

March, 10, 1969: Our 38th Year: 50¢



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Pastore opens major investigation into TV violence effects. p25

The asking prices at TV networks go up. p30

Metromedia, Post-Newsweek acquire new holdings. p40

The high-cost, high-risk business of putting TV on wheels. p56

COMING
COMING
COMING
COMING
COMING
COMING

CARL B. YLVISAKER LIBRARY
CONCORDIA COLLEGE
MOORHEAD, MINNESOTA 56560

3/11/69

VOLUME

14



WARNER BROS.-SEVEN ARTS

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

Warner Bros.-Seven Arts

1,110 GREAT MOTION PICTURES

VOLUME 14 COMING MARCH 24

VOLUME 13 30 Blockbusters/22 in Color
VOLUME 12 52 Blockbusters/28 in Color
VOLUME 11 52 Blockbusters/30 in Color
VOLUME 10 40 Blockbusters/31 in Color
VOLUME 9 215 Blockbusters/109 in Color
VOLUME 8 39 Blockbusters/19 in Color
VOLUME 7 44 Blockbusters/19 in Color
VOLUME 5 43 Blockbusters/13 in Color
VOLUME 4 40 Blockbusters/21 in Color
VOLUME 3 41 Blockbusters/25 in Color
VOLUME 2 40 Blockbusters/15 in Color
VOLUME 1 32 Blockbusters/20 in Color

FILM FESTIVAL 78 78 new first-run motion pictures

VOLUME 1A 25 Blockbusters/17 in Color

VOLUME 2A 22 Blockbusters/13 in Color

STARLITE 1 30 Star-Studded Features/16 in Color

STARLITE 2 46 Star-Studded Features/34 in Color

99 FILM FAVORITES from Tobacco Road to Nob Hill, a Tree Grows In Brooklyn alongside Jack Benny, Jesse James and Laurel & Hardy

30 ASSOCIATED FEATURES

first-run comedy, romance and adventure

THE FAST 23 first-run, exciting films of the 50's and 60's

18 SPECIAL FEATURES including such stars as Bette Davis, Peter Sellers, Natalie Wood, Mickey Rooney, Marilyn Monroe and Fred MacMurray

THE CHARLIE CHAN FILM FESTIVAL

21 of Charlie Chan's best motion pictures

THEMATIC STRIP PROGRAMMING IN 396 OFF-NETWORK DETECTIVE-ADVENTURE HOURS



77 SUNSET STRIP (149 HOURS)

HAWAIIAN EYE (134 HOURS)

BOURBON STREET BEAT (39 HOURS)

Miami, New Orleans, Los Angeles and Hawaii provide the glittering locales for the stars of these proven 396 hours of off-network detective-adventure-entertainment.

The style and action in **SUNSET STRIP**, **BOURBON STREET BEAT**, **77 SUNSET STRIP** and **HAWAIIAN EYE** makes this a natural and very commercial across-the-board combination.

93 COMPELLING OFF-NETWORK TV PROGRAMS



COLT .45
67 HALF-HOURS



THE GALLANT MEN
26 HOURS

Wayde Preston stars as Christopher Colt who is named by President Grant to act as an undercover agent for the Federal Government to investigate the widespread lawlessness along the frontier in the 1870's.

William Reynolds stars as a U.S. Army Captain with Robert McQueeney as a World War II newspaper correspondent covering the 36th Infantry Division from the Salerno landings to the allies' march into Rome.

NEW SALES INCLUDE:

WEMT, Bangor; WMSL-TV, Decatur; KIEM-TV, Eureka; WSMS-TV, Ft. Lauderdale/Miami; KHOL-TV, Holdredge/Kearney; KTVM, Medford; WWOM-TV, New Orleans; KPHO-TV, Phoenix; KRCC-TV, Redding; KZAZ-TV, Tucson/Nogales.

NEW SALES INCLUDE:

WMSL-TV, Decatur; KIEM-TV, Eureka; WSMS-TV, Ft. Lauderdale/Miami; KTVM, Medford; KRSD-TV, Rapid City, S.D.; KRIV-TV, Redding; KOLO-TV, Reno; KELO-TV, Sioux Falls, S.D.; KZAZ-TV, Tucson/Nogales; KRGV-TV, Weslaco.

presents

OVER 300 GREAT TV CARTOONS



FIRST-RUN TELEVISION SERIES



THE PROFESSIONALS

13 half-hour TV SPORTS SPECIALS in COLOR highlighted by 23 Pro-Stars from Basketball with Wilt Chamberlain to Rodeo with Larry Mahan.



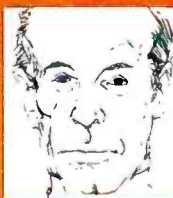
MARINE BOY

78 exciting half-hour underwater adventures in COLOR starring Marine Boy, Neptina and Splasher.



COUNTRY MUSIC HALL

26 swinging Country & Western half-hours in COLOR hosted by award-winning recording star, Carl Smith.



BOSTON SYMPHONY ORCHESTRA

26 one-hour TV CONCERT SPECIALS featuring conductors Erich Leinsdorf, Charles Munch, William Steinberg, Richard Burgin, Aaron Copland.



MAN IN SPACE

6 one-hour TV SPACE SPECIALS (5 in COLOR) about America's trip to the moon and its consequences. Produced with the cooperation of the United States Air Force and NASA.



NIGHT TRAIN

26 one-hour rhythm and blues variety programs showcasing today's big Nashville sound.

The Flappers and The Family in TWO SPARKLING OFF-NETWORK SERIES

THE ROARING 20's

DURS

Dorothy Provine, May, Rex Reason, nson and capturing idcap magnetism mormal era of 's, jazz and 'tion.



ROOM FOR ONE MORE

LF-HOURS

Andrew Duggan, McCay, Ronnie imothy Rooney in family comedy upon Anna Perrot jest-selling nd the Bros. Seven Arts picture hit.



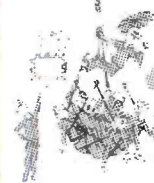
THEMATIC STRIP PROGRAMMING IN 129 OFF-NETWORK HIT COMEDY HALF-HOURS

F TROOP



65 HALF-HOURS

MISTER ROBERTS



30 HALF-HOURS

NO TIME FOR SERGEANTS



34 HALF-HOURS

The Army, Navy and Air Force provide the theme for these proven 129 half-hours of off-network comedy entertainment. MISTER ROBERTS and NO TIME FOR SERGEANTS, based on the Broadway and motion picture boxoffice hits, join the hilarious antics of television's own smash success, F TROOP, for a winning across-the-board programming combination.



