley, Ark. Granted KBRI-FM.

■ Clayton Valley High School, Concord, Calif. Granted *KVHS(FM).

■ Deep South Radioways, Lake City, Fla. Granted WTL-D-FM.

■ Pontiac FM Broadcasting Co., Pontiac, Ill. Granted WPOK-FM.

■ Bitter Root Broadcasting Co., Hamilton, Mont. Granted KLYQ-FM.

■ Friend Radio Inc., Clovis, N. M. Granted KMTY-FM.

■ Sioux Empire Broadcasting Co., Sioux Falls, S. D. Granted KCHF-FM.

■ Flambeau Broadcasting Co., Ladysmith, Wis. Granted WLDY-FM.

Designated for hearing

■ FCC designated for hearing mutually exclusive applications of Nachusa Corp., Dixon, Ill., and PBW Broadcasting Corp., Iowa Falls, Iowa, for CP for new FM on ch. 240 at Webster City, Iowa. Action Feb. 5.

Existing FM stations

Application

■ *KUHF(FM) Houston—Seeks CP to change from 91.3 mc to 88.7 mc; install new ant. Ann. Feb. 10.

Final actions

■ WRAG-FM Carrollton, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to April 30. Action Feb. 5.

■ WTWX(FM) Guntersville, Ala.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Feb. 11.

■ KDOT-FM Scottsdale, Ariz.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; make changes in ant. system, remote control permitted; conditions. Action Feb. 11.

■ KERN-FM Bakersfield, Calif.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; make changes in ant. system; ERP 4.5 kw; ant. height 1310 ft. Action Jan. 31.

■ *Clayton Valley High School, Concord, Calif.—Broadcast Bureau granted mod. of CP for new FM to change type ant. and type trans. Action Feb. 11.

■ KPER-FM Gilroy, Calif.—Broadcast Bureau granted mod. of CP to change ant. trans. location to Mt. Madonna; change type trans.; make changes in ant. system; remote control permitted. Action Feb. 5.

■ KYTE(FM) Livermore, Calif.—Broadcast Bureau granted mod. of CP to change type ant. Action Feb. 11.

■ KGEF(FM) Palm Springs, Calif.—Broadcast Bureau granted remote control. Action Feb. 5.

■ KEBR(FM) Sacramento, Calif.—Broadcast Bureau granted CP to make changes in transmitting equipment; conditions. Action Feb. 11.

■ KRPM(FM) San Jose, Calif.—Broadcast Bureau granted license covering new station. Action Feb. 6.

■ *KCSB-FM Santa Barbara, Calif.—Broadcast Bureau granted license covering change in frequency to 91.5 mc and change in ch. to 218. Action Jan. 31.

■ Deep South Radioways Inc., Lake City, Fla.—Broadcast Bureau granted mod. of CP for new FM to change type trans., type ant.; ERP 3 kw. Action Feb. 11.

■ WLBE-FM Leesburg, Fla.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ant. height to 210 ft. Action Feb. 11.

■ WKIS-FM Orlando, Fla.—Broadcast Bureau granted CP to install new type trans.; change ERP to 16.5 kw. Action Feb. 5.

■ WRSV(FM) Skokie, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to June 30 (Doc. 15771). Action Jan. 24.

■ WRLB(FM) Long Branch, N.J.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location. Action Feb. 4.

■ WIBQ-FM Utica, N. Y.—Broadcast Bureau granted mod. of CP to change type ant., ERP 25 kw vert. polarization. Action Feb. 5.

■ WBEA(FM) Elyria, Ohio—Broadcast Bureau granted CP to install circular polarized ant.; condition. Action Feb. 5.

■ KWKI(FM) Kansas City, Mo.—Broadcast Bureau granted license covering changes. Action Feb. 6.

■ WHOK-FM Lancaster, Ohio — Broadcast Bureau granted mod. of CP to change type trans.; change type ant., ant. height to 225 ft. Action Feb. 5.

■ WVNO-FM Mansfield, Ohio — Broadcast Bureau granted CP to install new type trans.; ERP to 50 kw; ant. height to 360 ft. Action Feb. 5.

■ WERT-FM Van Wert, Ohio — Broadcast Bureau granted CP to install new type ant.; ERP 6.3 kw; condition. Action Feb. 5.

■ KBYE-FM Oklahoma City, Okla.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; ERP 76 kw; ant. height 285 ft.; remote control permitted. Action Feb. 4.

■ KQFM(FM) Portland, Ore.—FCC denied consent for assignment of license from Point-O-Salecast Inc. to Action Broadcasting Co. Action Feb. 7.

■ WHYP-FM North East, Pa.—Broadcast Bureau granted mod. of CP to show frequency as 100.9 mc (Doc. 18345). Action Feb. 3.

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- **WBVM(FM)** Bayamon, P. R.—Broadcast Bureau granted CP to install new auxiliary trans.; ERP 750 w. Action Feb. 5.
- **WKJB-FM** Mayaguez, P. R.—Broadcast Bureau granted mod. of CP to change type trans.; type ant.: condition. Action Feb. 11.
- **WJMM-FM** Lewisburg, Tenn.—Broadcast Bureau granted mod. of CP to change type trans. Action Feb. 6.
- **KAWB(FM)** McKinney, Tex.—Broadcast Bureau granted mod. of CP to change ant., trans. and studio location to 2½ miles east, 4 miles north on Highway 75. McKinney: change ant. height to 213 ft. Action Feb. 6.
- **KSHN(FM)** Sherman, Tex.—Broadcast Bureau granted mod. of CP to change type trans. Action Feb. 5.
- **WDUZ-FM** Green Bay, Wis.—Broadcast Bureau granted CP to install new type trans.; add vert. polarized ant.; make changes in ant. system, ant. height to 295 ft., ERP 3 kw. Action Feb. 7.

Call letter application

- **KFJZ-FM**, Radio Fort Worth Inc., Fort Worth, Requests KWXI(FM).

Call letter actions

- **KAHR**, California Northwest Broadcasting Co., Redding, Calif. Granted KCLM.
- **WGKV**, Steere Broadcasting Corp. of West Virginia, Charleston, W. Va. Granted WXIT.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations: KAYO Seattle; KSEM Moses Lake, Wash. Actions Feb. 6.

Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WNUZ Talladega, Ala., to March 31; KYAK-FM Anchorage to July 10; *KPCS(FM) Pasadena, Calif., to March 31; KZAP(FM) Sacramento, Calif., to July 15; WDJZ(FM) Bridgeport, Conn., to June 24; WMYR-FM Fort Myers, Fla., to March 15; WMGA Moultrie, Ga., to Aug. 6; KOFE St. Maries, Idaho, to Sept. 1; W DAN Danville, Ill., to Feb. 28; WJBM Jerseyville, Ill., to April 4; WPRC Lincoln, Ill., to March 30; WMIC-FM Sandusky, Mich., to Aug. 14; KAUS Austin, Minn., to Aug. 11; WFEA Manchester, N. H., to March 16; WWLE Corvallis, N. Y., to March 31; WLNG-FM Sag Harbor, N. Y., to May 13; KBND Bend, Ore., to March 8; WFI(FM) Philadelphia to July 31; WUPR-FM Utuado, P. R., to Aug. 15; KTSA-FM San Antonio, Tex., to July 20; KWTX-FM Waco, Tex., to Aug. 18; KIXI-FM Seattle to July 1; WVLE(FM) Kaukauna, Wis., to Sept. 12; WGLB-FM Port Washington, Wis., to Aug. 8. Actions Jan. 31.
- Broadcast Bureau granted mod. of CP's to extend completion dates for following: WELA Elizabeth, N. J. to Aug. 19; KBIX Muskogee, Okla., to March 16; KXRB Sioux Falls, S. D., to March 29. Actions Jan. 31.
- Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WKEN Dover, Del., to Feb. 28; WNEB Worcester, Mass., to July 8. Actions Jan. 27.

Other actions, all services

- Broadcast Bureau granted licenses covering following new stations and to specify type trans.: WVOV Huntsville, Ala.; KFIR Sweet Home, Ore.; KLYK(FM) Longview, Wash.; KURB Mountlake Terrace, Wash. Action Feb. 5.
- Broadcast Bureau licenses covering following new stations: KZRK Ozark, Ark.; KJIB(FM) Portland, Ore.; KSWB Seaside, Ore.; KCIV(FM) The Dalles, Ore.; KPUL-FM Pullman, Wash.; KIT-FM Yakima, Wash. Actions Feb. 5.

Translator actions

- Broadcast Bureau granted CP's to replace expired permits for following new VHF translators: K03CU Folsom, N. M.; K10FY and K12GJ, both Mount Ayr, Iowa. Actions Feb. 10.
- K04DL Duck Creek area, Douglas Island, Mansfield Peninsula and Old Auke Village, all Alaska—Broadcast Bureau granted CP

for VHF translator to change principal communities to Gastineau channel, airport, area, Auke area and Mendenhall glacier area, all Alaska. Action Feb. 10.

- K76BO Parker, Ariz.—Broadcast Bureau granted mod. of license of UHF translator to change primary TV station to KIVA(TV) Yuma. Action Jan. 31.

- American Television Company Inc., Mena, Ark.—Broadcast Bureau granted CP for new VHF translator to serve Mena on ch. 13 by rebroadcasting KFSA-TV Fort Smith. Action Jan. 31.

- K70AA, K73AA, K76BH and K79AT Bishop and Big Pine, both California — Broadcast Bureau granted assignment of licenses of UHF translators to Continental Transmission Corp. Actions Feb. 10.

- K03CO Alamosa, Colo.—Broadcast Bureau granted license covering changes for VHF translator. Action Feb. 4.

- Pagosa Springs Television Association, Pagosa Springs, Colo.—Broadcast Bureau granted CP for a new VHF translator to serve Pagosa Springs on ch. 8 by rebroadcasting KOB-TV Albuquerque, N. M. Action Feb. 5.

- K74AD Pagosa Springs, Colo.—Broadcast Bureau granted CP for UHF translator to specify principal community as Sunetha, Colo.; change trans. location to 7 miles southwest of Pagosa Springs, atop Oak Brush Hill; change type trans.; make changes in ant. system, Action Feb. 10.

- University of Hawaii, Pohakuloa, Hawaii—Broadcast Bureau granted CP for new UHF translator to serve Pohakuloa on ch. 83 by rebroadcasting KMEB-TV Wailuku, Maui, Hawaii. Action Feb. 5.

- K07IG White Bird, Idaho—Broadcast Bureau granted license covering new VHF translator. Action Feb. 4.

- Lake Central School Corp., Gary Ind.—Broadcast Bureau granted CP for new UHF translator to serve Gary on ch. 72 by rebroadcasting WCAE(TV) St. John, Ind. Action Feb. 5.

- K11AJ Clay Center, Kan.—Broadcast Bureau granted mod. of license of VHF translator to change primary TV station to KHTL(TV) Superior, Neb. Action Jan. 31.

- W04AD Corbin and Woodbine, both Kentucky — Broadcast Bureau granted assignment of license of VHF translator to Multimedia, Inc.; consideration \$2,300. Action Jan. 31.