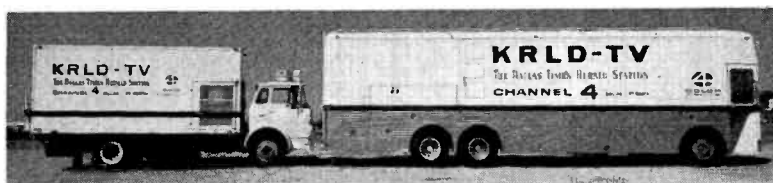
Warner Bros.-Seven Arts

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



Technical know-how plus the most sophisticated television equipment available are incorporated in Channel 4's studio facilities and color tele-production cruiser. To keep ahead of the times, KRLD-TV will soon receive the *First* computer-controlled HS-200 Teleproduction System in our area, a marvel that will allow us to perform high band color editing faster, easier and more economically than film. Contact PREMIER TELE-PRODUCTIONS for your next video-tape requirement. You'll enjoy the best!

PREMIER TELE-PRODUCTIONS



**DIVISION
OF KRLD-TV
DALLAS**

(214) 742-5711

Reverse twist

There could be revival this week of six-year-old proposal that television networks submit programs to clearance by National Association of Broadcasters code authority. If so, networks will probably resist it as strongly as they did at first. Proposal was first made in March 1962 by Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, who was outraged by episode of ABC-TV *Bus-Stop*. It is Senator Pastore who has called new hearings on television violence for this week (see page 25).

Back in 1962 NAB itself, under presidency of LeRoy Collins, tried to get networks to clear with code. Under present presidency of Vincent T. Wasilewski, association will take opposite approach. In testimony at Pastore hearing next Wednesday (March 12), NAB is expected to argue that program responsibility belongs to individual licensees, including networks which are licensed through their owned stations.

Some relief

FCC Chairman Rosel H. Hyde intends to move fast in effort to ease some of worries now besetting broadcasters about competing applications being filed for their facilities. What he has in mind, as he hinted to Senate Communications Subcommittee last week (see page 23), is proposal to set cutoff date after which new applications for occupied facilities could not be filed. (New application for Los Angeles channel 4, now occupied by NBC's KNBC-TV), was filed in February, two months after NBC's license had expired—and as commission was completing review of allegations against NBC that had caused deferral of action on renewal application.)

Although Chairman Hyde was not specific, it's believed he hopes to have proposal before commission for consideration this week or next. Proposed rule, presumably, would set cutoff date certain number of days after renewal application is filed.

Co-op conversion

Station Representatives Association's drive to convert manufacturers' co-op advertising money into spot TV and radio budgets is gathering steam. Idea is to get manufacturers to take co-op allowance set aside for retailers—who spend bulk of it in newspapers anyway—and let their own agencies use it to produce and place strong commercials with “store tags” at end showing or

telling where brands may be bought locally (BROADCASTING, July 22, 1968). Project is headed by Nathan S. Lanning, formerly of Burlington Industries, who launched it for SRA in January 1968. In addition to dozen or so manufacturers who used plan last year, 20 are already committed for 1969, with budgets ranging from \$15,000 to \$750,000 or more. And 13 of those 20 were not in spot broadcasting before.

Going home

Henry Loomis, business executive, educator and scientist, shortly will be appointed number-two man in United States Information Agency under Director Frank Shakespeare, former CBS executive. Mr. Loomis, who worked in Nixon campaign last year, was director of Voice of America, 1958-65, and deputy commissioner of education in Department of Health, Education and Welfare until 1966.

Birth control

With pressure beginning to build up from broadcast representatives, FCC is expected to start move soon on rule-making aimed at drastic revisions of its AM allocations rules. Commission clamped freeze on AM applications in July, when it issued notice of proposed rulemaking (BROADCASTING, July 22, 1968) and in recent weeks commission staff and members have been getting calls from outside wondering when proposed rules would be issued.

Preliminary draft has been completed. It would virtually rule out new service in all but underserved areas. Conceivably, however, commission would simplify present processing procedures without, at same time, opening door to raft of new applications. Principal reason commission undertook revision of AM allocation rules was that processing of AM applications was considered excessively costly in terms of contributions new stations would make to gross national product.

EVR customers

CBS electronic video recording system, publicly demonstrated on West Coast last week, now seems to be rolling into high gear with announcement expected this week at Washington demonstration that major life insurance company will purchase more than 1,000 EVR players over next three years for training purposes. Installation will be made in company's agencies throughout country, with current video-tape and film training programs converted to EVR

cartridges.

Also at Boston demonstration of EVR system, scheduled for March 25, another new customer will be revealed who is said to be of “innovative” nature. Meanwhile, Motorola Inc., which has manufacturing and marketing rights from CBS for EVR player in U.S. and Canada, is hopeful of being in production on players by second quarter of 1970, with shipments by July 1 of that year.

Spot programing

Underscoring trend toward advertiser-identified syndicated programming (BROADCASTING, Feb. 24), Top Value Stamps Inc., Dayton, Ohio, will sponsor one-hour *Glen Yarborough Show* in 89 markets, starting next month. Music special was produced by Ed Sullivan Productions and elements of programs were assembled by Storer Program Sales, which is handling syndication in other markets. Top Value Stamps arranged for direct placement of special.

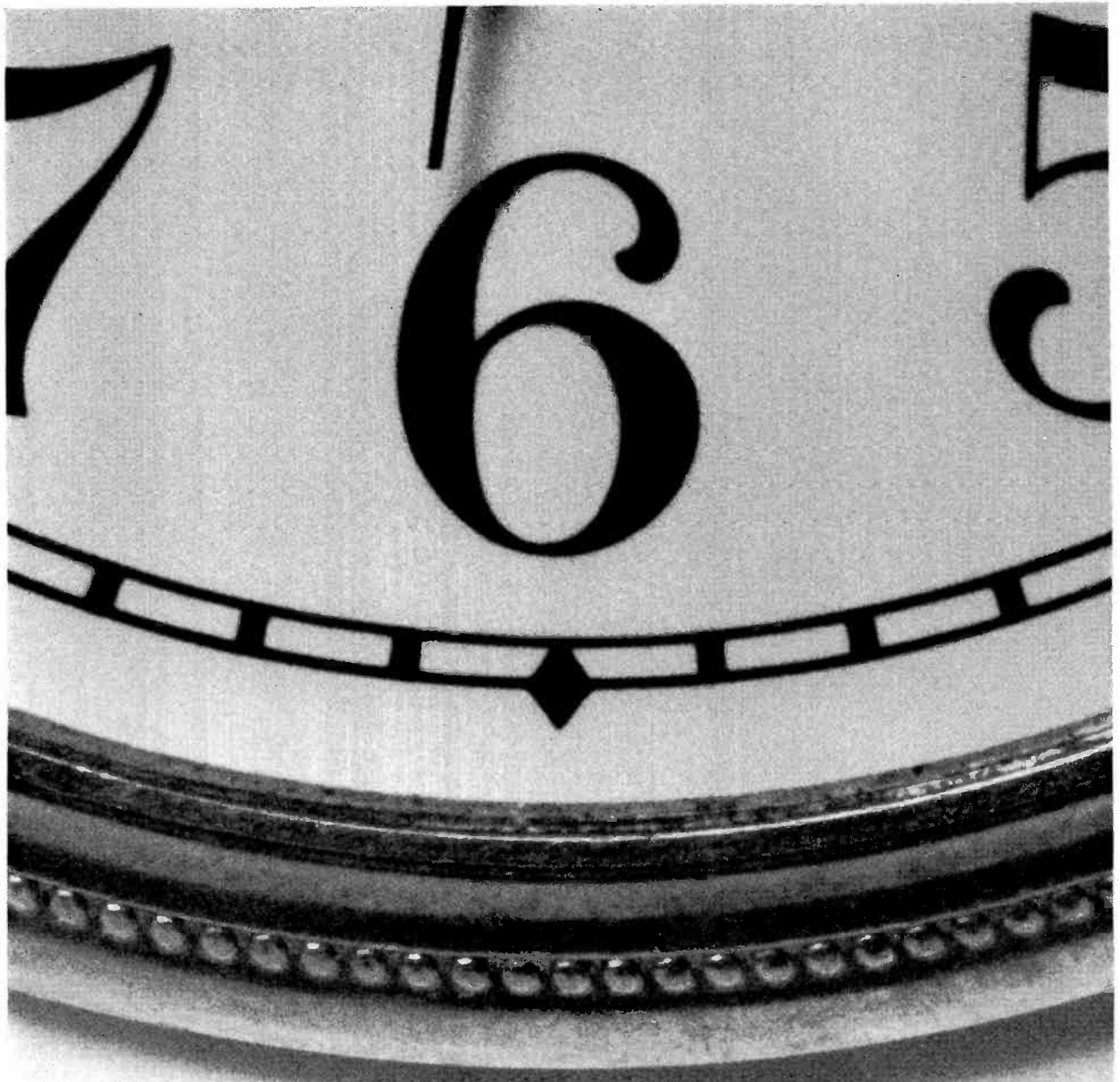
Try again

FCC appears to be having tough time disposing of protests against sale of WGKA-AM-FM Atlanta to Strauss Broadcasting Co. Atlantans, worried about losing WGKA's classical-music format, opposed sale last summer, then filed petitions for reconsideration after it was approved in August (BROADCASTING, Sept. 2, 1968). Strauss switched to middle-road format in October. After reconsideration for weeks, commissioners last week took unprecedented step of asking Strauss to make further effort, by “more comprehensive survey or other method,” to ascertain that its program proposals will best serve community's needs and interests.

Some of heat may have gone out of controversy in last few months. WOMN Decatur, Ga., daytimer that covers at least part of Atlanta service area, switched to all-classical format on Christmas morning.

Front money

Broadcast Pioneers Educational Fund is getting off to lively start. Following Westinghouse Broadcasting's \$50,000 contribution (BROADCASTING, March 3) WGN Continental Broadcasting has made \$30,000 pledge toward \$750,000 fund to sustain reference center and library to be equipped on first floor of new National Association of Broadcasters' building in Washington. Ward L. Quaal, president of WGN Continental, is co-chairman of BPEF drive.



WE'VE JUST STARTED SOMETHING WE'LL NEVER FINISH.

On the morning of March 10 at 6:00, WTOP Radio in Washington started covering the news around the clock. Nonstop. Continuously.

Not just news reports. News that takes form; has a "before" and a projected "after." News that listeners can understand. Form opinions about. News like nobody's ever heard on the radio before.

**WTOP RADIO
NONSTOP NEWS**
A Post-Newsweek Station

FCC Commissioner Nicholas Johnson, on Capitol Hill along with five other commissioners, draws fire from several congressmen for allegedly soliciting challenges to existing licensees and generally "agitating trouble." See . . .

A break on strike applications? . . . 23

Major investigation of violence in TV programing will be conducted by surgeon general of U. S., at request of Senator Pastore (D-R.I.). Study will resemble surgeon general's previous inquiry into smoking and health. See . . .

Is TV guilty until proven innocent? . . . 25

Cost of prime-time commercial minute will go as high as \$65,000 next fall, with programs such as 'Laugh-In,' 'Mission: Impossible,' and 'Mayberry RFD' commanding maximum price. See . . .

Asking price of network minutes . . . 30

WFLD-TV Chicago goes to Metromedia for over \$10 million—biggest UHF sale ever—while Post-Newsweek Stations also get into trading game with \$18-million purchase of WLBW-TV Miami and WCKY Cincinnati. See . . .

Metromedia, Post-Newsweek expand . . . 40

Another challenge to things as they are: Group of wealthy Boston businessmen, under the name Community Broadcasting of Boston, files competing application for RKO General's WNAC-TV (ch. 7) Boston. See . . .

Another Boston channel under siege . . . 46

WHDH tangle gets still more complex with new filings by competing applicants and FCC's Broadcast Bureau—including plan for interim operation of station by all applicants, submitted by Charles River Television Corp. See . . .

Interim operation for Boston's WHDH? . . . 51

Special Report describes headaches of owning and operating mobile units. It's poor economics for most individual stations, but there are ways to beat and profit from the problem. See . . .

The high cost of wheels for TV . . . 56

Broadcast coverage of upcoming baseball season takes clearer shape. Washington Senators get radio outlet and wild menagerie of TV color commentators; new Montreal team gets "local" coverage that's really national. See . . .

There's joy in two Mudvilles tonight . . . 64

Former FCC chairman Newton Minow, now a CBS lawyer, confronts present commissioners in oral argument over questions of ethics and judgment raised by WBBM-TV's film of a marijuana party. See . . .

Dilemma over definition of ethics . . . 66

Broadcasting stocks drop even faster than most in generally bearish February, with CATV stocks leading the plunge. Among few that bucked the downward trend are RCA, 'Boston Herald-Traveler,' Wells, Rich, Greene. See . . .

Bears have upper hand in market . . . 70

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	30
CHANGING HANDS	44
CLOSED CIRCUIT	5
DATEBOOK	14
EDITORIALS	94
EQUIPMENT & ENGINEERING	67
FATES & FORTUNES	75
FOCUS ON FINANCE	70
FOR THE RECORD	78
INTERNATIONAL	55
LEAD STORY	23
THE MEDIA	40
MONDAY MEMO	18

OPEN MIKE	16
PROGRAMING	64
PROMOTION	68
SPECIAL REPORT	56
WEEK'S HEADLINERS	10
WEEK'S PROFILE	93



Broadcasting

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING YEARBOOK, published every January, \$11.50 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Department, 1735 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new address plus address label from front cover of the magazine.



It's our Washington Birthday!

**WGN's Washington News Bureau celebrates its 5th year
as the Midwest's direct line to news makers**

Since WGN opened its own Washington News Bureau, people in the Midwest have had a better picture of what's going on inside Washington. Bureau Chief Bob Foster and his staff are on the spot covering national and international news as it breaks. And, in particular, providing special coverage of news that affects the Midwest. The extra service for our audiences in Chicago, Denver and Duluth is another example of the service provided by...

WGN CONTINENTAL BROADCASTING COMPANY

Serving Chicago: WGN Radio and WGN Television / Duluth: KDAL Radio and KDAL Television / Denver: KWGN Television

Admen off Senate hook

In unexplained turnabout, advertising industry association leaders aren't being invited to this Wednesday's violence session before Senate Commerce Committee (see page 25). Hearing will be all-broadcaster confrontation with senators and U. S. surgeon general.