- K75AP St. James, Minn.—FCC granted CP to change from ch. 75 to ch. 71; denied petition by KEYC-TV Mankato, Minn., for imposition of nonduplication condition. Action Feb. 5.

- K13FE Neligh, Neb.—Broadcast Bureau granted CP for VHF translator to change trans. location to City of Neligh water reservoir site with tower located approximately 25 ft. north of reservoir. Action Feb. 4.

- Clark County School District, Glendale, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Overton on ch. 2 by rebroadcasting KLUX(TV) Las Vegas; condition. Action Jan. 31.

- Clark County School District, Goodsprings, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Goodsprings on ch. 2 by rebroadcasting KLVX(TV) Las Vegas; condition. Action Jan. 31.

- Clark County School District, Indian Springs, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Indian Springs on ch. 2 by rebroadcasting KLVX(TV) Las Vegas; condition. Action Jan. 31.

- Clark County School District, Mesquite, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Mesquite on ch. 2 by rebroadcasting KLVX(TV) Las Vegas; condition. Action Jan. 31.

- Nevada Radio Television Inc., Reno, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Reno (shadow area) on ch. 10 by rebroadcasting KOLQ-TV Reno. Action Jan. 28.

- Clark County School District, Searchlight, Nev.—Broadcast Bureau granted CP's for new VHF translators to serve Searchlight on ch. 2 by rebroadcasting KLVX(TV) Las Vegas; condition; ch. 7 by rebroadcasting KSHO-TV Las Vegas ch. 9 by rebroadcasting KHBV(TV) Henderson ch. 12 by rebroadcasting KLAS-TV Las Vegas, and ch. 6 by rebroadcasting KORK-TV Las Vegas; condition. Actions Jan. 31.

- K74BH Winnemucca, Nev.—Broadcast Bureau granted CP for UHF translator to

change trans. location to Hinkey Summit approximately 12 miles north of Paradise Valley, Nev.; change type trans.; make changes in ant. system. Action Jan. 24.

- W72AI Pottsville, Minersville and Port Carbon, all Pennsylvania—Broadcast Bureau granted license covering permit for new UHF translator. Action Feb. 4.

- W79AL Dallas, Trucksville, Shavertown & Hillside, all Pennsylvania — Broadcast Bureau granted license covering changes in UHF translators. Action Feb. 11.

- K131Y Brigham City, Utah—Broadcast Bureau granted license covering new VHF translator. Action Feb. 4.

- Escalante T.V. Association, Escalante, Utah —Broadcast Bureau granted CP's for new VHF translators to serve Escalante on ch. 4 by rebroadcasting KUTV(TV) ch. 5 by rebroadcasting KSL-TV, both Salt Lake City. Actions Feb. 5.

- W76AJ Wilmington and Dover, both Vermont—Broadcast Bureau granted license covering new UHF translator; specify type trans. Action Feb. 4.

- W81AG Danville, Va.—Broadcast Bureau deleted request by UHF translator to change type trans., increase power and waive provisions of rules. Action Feb. 10.

- W83AJ Danville, Va.—Broadcast Bureau deleted request of UHF translator for change of trans., increase in power and waiver of rules. Action Feb. 10.

- W73AJ Halifax and South Boston, both Virginia—Broadcast Bureau granted license covering changes for UHF translator. Action Feb. 4.

- W70AS Strasburg and Front Royal, both Virginia—Broadcast Bureau granted mod. of CP for UHF translator to extend completion date to Aug. 10. Action Feb. 10.

CATV

Applications

- Cablevision of Virginia Inc.—Requests distant signals from WSWA-TV Harrisonburg, Va.; WHIS-TV Bluefield, W. Va.; WFTT-TV Roanoke, Va.; WOAY-TV Oak Hill-Beechley, W. Va.; WCHS-TV Charleston-Huntington, W. Va.; and WFMY-TV Greensboro, N. C. to Iron Gate, Va. (Roanoke-Lynchburg, Va.-ARB67). Ann. Feb. 7.

- Mountain View Enterprises Inc.—Requests distant signals from WAIM-TV Anderson, S. C.; WGTV(TV) Athens, Ga.; and WSB-TV and WJRJ-TV both Atlanta, to Clayton and Mountain City, both Georgia (Greenville-Spartanburg, S. C.-Asheville, N. C.-ARB44). Ann. Feb. 7.

Ownership changes

Applications

- WSLA-TV Selma, Ala.—Seeks assignment of license from Selma Television Inc. to WCOV Inc. for \$115,000. Sellers: Francis U. Brennan, president, et al. Buyers: WLEX-TV Inc. owns 99.68% of WCOV Inc. Principals of WLEX-TV Inc. H. G. Bell, president (37%), J. Douglas Gay, treasurer-chairman of board (42%) and Gay Bell Corp. (10%). Principals own 87% of WCOV-AM-FM-TV Montgomery, Ala. and WLEX-FM-TV Lexington, Ky. Ann. Feb. 7.

- KOLD-TV Tucson, Ariz.—Seeks transfer of control of Old Pueblo Broadcasting Co. from Gene Autry et al. (as a group, 100% before, none after) to Universal Communications Corp. (none before, 100% after). Seller: Mr. Autry has majority interest in KOLD Tucson and KOOL-AM-FM-TV Phoenix. He also owns 50.1% of KMPC and KTLA(TV), both Los Angeles; KSFO San Francisco; KEX Portland, Ore.; and KVI Seattle. Mr. Autry is former TV-movie actor. Buyers: Evening News Association, Peter B. Clark, president et al. Buyers own the *Detroit News* and WWJ-AM-FM-TV Detroit. The E. W. Scripps trust, which owns 2% of Evening News Association, has majority interest in Scripps-Howard Broadcasting Co., a group owner. Ann. Feb. 5.

- KOAD Lemoore, Calif.—Seeks assignment of licenses from Braun Broadcasting Co. to Golden Broadcasting Systems Inc. for \$44,000. Sellers: V. J. Braun Sr., president and Norman Kline, secretary-treasurer (each 50%). Buyers: Clark E. Parker, president, and Jeanette E. Parker, secretary-treasurer (jointly 100%). Mr. Parker is vice president

(Continued on page 109)

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

Manager for small market AM in Pacific Northwest. Challenging job; requires strong sales ability. Opportunity to acquire portion of station after demonstration of ability. Box B-219, BROADCASTING.

Growing group seeks radio station manager with ability to plan and produce increasing profits for fulltime operation in major market. Describe your management qualifications, career objectives. Box B-241, BROADCASTING.

Sales

Salesman for Georgia RGB station. Send complete data. Box B-27, 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.

Immediate opening salesman/announcer, salary plus commission prefer one year's experience. Fringe benefits. Wonderful opportunity for right person. Contact Hoyt Caldwell, KLEA AM-FM, Lovington, New Mexico, 88260—Phone A. C. 505-396-2244. . . . No collect calls.

Salesman-sales manager. We are a high-billing, successful operation where the station manager has been his own sales manager. We now need a qualified Sales manager to help him handle the business. Join a clean, stick-to-the-rate card station as an experienced sales manager or a top salesman, who will move up within a year with further advancements possible. A growth market (right in the middle of New England!) a favorable competitive situation plus owners who know radio make this a career opportunity. Contact Arnold Lerner, WLLH, Lowell, Massachusetts 617-458-8486.

Washington's country giant, account executive, confidential, Att: Sales Manager, WPIK, 523 First St., Alexandria, Va. 22314.

Salesman needed. Salary plus-commission. Permanent. Full/part time. 219-563-4111.

15,000 to 18,000 first year if you're our man. Take over number 2 list with station billing over 500,000.00 locally each year. You must have excellent credentials and ambition. Our company has much to offer for the right man. Call Mr. Lumenello, General Sales Manager, AC 216-535-6165, or write Box 508, Akron, Ohio.

Oklahoma's greatest small market radio station needs to add 1 salesman/announcer and 1 newsmen. Best facilities, fulltime operation, number 1 small market A.P. news station. First phone preferred, not required. Pro's only. Excellent salary, fringe benefits. Call Jack Brewer 405-224-2890.

If you're presently successful, could you be doing better working for a top rated station in Wyoming's biggest market? Send full details & references. Box 2090, Casper, Wyoming 82601.

Announcers

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.

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.

Announcers—(cont'd)

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.

Midwestern Country and Western music station seeking sharp CGW 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.

A person who is an announcer and sportscaster. Wonderful climate the year round. No freezing in the winter no broiling or stewing in the summer. Excellent facilities. High school sports. Town of 15,000. Must be a newscaster, announcer, sportscaster. Write in full. Do not send tape. You'll like living in the southwest. Equal opportunity employer standards. Box B-173, BROADCASTING.

Medium midwest market, adult oriented, top 40, strong ratings, needs young, intelligent night man. Tape, resume and picture immediately to: Box B-174, BROADCASTING.

Two top professionals needed for north eastern 50,000 watt. One with first phone for all night show, and the other for evening show, only a third needed. Send full resume, pix, and audition with first letter. Box B-181, BROADCASTING.

For quality announcer, with experience, \$150 per week, periodic raises near New York City. Box B-224, BROADCASTING.

Air personalities . . . are you creative enough to be original? Are you doing someone else's thing . . . a play 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., 313-442-6611.

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, KZET, P.O. Box 4248, Tyler, Texas 75701.

Third fone-staff announcer. WBME, Belfast, Maine 04195. Send tape, resume, photo.

Announcer/newsman. MOR. First phone. Resume, tape: WBNR, Beacon-Newburgh, N.Y.

Wanted—Evening personality for regional NBC-MOR station opening in early March. Professional stable staff. Send resume requirements and tape to Program Manager, WCOA, Pensacola, Florida 32502.

Leading radio/TV station, Midwest, Quincy, Ill. 125 miles north of St. Louis. Opening for Top 40 personality for prime radio nighttime show. Send air-check, resume to Program Director, WCEM Radio/TV, Quincy, Ill. 62301. Phone AC 217-222-6840.

WGHQ-FM has an opening for a staff announcer for evening shift. Six nights a week—three weeks' vacation—hospitalization. No great experience necessary but good voice and reading ability is required. Starting salary \$90 a week. Apply H. M. Thayer, WGHQ, Kingston, New York.

Hard-working, imaginative pro with big voice wanted for 5,000 watt NBC MOR in heart of the Action Center of Florida. Please send tape and resume to Glenn Smith, WKIS Radio, Box 1353, Orlando, Florida.

Immediate opening for announcer, first phone—will train. WMIC, Sandusky, Michigan.

Announcers—(cont'd)

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.

Announcer for full time position. WVLN, Olney, Ill. MOR format. Good voice important. Starting pay depends on your background and qualifications. Excellent benefits. Send tape and resume to James B. Spangler, Personnel Dept., P.O. Box 789, Decatur, Ill. 62525.

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.

Experienced announcer with PD potential needed immediately at solid mid-Wisconsin AM-FM stereo. First phone preferred. Call Ty Seils at 715-258-5528.