Advertising spokesmen may still be called at later date, it was confirmed Friday (March 7), if it develops that surgeon general feels that sponsor pressures are fundamental to problem to be studied.

National Association of Broadcasters accepts premise that broadcasters are fully responsible for programing practices. NAB President Vincent Wasilewski expects to have relatively brief statement promising full cooperation with study.

Committee's initial interest in appearance of Howard Bell, president of American Advertising Federation, was thought to have involved Mr. Bell's earlier broadcasting service. He was present at 1962 meeting in Senator Pastore's office, as assistant to then NAB President Leroy Collins, at which, according to senator last week, promises were made that weren't kept. Later, Mr. Bell was director of NAB Code Authority.

Meanwhile, long-time adversary of violence on TV, Senator Thomas J. Dodd (D-Conn.), declared Friday (March 7) it is "high time for action."

On Senate floor and in letter to Health, Education and Welfare Secretary Robert H. Finch, Senator Dodd offered transcripts from Senate Juvenile Delinquency Subcommittee hearings held seven years ago, stressing that since then "nothing has been accomplished . . . if anything, there is more violence, more mayhem."

AFTRA strikes WNEW-AM-FM

Members of American Federation of Television and Radio Artists called strike against WNEW-AM-FM New York Friday (March 7) but on-air operations continued with use of supervisory employees. AFTRA contract expired Feb. 1. Twenty AFTRA employees walked off their jobs and eight members of Writers Guild of America refused to cross picket lines. Union said main issues were parity of FM employees with those of AM, particularly in news area; higher wages for newsmen and improved working conditions.

Station spokesman said wages did not constitute critical demand and said it was union's insistence on additional

news personnel and reduction in workload. He said "readers-writers" now earn from \$435 to \$475 per week and station has offered increase of \$40, spread over three years. Union insists that WNEW's news scale to be same as one recently negotiated at WINS New York, calling for \$65 increase over three years.

Advertising vs. FCC

FCC's proposed ban on cigarette advertising over broadcast media strikes at heart of "the basic business-advertising relationship," according to chairman of major agency.

Ernest W. Jones of MacManus, John & Adams Inc. said in speech prepared for delivery today (Mar. 10) to Phoenix Advertising Club that potential of commission's decision is "so disastrous" that those in advertising should "band together in protest."

Mr. Jones identified himself as non-smoker with no stock in broadcast or tobacco industries, and as head of \$40-million agency with no cigarette accounts. His interest, he said, was as businessman "greatly concerned about the right of business to sell a legal product in a legal manner."

Problem should not be regarded as provincial squabble between tobacco, TV and FCC, Mr. Jones said. "Constitutional rights are neither selective nor negotiable," he argued. "And in the wonderful world of bureaucracy nothing succeeds like success."

"If the voice of legitimate business can be stifled in this manner, I wonder what product or business will be next obliterated by a statistical shadow," he said.

Annenberg confronts Senate

Walter Annenberg, president of Triangle Publications Inc., group publisher and station owner, ran into complications stemming from his media holdings during Senate Foreign Relations Committee hearing Friday (March 7) on his nomination by Nixon administration to be ambassador to Great Britain. But that same power was cited by Committee Chairman J. William Fulbright (D-Ark.) as best reason why Mr. Annenberg's nomination should have clear sailing in committee.

Thoroughly aired during hearing were charges that Mr. Annenberg had used his communications empire unfairly in Pennsylvania political campaigns. Issues had been raised in syndicated columns by Drew Pearson and Jack Anderson.

Under committee questioning, Mr. Annenberg flatly rejected criticisms raised in columns, added that he had not contributed financially to political campaigns, either. Specifically denied was any contribution to Nixon campaign. His wife, however, had contributed \$2,500 to that campaign, it was noted. Broadcaster-publisher told committee he saw no conflicts of interest stemming from his financial holdings, but that he plans to resign directorships he holds in wide range of industries, put his securities in trusteeship and refrain from active editorial direction of broadcasting and publishing properties.

Triangle stations are WFIL-AM-FM-TV Philadelphia; WNBZ-AM-FM-TV Binghamton, N. Y.; WFBG-AM-FM-TV Altoona, Pa.; WNHC-AM-FM-TV New Haven-Hartford, Conn.; WLYH-TV Lancaster-Lebanon, Pa., and KFRE-AM-FM-TV Fresno, Calif. The firm also publishes newspapers and magazines, including two Philadelphia dailies and *TV Guide*.

Chairman Fulbright suggested that Mr. Annenberg's confirmation to Court of St. James should be approved with out difficulty. Alluding to presence on committee of several senators from eastern-seaboard states, he said, "after all, he owns all those newspapers and television stations."

Committee and full-Senate approval could come this week.

Ethnic news network set

Soul News Network, new service designed to provide audio feeds to ethnic radio stations, announced Friday (March 7) it had begun service to seven stations.

Service, which originates from Washington, was created by Chris Cutter, former VISTA volunteer. It will concentrate on news and personalities of interest to minority groups.

Initial station list includes WLIB New York; WAOK Atlanta; WJLB Detroit; WAWA Milwaukee; WEUP Huntsville, Ala.; KNOK Fort Worth, and KAPE San Antonio, Tex.

NCCB finding funds

National Citizens Committee for Broadcasting plans to issue report on long-range financing for public broadcasting within next two weeks, meet with FCC in Washington March 11-12 and carry on other projects, thanks to grants from two outside organizations and donations from members, industry sources reported Friday (March 7). Spokesman for William Benton Foundation said

Week's Headliners



Mr. Northcross



Mr. Rich

Samuel Northcross, formerly VP and national director of broadcast, Foote, Cone & Belding, New York, joins Norman, Craig & Kummel there next week as senior VP and management executive. Mr. Northcross has 20 years in agency business, including 15 with William Esty Co. where he was VP in charge of broadcast and account supervisor on Salem cigarettes. He interrupted his FC&B service for a year in 1965 to serve with MCA as VP in charge of New York office.

Russell Stoneham, director of night-

time programs for CBS-TV, New York, appointed director of program development for MGM Television, Culver City, Calif. Mr. Stoneham will be based on West Coast, where he previously spent three years as director of program development for NBC-TV. He was also associate producer of *Playhouse 90* series for four years and directed such shows as *Climax*, *Studio One*, and *Front Row Center*.

Lee M. Rich, senior VP in charge of media services, Leo Burnett Co., Chicago, resigns (continuing as consultant) to form own feature film and TV production company, Lorimar Productions, Beverly Hills, Calif. (see page 66D). Mr. Rich was with Leo Burnett since 1967. Previously, he spent two years as president of Mirisch-Rich Productions, Hollywood-based producer of *Rat Patrol* and *Hey, Landlord* series. Mr. Rich was with Benton & Bowles, New York, for 13 years, leaving there as senior VP in charge of media management. He will be president at Lorimar.

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

two-year grant of \$200,000 had not actually been made, but board was "favorably disposed" and was just waiting for details on expenditures from committee. Committee confirmed that Consumers Union had donated \$5,000, and estimated various members had sent about \$10,000 so far.

Committee's executive director Ben Kubasik said budget proposals had not been presented to foundations, but would be soon, and appeals were being made to "mass constituency" and other sources. Committee's financial difficulties were revealed last month (BROADCASTING, Feb. 24).

How 'bout that, sports fans?

ABC's *Wide World of Sports* will indulge in worldwide sport of "girl-watching" with its March 22 presentation of international bikini/sports competition from Rosarito Beach, Mexico.

Sixty girls will demonstrate their prowess in three sports and their face, figure, charm, poise and personality in bikini beauty pageant in two-part competition. The sports include swimming, diving, basketball, shooting accuracy, gymnastics, archery, trampoline, motorcycle riding, horseback riding and dune-buggy driving.

Girls from eight countries will join predominantly American entry list. Prizes include contract for one motion picture and acting scholarships

LNA shows network gains

Leading National Advertisers reported Friday (March 7) that network TV revenues for January-February 1969 increased by 5% to \$290,168,100.

According to LNA, NBC-TV showed strongest increase with gain of 11.9% over January-February 1968. CBS-TV's revenues climbed by 1.9%, while ABC-TV's declined 1.2%. By day-parts, total evening showed combined network gain from \$184,964,400 to \$198,323,000 while weekend daytime and weekday dipped slightly.

O&M billings, earnings up

Ogilvy & Mather International, New York, reported Friday (March 7) net income for 1968 exceeded 1967 figure by 40 cents a share. For year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.86	\$1.46
Billings	205,254,489	179,209,499
Fee & commission income	32,041,509	28,804,161
Net Income	2,026,092	1,589,771*

* Excludes extraordinary charge of \$253,019.

Conn. ETV gets grant

Connecticut Educational Television Corp. has received \$15,000 grant from William Benton Foundation to help finance noncommercial, educational TV coverage of 1969 state general assembly. CETC has three stations (WEDH-TV)

Hartford, WEDN-TV] Norwich and WEDW [TV] Bridgeport) which have been running legislative reports twice weekly since Jan. 8 when assembly convened.

Mr. Benton, now chairman of Encyclopaedia Britannica, is former U. S. senator from Connecticut and was founder of Benton & Bowles advertising agency.

Phonevision expansion plans

Zenith Radio's Phonevision system of pay TV will be ready to go in several U.S. cities by next year, according to Joseph S. Wright, chairman of Zenith Radio Corp.

Mr. Wright says in March-April, 1969 issue of *Screen Actor*, trade organ of Screen Actors Guild, due for release today (March 10), that Zenith's next pay-TV operation will be underway "in possibly a year with other markets following. . . ." He says if systems are successful "vast additional market" will be opened for film industry because, he contends, there's "vast, lost audience" today for movies in theaters.

Citing statistics that claim that 42 million less people go to movie theaters weekly now than did 20 years ago, Mr. Wright says pay TV will serve these theater dropouts by making "it economical and convenient" for whole families to attend movies in living rooms at cost "of not more—and probably less—than the price of one admission ticket at the theater."

AFM to vote on pact

American Federation of Musicians announced Friday (March 7) it has reached agreement on new contract covering musicians on jingles and spot announcements for radio and television. Terms of agreement, which was negotiated with representatives of Association of National Advertisers and American Association of Advertising Agencies, were not disclosed pending its ratification by AFM members later this month.

More TV exports

United States TV set makers increased their exports in 1968 by more than 5,000 receivers, Electronic Industries Association is reporting today (March 10). There were 144,302 color sets sent abroad last year, valued at \$27.8 million, with virtually half of them going to Canada. In 1967, 139,127 units were exported, valued at \$23.6 million.

Home radio exports amounted to 385,129 units, worth \$4.95 million last year, compared to 253,993, valued at \$4.3 million in 1967. Auto radios totaled 258,586 units, worth \$6.6 million last year, compared to 183,205 units, valued at \$5.1 million the year before.



A Very Special Occasion



ONE HOUR TELEVISION ENTERTAINMENT SPECIALS

**NOW AVAILABLE
FIRST RUN SYNDICATION**

Join great stars as they visit
beautiful and exciting locations.

JACK JONES / VIKKI CARR in Chicago
JOHN GARY / ANITA BRYANT in Puerto Rico
BUDDY GRECO / SUSAN BARRETT in Florida.
JERRY VALE / JOANIE SOMMERS in Las Vegas
GLENN YARBROUGH in San Francisco and Hawaii

For the first time in television, eight group broadcasters—
CORINTHIAN, GENERAL ELECTRIC, GOLDEN WEST,
STORER, TAFT, TRIANGLE and WGN CONTINENTAL—are
now cooperating in the development, production and dis-
tribution of quality programming for prime time viewing.

Sold to: **CITGO**—23 markets
RAINER BEER—14 markets
TOP VALUE STAMPS—89 Markets

AND NOW...FOR THE FIRST TIME...OFFERED LOCALLY!



**Storer
Programs**
INCORPORATED

1177 Kane Concourse, Miami Beach, Florida 33154 Phone 866-0211

Why is Nancy learning



Burghart's Blair man to skate?

To keep up with Nancy. She's a time buyer at Grey Advertising, and one of the swiftest women on ice. Besides being an award-winning speed skater, Nancy holds the national women's bicycling championship. No wonder the pace of her workaday world doesn't faze her. Nancy buys TV time for active accounts, and often needs confirmations fast. That's where her Blair man comes in. Fast. Because the most extensive and sophisticated facility for gathering and analyzing broadcast information is at his fingertips...at Nancy's...and at yours. So call your Blair man. He saves one time buyer enough time to skate. What's your bag?



BLAIR TELEVISION



NOTICE TO SMALL MARKET BROADCASTERS . . .

If you don't have the time nor the writers to produce your commercials . . . we may be the answer . . .

Commercial Continuity Service will write/produce your local spots for a monthly fee of \$140 with no limit on number of commercials per month.

For stations with TWX equipment, we can have your commercial back in your office within one hour, with what type of music to use, where and when to put it in and even what record to play.

For more information please write, call, wire, or teletype—

COMMERCIAL CONTINUITY SERVICE

Suite 208/614 East Grant St.
Minneapolis, Minnesota 55404
Phone: 612/335-3401
TWX 910-576-8428

SPOTMASTER Solid-State Portable REMOTE AMPLIFIER



The RA-4CA is a lightweight, four-channel portable mixer amplifier specifically designed for remote broadcast or auxiliary studio use. It is completely self-contained and operates from either AC or batteries (switching automatically to battery operation if AC power fails); runs as long as 200 hours on low-cost "D" cells. It offers four microphone channels with master gain and P.A. feed, all controlled from the front panel. Lightweight construction (just 11 pounds with batteries), a convenient carrying handle and a snap-on front cover mean the RA-4CA can be easily set up to operate anywhere. For further information, please write or call today:

Spotmaster
BROADCAST ELECTRONICS, INC.