Announcer, or first phone announcer, for bright MOR station in Daytona Beach Area. Light maintenance. Must be able to take direction. Young or older, but bright and cheerful. \$120.00 per week. Write Jack Hayward, Box 159, New Smyrna Beach, Fla.

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.

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.

Metropolitan area, Midwest. Experienced radio engineer with first class. 40 hour week. Top salary. Vacations. Profit sharing. Only those with experience need apply. Box B-170, BROADCASTING.

Chief engineer. Up to \$235 a week to start to right man. Station part of AM, TV, CATV group. Must have good antenna, transmitter, audio background. Send resume, references and current picture to Box B-200, BROADCASTING.

Engineers—if you can build new studios—install all equipment—maintain it after installation and be your own supervisor—your services are needed by the new owners of an old established station in major Southeast market. Pay is great! Box B-215, BROADCASTING.

Immediate opening experienced chief engineer. 1,000 w directional. Midwest. Fringe benefits. Replies confidential. Box B-217, BROADCASTING.

Immediate opening. Transmitter engineer. Age no barrier. WAMD, Aberdeen, Md. 21001.

Wanted—Experienced Chief Engineer, full time AM/FM central Ohio station, ideal working conditions, top pay. Send resume, salary requirements to WBEX, Box 244, Chillicothe, Ohio 45601.

Engineer—First ticket—immediate opening. Will train beginner. Excellent pay; attractive benefits. Call Carl Davis, WEAM, Arlington, Virginia 703-534-8300.

Technical—(cont'd)

First phone maintenance engineer wanted for permanent fulltime position at WCRD, Grand Rapids, Michigan. Only thoroughly experienced applicants considered. No announcing. Phone Ron White, Program director at area code 616-459-4111.

Major network owned radio station has opening for experienced 1st phone staff engineer. Contact James Opsta, Chief Engineer, WJAS Radio, Pittsburgh, Pennsylvania. (412-343-0500).

Somewhere there is an inexperienced engineer who wants to learn engineering. We will train you to become our chief. WJAZ, Albany, Georgia.

First class engineer for transmitter watch. Loren Guild, Chief engineer, WTTT, Tiffin, Ohio 44883.

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 our 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. Haverty, (402) 342-2753.

Wanted: Chief engineer/Top 40 announcer. Good pay. Good conditions. Contact Jim Vernon, Corbin, Ky.

NEWS

News director. Upstate New York market of 105,000. Immediate opening. Box B-129, BROADCASTING.

Newsman/announcer, first phone preferably. Tape, resume. Box B-165, BROADCASTING.

Immediate opening for news director. Applicant must have good voice, be able to gather, write and report the news. Aggressiveness a prime requisite. Pleasant working conditions and excellent salary for the right man. Tape and resume to: H. W. Branoes, KDRO Radio, Sedalia, Mo.

Radio WCSI in Columbus, Ind. is in need of a morning newsman for a 5:00 a.m. to 10:35 a.m. slot. Focus is on local happening in county of 60,000 known as "The Athens of the Prairie." Attitude, experience, and delivery are necessary with salary in proportion. Contact Perry Moore at 1-812-372-4449.

Experienced, mature-sounding newsman 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 1533, Orlando, Florida.

Morning news editor needed immediately. State Capital offers opportunity to grow and learn. Send resume to Manager, WITL, Lansing, Michigan.

Immediate opening: Net, sounding newsman; NBC OGO; Contact Richard Chamberlain, WJAS Radio, Pittsburgh, Pennsylvania.

Reporter, gather, write news. Experienced or will consider journalism trained beginner. Man or woman. Salary \$100 weekly up, depending on experience. Fringe benefits. Send resume with snapshot, WSNW Radio, Seneca, S. C.

Newsman to complete 3 man full-time professional news staff. Send resume and tape immediately to WSOY, Box 2250, Decatur, Illinois 62526.

Programing, Production, Others

Program director—Iowa small market. Need a leader. Must be able to handle all phases of production, run a personable music program, read news and be a community builder. Position open now. Box B-218, BROADCASTING.

Program director—South Florida power station. Must have proven track record. Salary commensurate. Send all details to Box B-234, BROADCASTING.

Production-continuity director with good, solid voice to service accounts, write, produce and record commercials. Or experienced announcer with desire to learn continuity and production. Contact Bob Hildendorf, KVGB Radio, Great Bend, Kansas.

They tell us we can't hire program directors as staffers at KWIX. We're from Missouri. If you have at least 3 years experience, want job security and association with a professional organization, call Lawrence Weller at 816-263-1230. We're involved programing, news and special events. Chance to do play-by-play and some production involved, as well. We need you as an employee and as part of Kwikland community. As a matter of fact, we need three of you. I'll look for your tape at KWIX, Moberly.

Prog., Prod., Others—(cont'd)

Wanted: Experienced combination copy writer and traffic director. Good working conditions, good salary, fringe benefits include group life, hospital and disability insurance. Send resume, references, and photo to John J. Bailes, General Manager, Radio Station WJAT, Inc., P.O. Box 289, Swainsboro, Georgia 30401.

Need someone sharp in traffic for 50,000 watt. Send resume to Mrs. Zoe Niarchos, WPTR, Albany, N. Y. 12205.

Good music suburban station needs a quality announcer. Minimum 2 yrs. experience. Production, programing a must. Rapid advancement to P.D. Pay \$300 to \$600 depending upon experience. Send resume and tape to WPVL, Painesville, Ohio.

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.

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.

Experience, all phases, radio. Seek management position in small or medium market. Age 30. Box B-188, BROADCASTING.

General manager immediately available. Can invest \$10,000. Excellent recommendations. Prefer west or midwest. Box B-198, BROADCASTING.

General Manager with ten years management experience wants to move. Presently employed, must give 3 months notice, college degree, 1st phone, excellent record, \$30,000 to start. Box B-211, BROADCASTING.

Major market manager seeking opportunity. Sober, take-charge individual qualified and successful in all functions of station operation. Ideal person to get a station with problems back on the winning track. If your property has the market position and technical facility to be a very profitable million dollar plus grosser capable, aggressive management will develop that potential. Box B-238, BROADCASTING.

Established, successful general manager wishes to move from West coast to eastern seaboard, preferably Tidewater Virginia where wife's relatives are located. Past three years present position have brought station from a dead last in highly competitive, multiple market to #1 Pulse position and from red into black while keeping total expenses of AM-FM 24 hour a day operation under \$7,000.00 monthly. Last reaching age 50 with 25 years solid radio experience plus Naval service World War II and Artillery Officer Korean War. No bad habits, shirt sleeve worker, always do at least 50% of station selling by self. Highest business and professional references. Financial needs negotiable provided substantial profit sharing or stock acquisition available. Personal interview your station or at NAB Convention. Full resume on request. Box B-245, BROADCASTING.

Announcers

DJ, solid news, tight board, production, third phone. Box A-243, BROADCASTING.

1st phone announcer: beginner; wants airshift in northeast: no maintenance, worked as broadcast engineer. Box B-81, 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.

Announcers—(cont'd)

Graduate School student seeks part time work in northeast, Ohio. 3rd endorsed, Morning-night. Experienced FM. Box B-110, BROADCASTING.

Exp. DJ-announcer Newscaster, 3rd endorsed, mature sound, good production. Box B-119, BROADCASTING.

Recent broadcasting school graduate holding a third class endorsed license desires employment at a top 40 or MOR station. Box B-168, BROADCASTING.

Young disc jockey seeking position with R&B station or FM station that programs the same. Box B-172, BROADCASTING.

Do you need a good play-by-play man for sports? News? Working the board? Well I have two years experience in doing, football, basketball, baseball and other sports. I have done news, worked my own show, and worked on the board. Third phone, reliable. Box B-175, BROADCASTING.

First phone, family, vet. Working med. market. Experienced MOR, top 40, CGW. Please specify. Tape for each. Will travel. Box B-176, BROADCASTING.

Broadcast school graduate—first phone—single—will ing to learn. Box B-179, BROADCASTING.

Sportscaster, experienced—baseball, football, basketball—also newsmen. Box B-184, BROADCASTING.

Hottest personality in radio/TV now available, if you can afford the best. Charisma personified—Unlimited credentials—music or talk. Box B-185, BROADCASTING.

Experienced, creative D.J.—tight board, authoritative news, versatile salesman, seeking rock, R&B, or MOR station. Draft exempt, third endorsed. Box B-193, BROADCASTING.

\$\$\$\$\$. 1st phone pro with that fun type one to one sound you are looking for. Plus creative production. Box B-195, BROADCASTING.

Music mover, PD-Dee Jay, Top 40, Country Rock, Fast mod. 3rd class. Box B-196, BROADCASTING.

Intelligent, good voice, good delivery. Working MOR near N. Y. Want classical station, medium or large market. Box B-197, BROADCASTING.

I'm disgusted with jealous program directors of two-bit stations firing me for my original ideas, honesty and occasional disagreement. I'm dependable and seeking employment with reliable, established, major radio station which keeps its announcers several years not several months. Experienced, 3rd, professional, choosy. Don't respond unless you're a "personality" operation able to pay above \$175 a week. State format. Prefer Texas, S.W., or S.E. Box B-202, BROADCASTING.

16 year broadcast veteran offers creativity, versatility, imagination and ability to West Coast station that offers challenge and opportunity. Strong production, writing, programing and air personality. Box B-204, BROADCASTING.

Two years experience, some college, third, draft deferred. Box B-209, BROADCASTING.

Chief engineer, announcer, sportscaster seeks new connection AM-FM stereo MOR in Midwest. Devry graduate. Experienced installation maintenance stereo FM, automation, remote control, AM directional. College degree speech, drama. Interest sports, classical music, production. Young family man. Box B-214, BROADCASTING.

Attention major markets. Even a few Captain markets. My original whimsy and jocular morning show has sustained top ratings for 13 years. Interested? I do comedy too. Box B-223, BROADCASTING.

Over 20 years experience in news, sports, D.J.—also host on variety shows—good TV comm. anncr. Winding up contract on large eastern NBC station. Worked for both CBS and NBC OGO's. Prefer Chicago or Los Angeles. Box B-225, BROADCASTING.

Experienced announcer chief engineer. Heavy maintenance, first ticket. Box B-231, BROADCASTING.

DJ/Announcer/Newscaster, third phone, tight-board, commercials. Box B-237, BROADCASTING.

First phone announcer/dj/news. Close to one year solid experience. Seek MOR or good music station on Long Island or nearby upstate New York-New Jersey areas. No maintenance or sales. Have broad knowledge of MOR and good music. I seek an opportunity; not merely a job. Hard-working, honest, dependable. Hate moving around, so make good offer (\$130 or better) and I'll remain with your station. Box B-242, BROADCASTING.

Announcers—(cont'd)

British announcer, 25 years BBC and European experience, mid-Atlantic accent, arriving U.S. March seeks on-air employment. Specialist in news reading, classical and light music presentation for FM. Extremely versatile. Tape on request. Box B-246, BROADCASTING.