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

Datebook

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

■Indicates first or revised listing.

March

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—Deadline for entries and nominations for Gold Medal award of *Association of Canadian Advertisers*. Award is given each year to individual for outstanding services to, or major accomplishments in, field of Canadian advertising. Nominations should be forwarded to B. E. Legate, managing director, *Association of Canadian Advertisers Inc.*, 159 Bay Street, Suite 620, Toronto 1.

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

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—Lecture series on mass communications by *The Christophers*. Speaker: The Reverend Anthony Schillaci, O.P., Fordham University, on "Mass communications and the development of human values." Christopher Center, New York.

March 13-14—Meeting of *Arkansas Broadcasters Association*. Little Rock.

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—Annual stockholders meeting, *Boston Herald-Traveler Corp.* Statler-Hilton hotel, Boston.

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

March 18—Special luncheon meeting, *Poor Richard Club*. William A. Banks, president and general manager of WHAT and WWDB-FM Philadelphia, will be honored. Speaker: FCC Commissioner Robert E. Lee. Philadelphia.

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*. Gateway hotel, St. Louis.

March 20—*Radio Advertising Bureau* re-

gional 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—*Association on Broadcasting Standards* board of directors, membership and technical committee meetings. Sheraton-Park hotel, 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—Annual membership breakfast meeting of *TV Stations Inc.* Shoreham hotel, Washington.

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

March 25—Annual shareholders meeting, *General Tire & Rubber Co.* Akron, Ohio.

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

March 25—Annual stockholders meeting, *Gross Telecasting Inc.* Stockholders will vote on increase in authorized common stock for 2-for-1 stock split and application for ASE listing. Lansing, Mich.

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

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

■March 29—*Sigma Delta Chi* region 4 conference. College of William and Mary, Williamsburg, Va.

■March 29-30—Annual meeting of *AP Kansas Radio-TV Association*. Ramada Inn, Hutchinson, Kan.

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

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

March 31-April 4—Market planning seminar, *American Marketing Association*. AMA management center, Chicago.

April

■April 3—New deadline for comments on those portions of FCC's proposed CATV

rules dealing with questions of program origination and diversification. New deadline for comments on other portions of the rules is May 2. Previous deadline was March 3.

■April 5-6—Spring meeting, *Indiana AP Broadcasters Association*. Ball State University, Muncie, Ind.

■April 7—Deadline for comments on FCC's proposed rule that would provide for type approval of phase monitors: require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

■April 7—Deadline for comments on FCC's proposal to permit logging at remote control point of phase indications of currents in antenna towers, and to ease requirements for logging of meter indications at the transmitter.

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

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

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

April 11-12 Meeting of *Louisiana Association of Broadcasters*. Lafayette.

■April 11-12—First annual springtime conference, *Cable Television Association of New England*, Viking hotel, Newport, R. I.

■April 11-12—*Sigma Delta Chi* region 5 conference, Northern Illinois University, DeKalb, Ill.

■April 11-12—*Sigma Delta Chi* region 4 conference, Ohio University, Athens, Ohio.

■April 11-12—*Sigma Delta Chi* region 9 conference, Salt Lake City, Utah.

■April 11-19—Second annual journalism week, *Ohio University*. Speakers include: Wes Gallagher, general manager, AP; Osborne Elliot, editor of *Newsweek*; John Chancellor, NBC News; Margaret Bourke-White, *Life* photographer, and William B. Arthur, *Look* editor. Athens, Ohio.

■April 12—Annual meeting, awards banquet and news clinic, *Georgia Broadcasters Association*. Atlanta.

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

April 13-16—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Sheraton-Chicago hotel, Chicago.

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

■April 14—New deadline for reply comments on FCC's proposal to provide for carriage of subscription-television signals by CATV systems. Previous deadline was April 3.

■April 15—Annual shareholders meeting, *Plough Inc.*, Memphis.

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 by participants on a worldwide scale. Milan, Italy.

April 17—New deadline for comments on FCC's proposed rulemaking concerning establishment of FM translator and FM booster services. Previous deadline was Feb. 17.

■April 17—Deadline for reply comments on FCC's proposal to permit logging at remote control point of phase indications of currents in antenna towers, and to ease requirements

for logging of meter indications at transmitter.

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

■April 17—Deadline for reply comments on FCC's proposal that would provide for type approval of phase monitors: require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

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 18-19—*Sigma Delta Chi* region 7 conference. Kansas City, Mo.

■April 18-20—*Sigma Delta Chi* region 11 conference. Sacramento, Calif.

■April 19—*Sigma Delta Chi* region 10 conference. Seattle, Wash.

■April 19—Annual meeting, seminar and awards banquet, *Alabama AP Broadcasters Association*. Anniston.

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 21-25—Ninth annual TV newsfilm workshop, co-sponsored by *National Press Photographers Association*, *University of Oklahoma*, and *Department of Defense*. Center for Continuing Education, Norman, Okla.

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 22—Foote, Cone & Belding annual stockholders meeting to elect directors and to vote on qualified stock-option plan. Hotel Commodore, 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 25-26—*Sigma Delta Chi* region 6 conference. Minneapolis, Minn.

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 1—Symposium on "The Reardon Report and the News Media," *Massachusetts*

M&H

Researches Your Personality

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

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

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

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

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

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

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

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

M&H

McHUGH & HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011

Area Code 313
644-9200

BROADCASTING PUBLICATIONS INC.
Sol Talshoff, *president*; Lawrence B. Talshoff, *executive vice president and secretary*; Maury Long, *vice president*; Edwin H. James, *vice president*; B. T. Talshoff, *treasurer*; Irving C. Miller, *comptroller*; Joanne T. Cowan, *assistant treasurer*.

Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

TELEVISION

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

EDITORIAL

Edwin H. James, *vice president and executive editor*.
Rufus Crater, *editorial director* (New York).
Art King, *managing editor*.
Frederick M. Fitzgerald, Earl B. Abrams, Leonard Zeldenberg, Sherm Brodey, F. Martin Kuhn, *senior editors*.
Joseph A. Esser, Robert A. Malone, *associate editors*.
Alan Steele Jarvis,
Mehri Martin, Timothy M. McLean, Steve Millard, Jeffrey Olson, Sue M. Troplin, *staff writers*; Mary Ann Patterson, *editorial assistant*; Gladys L. Hall, *secretary to the editor and publisher*.
Erwin Ephron (vice president, director of media, Papert, Koenig, Lois) *research adviser*.

SALES

Maury Long, *vice president-general manager*.
Ed Sellers, *Southern sales manager*; George L. Dant, *production manager*; Harry Stevens, *traffic manager*; Bob Sandor, *assistant production-traffic manager*; Molly Dwyer, *classified advertising*; Dorothy Coll, *advertising assistant*; Patricia Wismer, *secretary to the vice president, sales*.

CIRCULATION

David N. Whitcombe, *circulation director*.
Richard B. Kinsey, *subscription manager*; Michael Cwrig, William Criger, Diane Johnson, Kwentin Keenan, Jean Powers, Suzanne Schmidt, Arbenia Williams.