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.

Top forty jock wants medium market. Can you dig it, 'cause I can cut it. (212) JA. 3-6562 after 6.

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.

Mod-diversified-personality (PD-DJ) top 40, 3rd class 8 yrs. Experienced, 27, Attention: Ohio, Ky., Ind., Phone 513-631-5428.

Experienced announcer, 27, four years radio, one year television, veteran, three years college, mature voice desire Florida or West but all offers considered. Salary: \$7,000 yearly. H. Brian Highfill, 466 North Westmoor Avenue, Columbus, Ohio 43204/614-279-6772.

Reasonable split shift okay. Bill Dillner, 3748 Sheffield, Chicago 60613.

First phone broadcaster wants rock opportunity. Five months experience. David Bennett. Minneapolis 698-2673.

Talented girl available. To work in your Chicago area radio or TV station. Experienced in announcing, production, public affairs, public relations. FCC Third Class License. Northwestern grad. Bright, attractive, ambitious. Jacquie Falk, 6301 North Sheridan Road, Chicago, Illinois. BR 4-5546.

DJ—recent broadcast school grad, 3rd phone will relocate, salary open. Write Gordon, 12004, Parkhill Ave., Cleveland, Ohio 44120.

Talk personality—Tops in market, heavy in sales. Sells like crazy! Groovy, young, funny. Community involved. Best morning show you've ever heard. Husband-wife team. Major markets only. Call 809-723-2244 at once.

Technical

Engineer seeks maintenance job outside FCC over-fine, overregulation. Box B-192, BROADCASTING.

Engineer, experienced as Chief on directionals; remote control, and construction. Now in Virginia. Box B-206, BROADCASTING.

At once—job wanted by 1st class licensed engineer experienced all phases of broadcasting. \$130 per forty hours. Metro area, good road. Ohio or mid-west. Phone 3-6 p.m. E.S.T., 215 Evergreen 7-1297.

NEWS

Journalism major with first desires position in active news department. Box B-138, BROADCASTING.

Newsman-announcer, five years major market experience, authoritative voice, dignified style, college graduate, speech major, seeks opportunity in New York, Boston, or San Francisco metropolitan areas. Box B-177, BROADCASTING.

Newsman: 2 years Armed Forces Radio-TV Japan. University B.S. degree radio-TV. Third class license. Single. Air Force Officer available after discharge March 1st. Box B-186, BROADCASTING.

Sports reporter—colorful and authoritative—will use plenty of actualities. Box B-189, BROADCASTING.

Seven years in radio . . . five in news . . . Good newsman available in 12 weeks. Family man. Need good salary. Box B-191, BROADCASTING.

Networks cover world scene quite well—I believe local deserves more. Currently at #1 outlet on the east coast—capable of directing, but basically want to be part of an aggressive "team." Write Box B-228, BROADCASTING.

Surely there must be a Penna., Ohio, Indiana station wanting a personable college grad announcer, 1 year experience, turning newsman, for a realistic salary. Available April. Box B-235, BROADCASTING.

Thoroughly experienced announcer currently working in Washington, D. C. market, desires news position. All replies considered. Excellent references. 25, married, 3-A. Box B-240, BROADCASTING.

Program, Production, Others

Mature professional w/1st phone. Journalism major plus intensive industrial electronics. Experienced midwest PD and metro announcer. Currently tech-standards analyst with Sperry Rand Flight Systems, Phoenix. Will relocate for challenging, long range career position with stable, quality broadcast organization. Available on 30 days notice. Box B-199, BROADCASTING.

Attention eastern production companies and radio stations! There exists a man possessing a rare blend of valuable abilities, attributable variously to experienced, initiative and genetics, and available to you at a small fraction of the expenditure ordinarily required to remunerate the number of individuals normally needed to provide that combination of services. He thinks, (creatively) he writes, (inventively) he announces, (interpretively) he edits tape, (masterfully) he directs and produces, (with consummate skill) and has at his command countless voices and dialects. He is educated, responsible, industrious and personable. Modesty prevents him from elaborating. Box B-208, BROADCASTING.

FM Rock. A unique programing service by major market jock & PD. Box B-212, BROADCASTING.

Modern C&W programmer—no hayseed—10 years radio experience. Some college. Also 1st phone (can do maintenance)—airplane pilot, no small market. Available soon. Box B-213, BROADCASTING.

Sports director . . . Radio-TV. Strong play-by-play. Family. Stable. Box B-221, BROADCASTING.

Modern country programming consultant! Extensive background! Major market track record! All inquiries strictly confidential and promptly acknowledged! Box B-230, BROADCASTING.

PD/Operations director—top 40—11 years experience, employed in present position, top 15 market over 2 years. Responsible/stable/mature. Prefer top-50, consider all. Write Box B-233, BROADCASTING.

Ready to move up to PD. Top 100 market experience in MOR, CGW and top 40. Married, draft free, A.B. with legal training. Market size immaterial. Box B-244, BROADCASTING.

Professional Program Manager. Major market experience includes Kansas City, Cleveland, Boston, Chicago; Top 40, Country, Network. M.O.R. Would enjoy modern, up-tempo M.O.R. 33 years old and healthy. I'm ready to go now at (216) 731-2558.

Managers Attention!!! Programming in a slump? Sales ideas lacking? Production creativity stalemated? Ratings slipping? Community involvement shy? Employees unenthusiastic? On-the-air sound short of professionalism? If "yes" answer one or more questions, you're medium/major market above 100,000, operating full time and willing to reinvigorate monetarily. Let's talk!! Call 404-622-2396 or write TOT Productions, 732 Delmar Ave., S.E., Atlanta, Georgia 30312 "Now."

TELEVISION—Help Wanted

Management

CATV Programming 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.

Sales

Local Sales Manager: Established, progressive Middle Atlantic TV-AM-FM stations need experienced man to head department; salary, incentive bonus, other liberal benefits. Complete resume and photograph. Box B-194, BROADCASTING.

WTAF-TV, Marion, Indiana, Channel 31, looking for young, aggressive salesmen to join growing operation. Call Don Tillman at (317) 664-9066.

Announcer

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.

Technical

Assistant Chief Engineer position available in a combined AM-FM-TV facility located in medium sized Minnesota market. Box B-135, BROADCASTING.

Technical—(cont'd)

Director engineering major TV-Radio group owner. Requires heavy experience all phases broadcast engineering, operations and management. First class license required. Relocate East Coast. Resume must include education, experience, past earnings. An equal opportunity employer. Box B-229, BROADCASTING.

New UHF with full RCA package, needs first class technicians. Attractive salary, excellent conditions. Only experienced need apply to: Wayne E. Anderson, KDNL-TV, 1215 Cole St., St. Louis, Mo. 63106.

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.

TV studio technicians. Two years operation and maintenance experience. Color TV studio equipment and Videotape. Salary range, \$147 to \$224 for 40 hour week. Regular six month increases, plus numerous fringe benefits. Write Director of Engineering, WCCO-TV, Minneapolis, Minn., 55402 forwarding resume of education and experience.

Immediate opening—VTR engineers experience editing, maintaining VR-200C's. Salary commensurate with experience. Advancement opp'tys. Call WGBH-TV, Boston (617) 868-3800. X-384.

Wanted—TV Engineer—preferable with experience on maintenance of color equipment. Please call collect Chief Engineer, WPTV, Channel 5, Palm Beach, Florida 305-833-2471.

Assistant Chief—for growing UHF expanding to new color facility. Must have experience in studio and transmitter maintenance. VTR experience helpful or will train. Send or call complete resume to: Robert W. Faulkner, Chief Engineer, WTAF-TV, Marion, Indiana 317-664-9066.

WTOC-AM-FM-TV needs technicians with first class F.C.C. license. Reply by letter to Chief Engineer, WTOC, P.O. Box 8086, Savannah, Georgia 31402.

Studio supervisor—must have first phone license and be experienced in the operation and maintenance of live color cameras, color video tape machines, and color film equipment. Contact John Schuta, Chief engineer, WTVW-TV, Evansville, Indiana—phone 812-422-1121.

Studio supervisor: Responsible for operation and maintenance of all studio, control room, and remote equipment. Salary range \$744-\$905. Staff Personnel, Washington State University, Pullman, Wa 9-9163. An equal opportunity employer.

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 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.

Broadcasting engineer: To act as transmitter engineer and assistant with maintenance. Staff Personnel, Washington State University, Pullman, Wa, 99163. An Equal opportunity employer.

NEWS

News reporter—We're expanding our number one news operation. Need two aggressive TV reporters with on-air experience and professional attitude. If you can build a story from the ground up working with experienced camera crews and would jump at the opportunity to put in long, arduous hours, based in the capital city of a midwest state, then you could be the man we're after. Good pay, good benefits . . . if you don't meet the above requirements, don't bother. Film or VTR audition a must. Send picture and detailed resume with first response. Box B-190, BROADCASTING.

News Director—Number One news operation needs a pro to keep it that way. If you're the man you'll run the combined radio and TV news operation—and if that isn't enough you'll also anchor our 6 and 11 p.m. TV news. Tired already? Then forget it. But, if you're still interested, and if your background clearly qualifies you for the job, then you'll find it a job worth going after. Medium, midwest capital city market—top pay, top benefits. VTR or picture and audio tape essential with first reply. Box B-203, BROADCASTING.

News—(cont'd)

Wanted: Meteorologist-weatherman on air presentation opportunity to be weather image for radio and television complete facilities. Group station with CBS. Call: Cecil Ruffin, Operations Manager, WDEF TV, Chattanooga, Tenn. 615-267-3392.

Anchorman assignment editor. Experienced editor to coordinate daily coverage by 16 man staff. Also write and air early evening report. Send complete resume and air check to news director WFMV-TV Drawer 22047, Greensboro, N. C.

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.

Expanding news department needs television anchorman for evening newscasts. Mature appearance important, along with ability to write and enthusiasm. Call collect, WWTW, Fetzer Broadcasting Company, Cadillac, Mich., 616-776-3478.

Programing, Production, Others

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.

TV station in top 10 market needs unique and imaginative children's personality. Must have strong visual presentation. Box B-183, 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 SGH 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

TV Salesmanager 8 yrs. this medium large market. 30% net increase. 20 years broadcasting. Organizer desires relocation. Box B-239, BROADCASTING.

Announcer

Completely experienced sports announcer—Radio/TV, play-by-play. Top references, major to medium markets only. Also handle MOR disc show. Seeks sports minded operation. Solid commercials, dependable. Box B-167, BROADCASTING.

Over 20 years experience in news, sports, D.J.—also host on variety shows—good TV comm. anncr. Winding up contract on large eastern NBC station. Worked for both CBS and NBC OGO's. Prefer Chicago or Los Angeles. Box B-226, BROADCASTING.

Technical

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.

Television Engineer, first phone, 2 year Technical Graduate, VHF-UHF Transmitter maintenance—operation, UHF construction experience any job considered, prefer South or Western states. Box B-220, BROADCASTING.

Chief engineer or assistant; supervisory—UHF/VHF. 15 years experience central states. Box B-243, BROADCASTING.