BUSINESS

Irving C. Miller, *comptroller*.
Sheila Thacker; Kathleen Stanley, *secretary to the executive vice president*.

BUREAUS

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

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1946.
*Reg. U.S. Patent Office.
© 1969 by BROADCASTING Publications Inc.

Bar-Press Committee and Boston University. School of Law, Boston University, Boston.

■May 2—New deadline for reply comments on those portions of FCC's proposed CATV rules dealing with questions of program origination and diversification. New deadline for reply comments on other portions of the rules is July 2. Previous deadline was April 3.

■May 2—New deadline for comments on all portions of FCC's proposed CATV rules, except those dealing with program origination and diversification, for which new deadline is April 2. Previous deadline was March 3.

■May 2-3—Sigma Delta Chi region 3 conference. Memphis.

■May 2-4—Sigma Delta Chi region 8 conference. Lubbock, Tex.

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

■May 5—New deadline for reply comments on FCC's proposed rulemaking concerning establishment of FM translator and FM booster services. Previous deadline was March 3.

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, Pennsyl-

vania 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 9-10—Sigma Delta Chi distinguished service awards banquet and region 1 conference. Rochester, N. Y.

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

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.

■Indicates first or revised listing.

OpenMike

Gives true perspective

EDITOR: Congratulations on your weekly BROADCASTING stock index and particularly on one feature of it which is missing from financial advisory publications.

Today, when it appears that the Las Vegas dice throwers have taken over the stock markets . . . your "total market capitalization" figures should bring a lot of people down to earth.

In many of the companies which you list, it is possible to make a reasonable guess on the market value of all their assets. When the public bids up the value of a broadcasting stock to the low 40's, 900% of its low as recently as 1967, it is time to run for the showers. . . .
—William H. Rich, *Eastern Regional Broadcasters Inc., New York*.

Likes stock index too

EDITOR: Allow me to congratulate you on the BROADCASTING stock index appearing weekly in your magazine. I am sure it is a most valuable and interesting addition for many of your readers.—
Lloyd D. Loers, *station manager, KGLO-AM-TV Mason City, Iowa*.

It pays to be a joiner

EDITOR: I feel it would be appropriate from time to time to suggest that broadcasters who aren't members of the National Association of Broadcasters and their state association ought to get active in them. The more members an or-

ganization speaks for, the more effective that organization can be.

I also feel that such organizations as NAB have a dual role. One function, perhaps the most popular with members, is to ward off the undue encroachments of government. But the other, equally important, is to stimulate, educate and motivate members to do a better job. This, it seems to me, is the proper preventive medicine that would make the first function easier to perform.—
John F. Hurlbut, *president, WVMC Mt. Carmel, Ill.*

The shorter the better

EDITOR: There appears to be doubt about the premise of my Jan. 27 "Monday Memo" on "How Long Is a Mini-Movie?" and your excellent Feb. 24 follow-up, "The Tricky Art of Making 30's." You [say] Carl Ally's one-minute Vademecum toothpaste spot is a "spoof-commercial that can't be told with brevity."

But the "Monday Memo" tried to make the point that if brevity is the soul of wit, it also works the other way around. Precisely, because the Vademecum spot is a gag (and not a mini-movie), it could easily be cut to a 30, as our new creative firm would be glad to demonstrate without charge.—
Lincoln Diamant, *president, Spots Alive Inc., New York*.

(Since writing his "Monday Memo" as production supervisor for Grey Advertising, New York, Mr. Diamant has set up his own business.)



These 2 Are Exclusive

... on WMAR-TV, the only television station in the Baltimore / Maryland market featuring women's service programs ... Sylvia Scott (left) on "The Woman's Angle," Monday through Friday, 1:00 to 1:30 PM and June Thorne (right) on "The Women's Journal," 1:00 to 1:30 PM each Saturday.

They entertain women with interesting guests, celebrities, exhibits and help them with recipes, fashions and decorating ideas. These live color programs provide the perfect background for selling to the "Decision Makers" 6 days a week ... reaching women every weekday PLUS the vast audience of working women who are able to watch only on Saturday!



*No Wonder... In Maryland
Most People Watch **COLOR-FULL***

WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

Contemporary radio gets through to young America

Contemporary radio programing has helped establish the image we set out to develop when our first Arby's roast-beef-sandwich restaurant in Cleveland (fifth in the Arby's system) opened during December 1965. Today we are the largest Arby's roast-beef-restaurant franchisee in the country, with fast-food-service restaurants in Michigan, Ohio, Pennsylvania, and Florida. We project that during the next 24 months we will be operating many more Arby's roast-beef-sandwich restaurants in a four-state area. Arby's restaurants have the highest average sales volume in the fast-food carry-out field.

Our advertising budget in early 1966 was understandably small. No national advertising, or any advertising for that matter, had preceded us to identify who or what we were. We had to get off the ground fast and do it on a small budget. Our goal was to establish a climate of excitement, an atmosphere that said: "It's fun to eat at Arby's." We wanted a contemporary image in addition to telling the public that an Arby's roast-beef sandwich was great eating.

We feel we achieved this goal, and in a relatively short period of time, by our strong identification with contemporary-music stations. Not only did our then meager budget get tremendous mileage but equally important, by identifying with the pace-setting audience delivered by the contemporary stations (and tying in closely with station promotions), we developed a loyal and strong sales base.

The youthful market is mobile, it's trend-setting and it spends.

Today we draw from a broader market, which we have been able to attract through an ever-expanding promotional budget.

WIXY in Cleveland, the lone remaining contemporary radio station serving the Greater Cleveland market now, was and is an excellent example of the type of radio station we like to work with. They are imaginative and innovative along with being able to deliver a faithful audience. That's a hard combination to beat. By clearly identifying with WIXY, which we do at every opportunity, we also identify with the market they speak for and through. Moreover, by being flexible in their programing, they have provided the advertiser, who wants it, unusual promo-

tional opportunities which in turn give us effective, sales-producing results.

Unfortunately, we find that most radio stations give only lip service to their desire and willingness to cooperate in special promotions, which we find an important ingredient in developing the proper vehicle for our advertising message. It is our feeling that it does not take a great deal of talent to buy time, but it does take imagination to develop promotions that can merchandise radio—and television—spots. Wherever possible, we attempt to "showcase" our commercials through special programing.

A recent example was the Christmas parade promoted in part by WIXY. We combined with the station in sponsoring a float in the parade. The float promoted the Arby's-WIXY *Friday Night Basketball Scoreboard*. The station helped us develop a collateral promotion by conducting a contest to select 15 Greater Cleveland high-school cheerleaders to ride the float. This was done through promotional spots and newspaper advertising. We were flooded with entries; the response was outstanding. Thus, we were able to take the sponsorship of our *Friday Night Basketball Scoreboard* and build a solid promotion on top of it.