NEWS

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.

Sportscaster—fine writer and interpretive reporter can also do news. Box B-190, BROADCASTING.

Executive producer of news—top ten market. Experience: 12 years, including networks. Top references. Employed. Married. Available immediately. For resume, Box B-216, BROADCASTING.

Programing, Production, Others

Outstanding program-personnel director, announcer, writer seeks permanent administrative position in south. Veteran, degree plus graduate work, experience. Available June. Contact now. Box B-169, BROADCASTING.

Production manager, 13 years in television. Will organize, train, and coordinate dynamic department. Offers administrative and creative talent. Excellent references. Box B-171, BROADCASTING.

Producer-director, currently in top 10 market. Commercial, remote, network, ETV background. Looking for going station or production facility doing top quality programing. Box B-152, BROADCASTING.

Producer-Director, studio production, film. 14 years solid experience. Seeks position with East Coast Station. Box B-205, BROADCASTING.

Producer-Director motivated, creative, hardworking. 7 years experience. If your plans call for such a person, Contact Box B-207, BROADCASTING.

Sports director . . . Radio-TV. Wants active college market. Strong play-by-play, camera work. Box B-222, BROADCASTING.

Experienced executive producer, top ten city. seeks program director or producer, or other worthwhile change from static situation. Commercial or educational. Box B-232, BROADCASTING.

Writer/Producer/director. Upper midwest's best young creative mind. Top references. Write Paul Hagen, 1520 1/2 28th, Des Moines, Iowa 50311.

Dependable, motivated, plump, young man looking for opportunity: Program, production, promotion, talent. Experience: weekly children's program personality, Boston market; some radio announcing. References. College: two years professional, one-half liberal. Will relocate. Send details: Mike Cruz, 115 Norman Street, Chicopee, Massachusetts 01013 or call -413-532-9899.

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.

Capitol "PMS" (Production Music Series) library. Want to buy same outright or quality tapes of same. Box B-68, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—Heliex, 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.

Best deals—Spotmaster. Scully, Magnecord, CBS Audimax—Volumax Omega film equipment, Lange vin, Fairchild, QRR, Russco. Other top brands. Lease, trade, finance. Audiovox, Box 7057-55, 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, KVET, 113 W. 8th St., Austin, Texas 78701, A.C. 512-478-8521.

For sale one kilowatt Western Electric 443A-1 transmitter in excellent condition available immediately. Contact P. W. Tribou, Storz Broadcasting Company, Kievit Plaza, Omaha, Nebraska 68131, phone 402-342-4700.

7295C, 7389C, 7295A, 7293A, 7293C I.O.'s for lease or sale. First quality, in factory sealed cartons at \$50.00 per month lease, or \$875.00 with 75C hour warranty. For further information write Box B-112, BROADCASTING.

FOR SALE—Equipment—(cont'd)

For sale: Western Electric 506-B2 10 kw FM transmitter. Best offer. KNOB, Anaheim, California.

RCA TR-3 player, fully colorized, with air bearing head, less compressor. \$8,000.00. WSB-TV, Atlanta, Georgia.

1 5/8" rigid RCA coax in 20' sections, been in service since '62. Make offer. Available approximately April 1. Also RCA-BFA-5 antenna, 106.1 mc. WVNO, 2900 Park Avenue West, Mansfield, Ohio. 419-529-5900.

RCA BTF—10C 10 kw transmitter with stereo and SCA generators. Top notch shape. Available approximately April 1. Make offer. WVNO, 2900 Park Avenue West, Mansfield, Ohio. 419-529-5900.

Complete remote TV production truck 2 B/W zoom cameras, VTR, 110V-AC or its own generator ideal for UHF station. Priced low for quick sale. 703-342-7853.

Why pay \$9,000 for a new projector when you can buy this excellent used one for thousands less. New intermittent, take up motors. 213-884-1712.

Gates 250 Watts University owned. On air nine years—Model 250-A, 1952 vintage. Call Dean Thompson, University of Cincinnati, 513-475-4684.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00—conditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Radio promotion manager: See what the other radio stations are doing to build audience. Each month receive 40 newspaper radio ads clipped from top radio markets, \$5 for 3 months. Radio Idea Clips, Box 373, Lima, Ohio 45802.

INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1503 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 Veterans' Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

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.

Save time/save money . . . first class license in only four weeks \$295.00. Guaranteed results . . . rooms \$8.00 weekly. Next class March 17th. Tennessee Institute of Broadcasting, 2106-A 5th Ave. South, Nashville, Tennessee. 297-SC84.

INSTRUCTIONS—(cont'd)

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 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams. New programed methods and earn while you learn. Job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians. Combom, 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.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with a good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins Feb. 24th 1969. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

Help Wanted

Announcers

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

RADIO—Help Wanted

EXECUTIVE OPENING

Here's an opportunity worth investigating for an ambitious young executive willing to trade his experience with a radio or television station for top earnings and ownership in a broadcast management consultant firm. Our company is expanding and we need a knowledgeable, sales oriented broadcaster, probably 25-35 years of age, to contact TV and radio station owners regarding our services. The man selected must have previous sales experience and understand all phases of station operation so that he can help solve important management problems for our clients. Limited travel. Salary \$15,000-\$18,000 with liberal commission arrangement that should bring total income to between \$30,000-\$40,000. Ownership available second year.

CALL RON CURTIS
312-337-5318

Nationwide Management Consultants

645 North Michigan Avenue, Chicago, Illinois 60611

Management

RADIO MGR.

Illinois full-time Radio station grossing approximately \$250,000 per year has immediate opening for a General Manager. Qualifications must include previous sales experience and management ability. Our client would like to have applicants in the 25-35 age category. Salary \$15-\$17,000 plus incentive. New automobile furnished. Option will be given to purchase 10% of station to right individual. Send resume to

RON CURTIS, NATIONWIDE MANAGEMENT CONSULTANTS, 645 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS 60611.

Sales

OUTSTANDING SALES OPPORTUNITY

Vital, young radio producing firm has excellent opportunity for executive professional salesman with radio station experience on the local level. Travel necessary within a 5 or 6 state area. Good salary and benefits—excellent futures. Send resume, in complete confidence, to:

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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

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Newsman

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Def. crisp writer wanted for leading New York Radio and TV Broadcast Service handling business and financial news. Business-Finance background not necessary.

Send letter, not resume, including experience, education, salary expected.

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If you want the best sound & operation for your chain or station, you need the best Chief Engineer. ME! I am experienced in all phases of AM & FM operations, from automation & construction thru directionals & stereo. Box B-187, Broadcasting.

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statements
in this
square are
false.

If we suppose the proposition
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we must conclude it is false.

But if we begin by supposing
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TELEVISION—Help Wanted

Technical

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AVCO Corporation operates and maintains VHF television stations in Saudi Arabia. Openings exist in the following areas:

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Television technical school plus 5 years' experience in VHF station equipments operation and maintenance.

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Generous salary—completion bonus—living allowance—excellent fringe benefits. Send resume in confidence to R. E. Weirich.

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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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TV Producer-Director \$10-12,000
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TV Technician 8-9,700
Interviews in Chicago, Feb. 21. Interviews in other locations may be arranged. Contact Dr. D. Colle, Roberts Hall, Cornell University, Ithaca, New York 14850 for information.

Program, Production, Others

(cont'd)

ARE YOU A TOP TEN PROMOTION MANAGER?

Major market, east coast, TV Station requires aggressive, professional promotion manager. He should be experienced in all phases of broadcast publicity and advertising with emphasis on creativity. His work, both on-air and in print, should compare with the best in the industry. Taste, flair, and quality are evident in everything he touches. We want a leader and a doer who can back up his fresh ideas with action. Great opportunity for the right man with a progressive group operation. Send resume and salary range, plus six samples of various print work to:

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We are seeking an enthusiastic, energetic, knowledgeable and capable man with broad experience in all areas of programming and production. Emphasis on programming. We have top-notch staff which needs leadership and a good administrator with ideas. We are a group-owned ABC-TV affiliate in top-50 market, full color and going places. If you are interested in real opportunity with excellent living and working conditions, pay and benefits—and if you have growth potential, please send full information including background, references, photo, details of experience and salary range. Position open immediately for right man.

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Employment Service

527 Madison Ave. New York, N.Y. 10022



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MISCELLANEOUS—(Cont'd)



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GOLF TELEPHONE NETWORK

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Stations

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Profitable AM in single station market along east coast, Maine to Florida. Contact East Coast Broadcasting Corporation, Box 815, Sag Harbor, New York 11963 or telephone 516-725-2300.

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SAN FRANCISCO FM

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Radio Station, 1kwD/250wN. Absentee ownership, real potential. Priced approximately 2 X. Cash preferred. Write or call Art Jones, Glenfork, W. Virginia, 25845, 304-436-3800 or 304-682-5428.

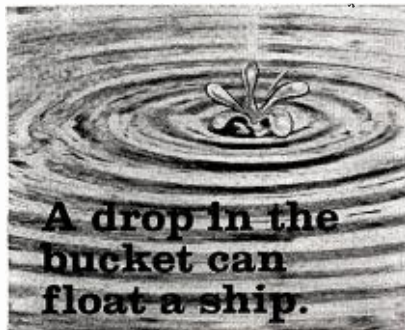
Florida	small	profitable	\$125M	nego	West	small	profitable	\$ 65M	10M
West	small	profitable	65M	terms	East	small	daytime	115M	45M
Midwest	small	profitable	105M	terms	South	medium	FM	70M	terms
East	major	daytime	160M	nego	West	metro	profitable	70M	terms
East	major	profitable	650M29%/nego		Midwest	metro	FM	65M	50%



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Clear-channel daytime. Beautiful location. Near major market. Nice potential for owner-operator. Realistically priced.

Box B-162, Broadcasting.

(Continued from page 101)

of life insurance company and marketing manager of computer sales firm. Mrs. Parker owns school. Ann. Feb. 11.

■ **KDIG(FM)** San Diego, Calif.—Seeks assignment of license from E. Edward Jacobson to Elias and Adolfo Liberman for \$185,000. Seller: E. Edward Jacobson, sole owner. Buyers: Elias and Adolfo Liberman (each 50%). Messrs. Liberman have real estate interests. Ann. Feb. 7.

■ **WNOG and WNFM(FM)** Naples, Fla.—Seek assignment of licenses from Radio Naples Inc. to Palmer Broadcasting Co. for \$200,000. Sellers: William J. Ryan, president et al. Buyers: David D. Palmer, president et al. Mr. Palmer owns 93.7% of WOC-AM-FM-TV Davenport and WHO-AM-FM-TV Des Moines, both Iowa. Ann. Feb. 5.

■ **WKIK** Leonardtown, Md.—Seeks assignment of license from Tidewater Broadcasting Co. to Piney Point Industries Inc. for \$100,000. Sellers: Wileen M. and Richard A. Myers (each 50%). Buyers: Steuart Investment Co. (50%). William R. Saul, president, and Robert V. Smith, secretary-treasurer (both 24%) et al. Curtis S. Steuart, president of Steuart Investment Co. and director of Piney Point Industries, and wife, Esther T. Steuart, vote 66% of stock. Mr. Saul owns 10% of petroleum products transportation firm and 45% of facility for its distribution. Mr. Smith is attorney. Principals own applicant for new FM at Leonardtown. Ann. Feb. 5.

■ **WAYL(FM)** Minneapolis—Seeks transfer of control of Contemporary Radio Inc. WAYL from Jack I. Moore, president et al. (as a group 100% before, none after) to Entertainment Communications Inc. (none before, 100% after). Principals: See buyers of WWOM-AM-FM New Orleans, above. Consideration: \$650,000. Ann. Feb. 10.

■ **WMID** Atlantic City, N. J.—Seeks transfer of control of WMID Inc. from Anthony Productions Inc. (100% before, none after) to January Enterprises Inc. (none before, 100% after). No consideration involved, for purpose of corporate reorganization. Principal: Mervin Griffin, sole owner. Mr. Griffin is Westinghouse Broadcasting Co. personality and owns WWCO-AM-FM Waterbury, Conn., and WENE-AM-FM Endicott, N. Y. Ann. Feb. 5.

■ **WWOM-AM-FM** New Orleans—Seeks assignment of license from Wagenvoort Broadcasting Co. to Entertainment Communications Inc. for \$780,000. Sellers: David Wagenvoort, president (67%). Fred Westenberg, secretary-treasurer (17%) et al. Messrs. Wagenvoort and Westenberg have controlling interest in WWOM-TV New Orleans and KRBE(FM) Houston. Buyers: Joseph M. Field, president (80.5%) et al. Buyers own applicants to purchase WAYL(FM) Minneapolis, KBRG-FM San Francisco, KLEF(FM) Houston and KACO-FM St. Louis. Mr. Field, a Philadelphia lawyer, has interest in applicant to buy WPEN-AM-FM Philadelphia. Ann. Feb. 10.

■ **KORE-AM-FM** Springfield-Eugene, Ore.—Seek assignment of licenses from McKenzie Broadcasting Co. to Radio Wonderful Willamette Inc. for repossession of properties. No consideration involved. Principals of McKenzie: Paul Lansdowne, acting president et al. Principals of Radio Wonderful Willamette Inc.: Glen M. Stadler, president et al. Mr. Stadler and associates are former owners of KORE-AM-FM. Ann. Feb. 7.

■ **WDXY** Sumter, S. C.—Seeks transfer of control of WDXY Inc. from William C. Bochman (75% before, none after), Joseph A. Fratangelo Jr. (14% before, none after) and M. M. Weinberg Jr. (4% before, none after) to Smiles of Sumter Inc. (none before, 100% after). Consideration: \$205,000. Principals: Derwood H. Goodwin, president, and Norman J. Suttles, secretary-treasurer (each 35%). Joseph A. Fratangelo, vice president (10%) et al. Messrs. Goodwin and Suttles each own 42.86% of WFBS Spring Lake, N. C.; 18.18% and 36.36%, respectively, of both WISF Kingston, N. C., and WPVA Petersburg, Va.; 15% each of WRNC Raleigh and 15% and 30%, respectively, of WSMC Graham, both North Carolina; 25.5% each of WSMY Weldon, N. C. They also have other business interests. Mr. Fratangelo has no other business interests indicated. Ann. Feb. 10.

■ **KACT** Andrews, Tex.—Seeks assignment of license from KACT Radio Inc. to PAM Stations Inc. for \$85,000. Sellers: Clint Formby, president (51%) and Marshall Formby, secretary-treasurer (49%). Messrs.

Formby own KLVT Levelland and KPAN Hereford, both Texas. Marshall Formby owns 40% of KFLD Floydada, Tex. Buyers: Richard A. Peterson, and Gary L. Miller, vice president, both 50%. Messrs. Peterson and Miller own KBSN Crane, Tex. Mr. Miller is stock broker. Ann. Feb. 11.

■ **KLFB** Lubbock, Tex.—Seeks assignment of license from La Fiesta Broadcasting Co. to La Fiesta Broadcasting Inc. for \$15,000. Principals: J. R. Earnest and John A. Flache (each 50% before, 37.5% after) and Ernest F. Barton (none before, 25% after). Ann. Feb. 7.

■ **WNOR-AM-FM** Norfolk, Va.—Seeks transfer of control of Virginia State Network Inc. from Texas State Network Inc. (100% before, none after) to Arnold Malkin (none before, 90% after) and Stanley E. Wilson (none before, 10% after). Consideration: \$160,000. Principals: Arnold Malkin, chairman of board, and Stanley Wilson, president, both of Texas State Network Inc. Mr. Malkin owns 79% of KFJZ and 100% of KFJZ-FM, both Fort Worth, and 100% of KEYS Corpus Christi, all Texas. Mr. Wilson owns 10% of KFJZ Fort Worth. Ann. Feb. 5.

■ **KXRO** Aberdeen, Wash.—Seeks transfer of control of Aberdeen Broadcasting Co. from Matthew N. Clapp Jr. (50% before, none after) to Miller C. Robertson (50% before, 100% after). Consideration: \$85,000. Seller: Mr. Clapp owns 50% of KUEN Wenatchee, Wash., and KFQD Anchorage. Buyer: Mr. Robertson has the same interest in KUEN and KFQD. Ann. Feb. 7.

■ **KORD** Pasco, Wash.—Seeks transfer of control of KORD Inc. from H. B. Murphy (38.89% before, none after) and Harold C. Singleton (22.22% before, none after) to Wallace K. Reid (38.89% before, 33 1/3% after), Walter N. Nelskog and Bjorn Lih (both none before, 33 1/3% after). Consideration: \$24,250. Sellers: Wallace K. Reid, president et al. Buyers: Wallace K. Reid, president, Bjorn Lih, vice president, and Walter N. Nelskog, secretary-treasurer. Mr. Reid has no other business interests. Mr. Lih is surgeon, owns 25% of clinic and of food processing firm and 27% of cold storage firm. Mr. Nelskog, vice president of KIXI Seattle and KYXI Oregon City, Ore., owns 25% of aircraft sales and charter company and flying school, 25% of office rental firm 25% of Everett Cablevision, Everett, Wash., and 52% of land development company. Mutually contingent on grant of sale of KCYS(FM) Richland, Wash. (see above). Ann. Feb. 7.

■ **KCYS(FM)** Richland, Wash.—Seeks assignment of license from Three Rivers Broadcasting Inc. to KORD Inc. for \$87,000. Sellers: Bjorn Lih, president (35%) et al. Buyers: See KORD Pasco, Wash., above. Mutually contingent on grant of sale of KORD Pasco, Wash. Ann. Feb. 7.

■ **WELC** Welch, W. Va.—Seeks transfer of control of Pocahontas Broadcasting Co. from estate of D. C. Bradberry (46.1% before, none after) and from J. G. Hunt and William Keyser (each 7% before, none after) to Sam Sidote (13.9% before, 46.2% after), Howard King (26% before, 38.5% after), Mary Sidote (none before, 10.3% after) and John Sidote (none before, 5% after). Consideration: \$27,507. Principals: Mary and John Sidote are employees of WELC, Sam Sidote and Mr. King have no other business interests indicated. Ann. Feb. 11.

Actions

■ **WHOD-AM-FM** Jackson, Ala.—Broadcast Bureau assignment of license from Jackson Broadcasting Co. to Vogel Ellington Corp. for \$100,000. Seller: Rowdy McGee, president. Buyers: William R. Vogel, president (67.98%), John D. Swartzbaugh, secretary (16.99%) et al. Mr. Vogel owns 66% of WGNM Murfreesboro, Tenn. Mr. Swartzbaugh is president of hospital equipment manufacturing company. Messrs. Vogel and Swartzbaugh have 71.40% and 28.56% interest, respectively, in WAMA Selma, Ala. Action Jan. 31.

■ **WAMA** Selma, Ala.—Broadcast Bureau granted assignment of license from Robert J. Martin to Vogel-Hendrix Corp. for \$140,000. Seller: Robert J. Martin, sole owner. Buyer: William R. Vogel, president-treasurer (71.40%) and John D. Swartzbaugh, secretary (28.56%). Mr. Vogel owns 66% of WGNM Murfreesboro, Tenn. Mr. Hendrix is announcer-salesman for that station. Mr. Swartzbaugh is president of hospital equipment manufacturing company. Messrs. Vogel and Swartzbaugh have 67.98% and

15.99% interest, respectively, in WHOD-AM-FM Jackson, Ala. Action Jan. 31.

■ **KBIG** Avalon, Calif., and **KBIG-FM** Los Angeles—FCC granted assignment of licenses from John Poole Broadcasting Co. to Bonneville International Corp. for \$2 million. Sellers: John H. Poole (60%) and Kevin B. Sweeney (40%). Mr. Poole owns 13.1% of WDIO-TV Duluth, Minn. Buyers: Corp. of the President of the Church of Jesus Christ of Latter Day Saints, Aclé L. Madsen, president, et al. Buyers own KBMZ and KMBR-FM, both Kansas City, Missouri: WRFM-FM New York and International short-wave station WNYW Situate, Mass. Buyers also own 96% of KSL-AM-FM-TV Salt Lake City; 99.8% of KIRO-AM-FM-TV Seattle, and 40.04% of KID-AM-FM-TV Idaho Falls, and 6.25% of KBOL-AM-FM-TV Boise, Idaho. In addition, buyers have interest in Master TV Antenna System Inc., Seattle, and Community TV of Utah Inc., Salt Lake City. CATV systems. Action Feb. 8.

■ **KLGS** Los Gatos, Calif.—Broadcast Bureau granted assignment of license from Western Stereo Co. to The Tomentose Broadcasting Co. for \$127,500. Principals of Western Stereo Co.: Richard A. Ingraham, president et al. Principals of The Tomentose Broadcasting Co.: Lorenzo W. Milam, president and William H. Ryan, executive vice president (each 50%). Mr. Milam is columnist for Seattle newspaper and partner in ownership of KDNA(FM) St. Louis. Mr. Ryan is former advertising director for Random House and former executive producer for ABC-TV. Action Feb. 6.

■ **KPUB** Pueblo, Colo.—Broadcast Bureau granted transfer of control of Quixote Broadcasting Co. from Donald W. Reynolds Jr. (100% before, none after) to L. W. Newcomb, Clifton H. Gardiner and Rex R. Miller (each none before, 33⅓% after). Principals: Mr. Newcomb owns 33.40% of company having motion picture theater, hotel and investment interests. Mr. Gardiner owns 45% of KLIB Liberal, Kan., 22¼% of KELR El Reno, Okla., and owns CATV systems contracting firm. Mr. Miller is former general manager of KOMA Oklahoma City. Consideration: \$125,191.57. Action Jan. 31.

■ **WSRF-AM-FM** Ft. Lauderdale, Fla.—Broadcast Bureau granted sale of stock of Van Patrick Broadcasting Co. from Lorin E. Milner and Van Patrick (each 50% before, 45% after) to B. A. Chaplow (none before, 10% after) for \$50,000. Principal: Mr. Chaplow owns lumber company. Action Jan. 31.

■ **WJOE** Port St. Joe, Fla.—Broadcast Bureau granted assignment of license from Big Bend Broadcasting Corp. to Thomas M. Donaldson and Roy E. Bradford db/a Big Joe Radio for \$78,500. Sellers: William S. Dodson, president and Dorothy C. Dodson (each 48.7%) et al. Mr. and Mrs. Dodson each have 48.7% interest in WCNH-AM-FM Quincy, Fla. and WESC Bennettsville, S. C. Mr. Dodson owns 7½% of WWSD Monticello, Fla. Buyers: Thomas M. Donaldson (55%) and Roy E. Bradford (45%). Mr. Donaldson is announcer and salesman for WMAI-FM Panama City, Fla. Mr. Bradford is announcer for WAPO Chattanooga. Action Jan. 31.

■ **WOKS** and **WWRH(FM)**, both Columbus, Georgia—Broadcast Bureau granted transfer of control of WOKS Broadcasting Co. from Joseph Ray (50% before, none after) to Marjorie S. Ray, executrix of estate of Joseph Ray, deceased (none before, 50% after). No consideration involved. Action Jan. 31.

■ **WTVM(TV)** Columbus, Ga. and **WTVC(TV)** Chattanooga, Tenn.—FCC granted transfer of control of Martin Theaters of Georgia Inc. from E. D. Martin and Roy E. Martin Jr. (each 50% before, none after) to Fuqua Industries Inc. (none before, 100% after). Sellers: Messrs. Martin are sole owners of WAFQ Chattanooga, Tenn. Buyers: J. B. Fuqua, chairman of the board et al. Mr. Fuqua owns Fuqua National Inc., licensee of WJBF(TV) Augusta, Ga. Fuqua Industries Inc., a publicly owned corporation, owns Fuqua Communications Inc., which owns WTVW(TV) and WROZ, both Evansville, Indiana; WTAC Flint, Mich., and KXOA-AM-FM Sacramento, Calif. Consideration: Exchange of stock valued at approximately \$19 million. Action Feb. 7.

■ **WRTH** Wood River, Ill.—FCC granted assignment of license from Madison County Broadcasting Co. to Avco Broadcasting of California for \$3,095,000 to \$3,345,000, de-

pending on results of ARB radio audience report for St. Louis for Oct./Nov. 1968. Sellers: Robert W. Sudbrink, president, and Margaret S. Sudbrink (jointly 100%). Mr. and Mrs. Sudbrink own WRMS Beardstown, Ill., and KYND Burlington, Iowa, and are applicants to purchase WRIZ Coral Gables, Fla., and KLVF-FM Pasadena (Houston), Tex. Buyers: J. R. Kerr, chairman of the board, and J. T. Murphy, president et al. Messrs. Kerr and Murphy have respective positions with Avco Broadcasting Corp., of which Avco Broadcasting of California is a subsidiary. Avco Broadcasting Corp., a group broadcast owner, is subsidiary of Avco Corp., which has diversified interests. Action Feb. 7.

■ **KKIN** Aitkin, Minn.—Broadcast Bureau granted assignment of license from Lake Region Broadcast Service Inc. to Upper Minnesota Broadcasting Corp. for \$60,000. Sellers: Fred H. Moegle, president et al. Buyers: Ralph J. Coursolle, president (99%) and F. P. Rolfe, treasurer (1%). Mr. Coursolle is sole owner of law practice and has 55% interest in applicant for new AM at St. James, Minn. Mr. Rolfe has 14% in that applicant and is vice president of ad agency. Action Jan. 31.

■ **KULR-TV** Billings, Mont.—Broadcast Bureau granted assignment of license from Crain-Snyder Television Inc. to Harriscop Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Burt I. Harris, president et al. Principals own KFBB-AM-TV Great Falls, Mont.; KTWQ-AM-TV Casper, Wyo.; KBK-TV Bakersfield, Calif.; 50% of WSNS-TV Chicago, and 10% of KCGM-AM-TV Albuquerque and KVSF Santa Fe, all New Mexico. Action Jan. 30.

■ **WMOU-AM-FM** Berlin, N. H.—FCC granted assignment of license from Coos County Broadcasting Co. to White Mountain Broadcasting Co. for \$130,000. Sellers: Thomas S. Christensen, president et al. Buyer: Robert R. Powell, sole owner. Mr. Powell is former announcer for WTP Philadelphia. Action Feb. 11.

■ **WRNY** Rome, N. Y.—Broadcast Bureau granted assignment of license from Roman Radio Inc. to Phomedia Communications Inc. for \$128,000. Seller: David William Derby, president. Buyers: Carl Jules Ellenberk, president, Norma Sue Cohen Ellenberk, executive treasurer, Donald Peter Rich, executive vice president and Maria Pete Stalos Rich, executive secretary (each 25%). Mr. Ellenberk is announcer for WPAW Syracuse, N. Y., and for sports network, and is free-lance radio-TV announcer. Mrs. Ellenberk has no other business interests indicated. Mr. Rich is sales manager for WFBL Syracuse, N. Y. and Mrs. Rich is administrative assistant for that station. Action Jan. 31.

■ **WISE** Asheville, N. C.—Broadcast Bureau granted transfer of control of Davenport-McGuire Broadcasters Inc. from John Lee Davenport (60% before, none after) to Davenport Broadcasting Corp. (none before, 60% after). Principal: Mr. Davenport owns 51% of Davenport Broadcasting Corp. and 81% of WKYE Bristol, Tenn. Consideration: Exchange of stock for corporate reorganization. Action Jan. 31.

■ **WYRN** Louisville, N. C.—Broadcast Bureau granted assignment of license from Franklin Broadcasting Co. to Franklin Broadcasting Inc. for \$132,537. Seller: Joseph T. Lane, sole owner. Buyers: Euland C. McBride, president, A. F. Johnson Jr., vice president and Mollie B. Evans, secretary-treasurer (each 33⅓%). Mr. McBride is WYRN program director and commercial manager. Mr. Johnson is WYRN news director. Miss Evans is WYRN secretary-announcer-salesman. Action Jan. 31.

■ **WCKY** Cincinnati — Broadcast Bureau granted assignment of license from L. B. Wilson Inc. to L. B. W. Ohio Radio Inc. for purpose of corporate reorganization. No consideration involved. Principals: C. H. Topmiller, president et al. Principals own WLBW(TV) Miami. Action Jan. 31.

■ **WNRE(FM)** Circleville, Ohio—Broadcast Bureau granted assignment of license from Honor L. Whitacre and Nelson R. Embrey II to Circleville Broadcasting Co. for purpose of incorporation. No consideration involved. Principals: Messrs. Whitacre and Embrey each own 50% of WNRE. Action Jan. 31.

■ **WWRI** West Warwick, R. I.—Broadcast Bureau granted assignment of license from Grelin Broadcasting Inc. to RSVP Inc. for \$200,000. Sellers: Melvin C. Green and Martin F. Beck. Mr. Green has no other business interests indicated. Mr. Beck has in-

terest in WGLI Babylon, N. Y., and WKMF Flint, Mich. Buyers: Ernest Tannen, president-secretary and Marvin Mirvis, vice president-treasurer (each 50%). Messrs. Tannen and Mirvis own WYRE Annapolis, Md. Mr. Tannen owns WEEZ Chester, Pa., and WDMV Pocomoke City, Md. He is also radio consultant. Mr. Mirvis is general sales manager for WITH Baltimore. Action Feb. 6.

■ **WKYE** Bristol, Tenn.—Broadcast Bureau granted transfer of control of Davenport Broadcasting Co. from John Davenport (81% before, none after) to Davenport Broadcasting Corp. (none before, 81% after). Principal: Mr. Davenport owns 51% of Davenport Broadcasting Corp. and 60% of WISE Asheville, N. C. Consideration: Exchange of stock for corporate reorganization. Action Jan. 31.

■ **KVKM-TV** Monahans, Tex.—FCC granted assignment of license from John B. Walton Jr. to/as Tri-Cities Broadcasters to Grayson Enterprises Inc. for \$530,000. Seller: John B. Walton Jr., sole owner. Mr. Walton also owns KDJW-AM-FM Amarillo; KBUX-AM-FM Fort Worth; and KERP-AM-FM El Paso, all Texas. He also owns KVOD Albuquerque and KAYE-TV Carlsbad, both New Mexico, and KIKX Tucson, Ariz., as well as minority interest in a CATV company. Buyers: Dr. Ellis Carp, president, Theodore Shanbaum, chairman of board and Lee Optical and Associated Companies Retirement Pension Plan Trust. Stock of Lee Optical voted by buyers and Irving Greenberg, vice president, (each 33⅓%). Dr. Carp is optometrist and owner of optical company managed by Mr. Shanbaum. Grayson Enterprises Inc. owns KLBK-AM-FM-TV Lubbock, KWAB-TV Big Spring and KTXS-TV Abilene, all Texas. Action Feb. 12.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through Feb. 12. 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*.

■ **Enfield, Conn.**—Enfield Cablevision Co. has applied for a franchise. The company would provide 12 channels, including one channel for time, news, weather and background FM music, and one channel for community programming. The firm would charge \$10 for installation and \$5 monthly to residents, and \$25 for installation and \$5 monthly to commercial establishments. The town would receive 6% of the company's gross income.

■ **Beardstown, Ill.**—Cass Community TV Inc., Virginia, Ill., has been purchased by Cass Cable TV Inc., headed by George Bley of Beardstown.

■ **Methuen, Mass.**—Five firms have applied for a franchise: Stan-Fran Corp., Haverhill, Mass.; Greater Lawrence Community Antenna Inc., Lawrence, Mass.; Merrimack Valley Cable TV of Nashua, N. H.; National Cablevision of Boston, and Methuen Cable TV.

■ **Hermann, Mo.**—Nationwide Cable Television Co. has been awarded a franchise. Under the contract the company is authorized to charge \$5 monthly for the initial cable connection and \$1.50 per month for each additional connection. The company will pay 2% of its annual gross receipts.

■ **Milford, N. Y.**—Portlandville Video has applied for a franchise in areas not previously serviced by C&U Video Corp., Norwich, N.Y.

■ **Franklin township, Pa.**—Telephone Utilities Co. of Pennsylvania, Export, Pa., has been granted a franchise.

■ **Portland, Tex.**—Coastal Cablevision, represented by Marshall Weaver, has applied for a franchise. Previous applicants were Castel Corp., Corpus Christi, Tex., and Gulf Coast Communications Inc.

■ **Big Island, Va.**—Bryant TV Service, owned by Paul Bryant of Big Island and his brother, Fred Bryant of Lynchburg, Va., has begun operation.

■ **Burlington, Wash.**—Skagit TV Cable Co. has been purchased by Nation Wide Cablevision Inc., a wholly owned subsidiary of Kaufman & Broad Building Co.

Lloyd Everett Cooney of KIRO-AM-FM-TV Seattle is more than a station manager; he is an editorialist and editorializer. Seven days a week, his editorials, or editorials he is involved with, appear on the radio and TV stations he manages. He has written and delivered editorials in and from a Montagnard village in Vietnam, and the Berlin wall and London, Paris, Prague. Within the next several weeks, he will journey to the Middle East to try to find out for himself and tell the viewers back in Seattle what all the shouting and fighting is about.

Lloyd Cooney will do this because he knows of no greater fulfillment for a local station. "It's the best thing a station can do; not only an obligation of a station to its community but also a great opportunity," he makes clear. "I don't think a station can do anything that gets a more immediate response, and more expansive response, from the total audience than expressing editorial opinions and providing the opportunity for opposing opinions."

Editorials on radio and TV? You know those broadcasters, they're afraid to take a stand. Why tease the customers when business is good? Sure, they'll editorialize but in favor of motherhood, the American flag and apple pie eaten by the white establishment on patios in suburban backyards. Maybe not so generalized and so simplistically phrased, still this refrain is recognized by all broadcasters.

Yet critics would do well to take a closer look at KIRO radio and television. Consider what has now become known in Seattle as the fresh-meat-after-dark crusade. It used to be that a city ordinance and union rulings prevented the sale of fresh meat after 6 p.m. in the greater Seattle area. KIRO, mindful of the around-the-clock shifts at The Boeing Co. (the area's major employer), set out to abolish the restrictions. The stations, with Lloyd Cooney up front, waged an intensive four-year battle, involving some 30 separate editorials on radio and TV. KIRO's stand was that the ban on evening meat sales was arbitrary and discriminatory in that it applied to consumers in the Seattle area and to only two other cities in the nation.

This stance influenced people. The city ordinance was revised. But KIRO did not make friends with everyone.

A meatcutters' local went on strike for 29 days demanding premium pay as compensation for having to work after dark. The union also sued KIRO in federal court for \$100,000. In the end, however (with KIRO radio and television continuing to editorialize throughout the strike), the suit was dismissed with prejudice and the meatcutters voted to accept a new contract calling for meat sales after 6 p.m., Mondays

Where editorials play a key role in station operation

through Saturdays.

Embroided in community controversies in the far-off Pacific Northwest seems an unlikely condition for a one-time schoolboy from Council Bluffs, Iowa. Lloyd Cooney got there by recognizing the opportunity that the growing medium of television offered, by tenacity, by more hard work than it is possible to detail.

The oldest son in a family of three boys and one girl born to a small-town businessman (upholstering) and his wife (the youngest boy, known as Pep, is now general sales manager of KRON-TV San Francisco), Lloyd Cooney graduated from Thomas Jefferson High School in Council Bluffs, served three years as a paratrooper with the 82d Airborne division during World War

II, graduated with a political-science degree from the University of Utah, went on to do post-graduate work there in banking and finance. He was a long way from television at the start, working as an insurance agent and then as a salesman for a health-service plan.

But television was taking giant steps in Salt Lake City in 1954 and the development did not escape young Mr. Cooney. KSL-TV, owned and operated by Bonneville International Corp., itself owned by the Corp. of the President of the Church of Jesus Christ of Latter Day Saints (Mormon Church), looked good to him. He started as a local account executive and went successively up the executive ladder on the sales side until after 10 years with the station he was vice president and general manager.

Arch Madsen, president of Bonneville, was his big helping hand. Mr. Madsen promoted Lloyd Cooney to manager, encouraged him to take various executive-management courses, which in turn made it possible for him to step in and take over control of KIRO-AM-FM-TV on Feb. 1, 1964, after the stations were acquired by Bonneville.

It wasn't long before Lloyd Cooney began pounding away with editorials. He personally delivers five a week that are run three times a day on television and five times daily on radio. He also introduces student and guest editorials, which are weekly features, and reads quotes from letters that are sent to the station in response to editorials. He believes strongly in providing many opportunities for others to express themselves.

Subject matter of editorials are kept to a 60-40 ratio, local issues over national and international matters. Among other stands, locally he has come out strongly in favor of stricter gun controls and for fluoridation.

But Lloyd Cooney doesn't only want to express his views as the manager of an organization. He wants to speak with authority. So he goes where the issues are wrought.

Such persuasion led him to spend three weeks in Vietnam in November-December, 1967, where he wrote and delivered five editorials on location. Last summer he traveled through England, France, Germany and Czechoslovakia, a journey that generated 15 on-location editorials for the Seattle audience.

It all comes under the heading of local-station obligation. "If people turn away from newspapers and turn towards television and radio more and more, I think that places an obligation on the broadcaster to give them more than in the past," Lloyd Cooney explains. "If they look to us for their news and information, for their education and enlightenment, then we're going to have to perform."

Week's Profile



Lloyd Everett Cooney—executive vice president and general manager, KIRO-AM-FM-TV Seattle, vice president and member of board of directors of Bonneville International Corp., Salt Lake City; b. June 3 1923, Council Bluffs, Iowa; started as salesman, rising to public-relations director, Blue Cross of Utah, Salt Lake City, 1951-54; started as local account executive, promoted successively to local sales manager, national sales manager, general sales manager, general manager and vice president, KSL-TV Salt Lake City, 1954-64; executive vice president and general manager, KIRO-AM-FM-TV Seattle, 1964-present; m. Betty Packard of Salt Lake City, March 4, 1946; children—Shauna, 19, and Kim and Kevin (twins), 16.

Editorials

Who's in charge?

It used to be exciting, challenging and sometimes aggravating to be a broadcaster. Now it's mostly aggravating.

With brickbats flying at the FCC and in Congress broadcasters have more cause than ever to wonder whether anybody loves them, except the public. That public, spending more time viewing and listening, is innocently responsible for the lumps broadcasters are getting from the FCC, in Congress and from the crusading intellectuals. Broadcasting has become important, therefore vulnerable.

The pressure is so great these days at the FCC that an erstwhile reasonably safe majority has lost control to a makeshift radical minority in the jockeying for compromises. FCC Chairman Rosel Hyde, a non-boat-rocker by instinct, misses the volatile, articulate Lee Loevinger who left last June 30 to return to law practice.

The last few weeks have been a trial for Mr. Hyde, who yearns for peace, harmony and accomplishment. He took a calculated risk in pushing through the anticigarette advertising edict. But before that smoke had cleared he found himself voting with his usual adversaries in fostering an inquiry into patterns of station ownerships, including the conglomerate trend.

Even before those events, however, the FCC, by an unusual and perhaps questionable vote of 3-1, proposed to lift the license of WHDH-TV Boston, worth \$50 to \$55 million, for an inexperienced newcomer, rendering vulnerable to attack many multimillion-dollar properties in prime markets.

It is shameful that at the root of most of the trouble-making is Nick Johnson, who, in his two and one-half years as a commissioner, has made a fetish of throwing sand in the FCC machinery while accusing his colleagues of flaunting the law, or worse. This brash, 34-year-old self-anointed savior who was removed from his last job as maritime administrator, jams the FCC processing lines with his dissents, automatically opposes routine renewals, personally woos reporters, editors and pundit-columnists with his double-spaced documents (SOP is single-spaced to save paper and money), maintains a private mailing list at government expense, and stands accused of brow-beating FCC personnel.

He loses a few but he has been able to win some big ones by inveigling veteran Commissioner Robert T. Bartley to support him by playing the multiple-owner automatic-hearing game: works with Commissioner Ken Cox who likes to topple the big ones too, even when his string is running out, and manages to trade out on a fourth vote through his nonstop lobbying.

We go along with Commissioner Robert E. Lee who said in both the Boston case and the ownership inquiry he thought the "world's greatest broadcast system that has developed in this country, under regulation, should be a matter of great pride to all and not a system to be tampered with and decimated under the guise of a non-existent monopoly."

Mr. Lee is one of the three Republican members. Another is James Wadsworth who sided with Mr. Lee in dissenting to the conglomerate-ownership inquiry after unaccountably voting against WHDH-TV. The third is Chairman Hyde, a free-enterpriser who has found it hard to adhere to his own philosophy of regulation in getting things done.

The Nixon administration is confronted with many problems that properly have had priority. But if the Nixon promise of less regulation and more self-regulation is to be implemented, more help is needed at the FCC very soon.

Where the trouble lies

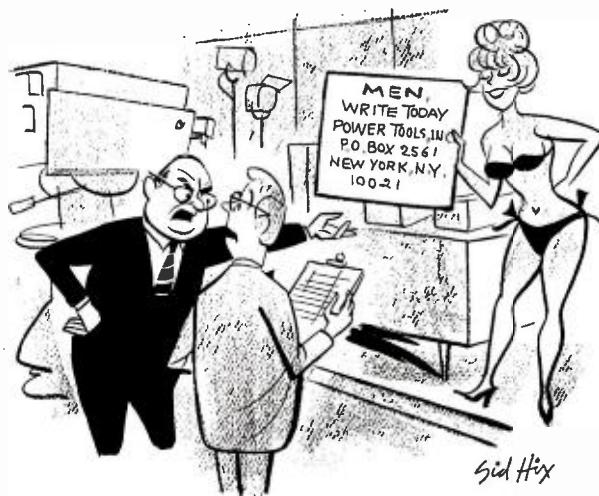
The facts adduced so far in response to the FCC's proposal to give more spectrum space to land-mobile radio overwhelmingly argue against a reallocation of UHF television channels. As the evidence accumulates, it becomes more and more obvious that the land-mobile services are making inadequate use of the spectrum space they already have and that the FCC has only a foggy notion of what is going on in the land-mobile frequencies.

The most damaging rebuttal to the land-mobile users' arguments for a usurpation of television frequencies came last week from the impartial Stanford Research Institute, which was hired as the FCC's own adviser. As reported elsewhere in this issue, the institute has submitted a preliminary report criticizing inept management of land-mobile usage. Put the institute's findings with those submitted a week earlier by the Association of Maximum Service Telecasters (BROADCASTING, Feb. 10), and they describe what amounts to a state of anarchy. Some land-mobile channels are overburdened with traffic while others are, in the institute's words, "sparsely occupied or not occupied at all." In short, the FCC has let land-mobile services proliferate without any meaningful plan of organization or supervision.

In the face of all these discoveries, it would make no sense for the FCC to take channels from the television service, a known quantity, and give them to a land-mobile service that is already out of control. The squandering already going on in land-mobile frequencies would only be accentuated.

It may be too much to hope that the FCC will have the courage to do what it has been advised to do: to institute better engineering and management of land-mobile spectrum usage. The land-mobile lobby has powerful political clout which it continues to apply in its claims for frequencies now assigned to television. Even though the facts are on their side, broadcasters must remain alert to head off the spectrum grab that may be made through Congress.

What this boils down to is this: The FCC has let a mess develop in the land-mobile frequencies. The mess would only be enlarged by the addition of frequencies taken from a television service that is still expanding.



Drawn for BROADCASTING by Sid Hix
"Do you have any idea how many men are going to get that address wrong, with her holding the card?"

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