All of our radio and television commercials are provided by Arby's International. We place our commercials, both radio and TV, on stations in the Cleveland, Detroit, Toledo, Ohio, Fort Lauderdale, Fla. and Miami areas. VHF stations and, where available, UHF stations are utilized. The commercials are well done and we do not have to spend time developing the basic sales message

or preparing the necessary graphics. Therefore, we can devote all of our time to building collateral promotions. WIXY has been very helpful along these lines.

Our *Friday Night Basketball Scoreboard*, patterned after our *Friday Night Football Scoreboard*, gives progressive reports and results of all the high-school games in Greater Cleveland. The first report starts at 7:30 and there is one every 20 minutes thereafter until the wrap-up at 11:30.

Each week the individual stores receive a line-up of the basketball and/or football games, as the case may be, that are of particular interest in their neighborhoods. All of our stores have a blackboard on which the half-time and final scores are posted. These scores are called to the individual stores by the radio station.

We have sometimes been accused of devoting a disproportionate amount of our advertising dollars to the "young adult" market. However, we did so originally both because it was an easily defined market plus the fact the contemporary-music stations were able to help us design and implement programing that specifically wooed this market.

Periodically we check the effectiveness—and audience response—to our spots by offering a free premium item. The item (always a limited time offer) is varied from station and from week to week so we can zero in on who is delivering "the numbers".

We are sold on contemporary radio stations as long as they are able to be flexible in helping us carry out our advertising program.



Raymond L. Saks is the president of Arby's Northfield Systems Inc. and is Arby's largest franchisee. He bought the fifth franchise sold by Arby's and has been closely identified with and has paralleled Arby's own success story. Mr. Saks was, for many years, owner of a graphic-arts manufacturing company, which he sold just prior to going into the Arby's fast-food business. He has used his merchandising know-how to build one of the largest fast-food-franchisee operations in the country.

The town meeting began in New England

we just improved on it.

How? By offering people in New England an open forum where they can express their ideas, present their points of view, debate the vital issues of the day. A *true* town meeting where everyone gets his chance to be heard. This is the whole purpose of WEEI's *total* News/Talk/Information programming. News-oriented, open forum, timely as today's news. The kind of exciting radio that attracts listeners and *sells* products. The kind that's made WEEI Number 1 in Boston.

Number 1-ARB

Total Persons, 12+,
Average Quarter Hour,
Mon.-Sun., 6AM-12Mid.

Number 1-PULSE

Share of Audience,
Average Quarter Hour,
Mon.-Fri., 6AM-7PM

Number 1-HOOPER

Share of Audience,
Total Rated Time
Periods

JACK FROST

WEEI/BOSTON

CBS Owned • Represented by CBS Radio Spot Sales

Based on ARB, Pulse and Hooper estimates (ARB, Metro Area, October, 1968; Pulse, Metro Area, October, December, 1968; Hooper, December, 1968-January, 1969) subject to qualifications which WEEI will supply on request.

When you read **Prairie Farmer**,

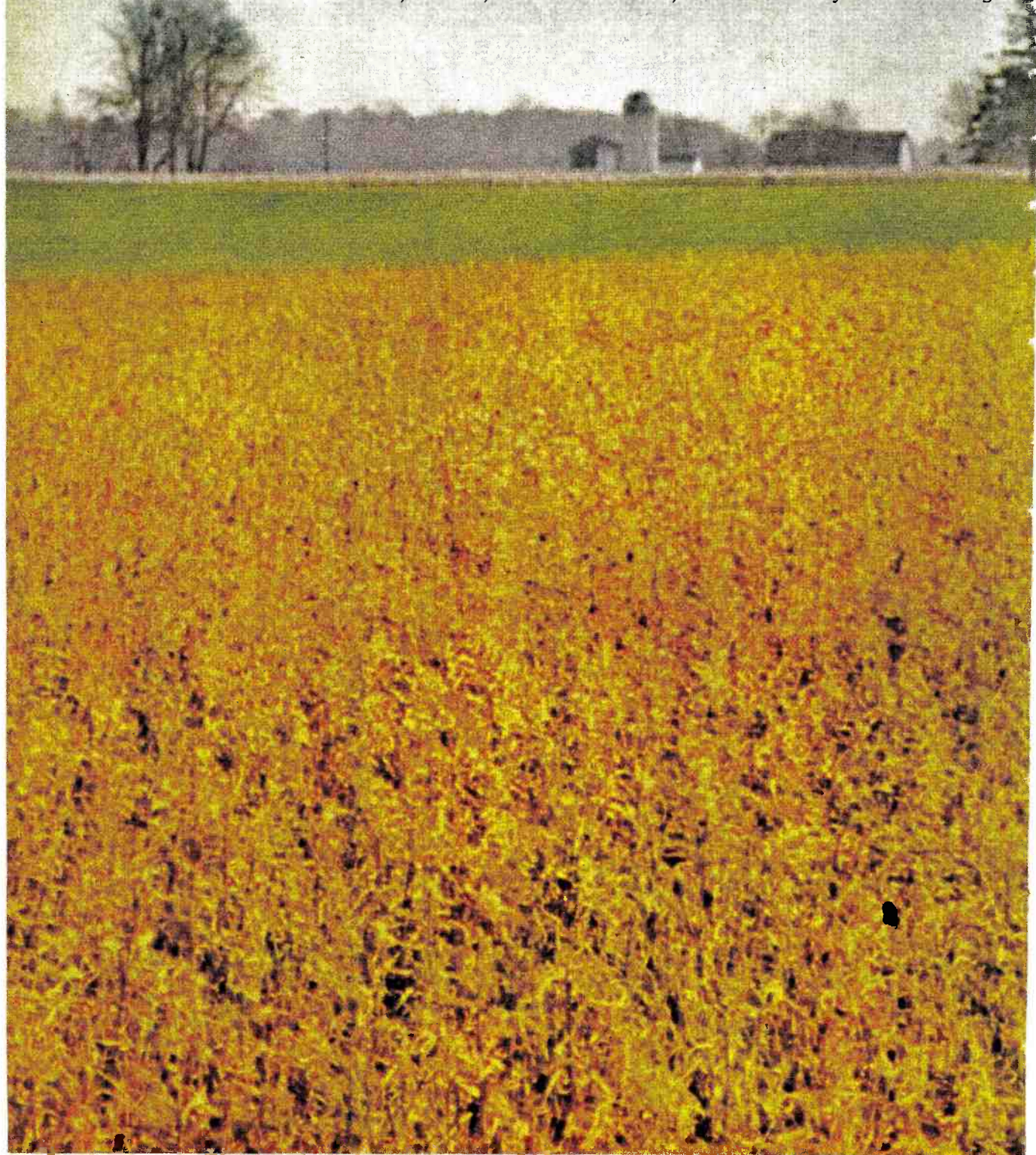
Unlikely as it may seem, the American Broadcasting Companies, Inc. is the owner of **Prairie Farmer**, the oldest farm publication in America. And we own

Wallaces Farmer and **Wisconsin Agriculturist** as well. Together, these three publications reach virtually every farm family in the Midwest — over 700,000 in all.

If you own a farm in Illinois, Indiana, Wisconsin or Iowa,

you just wouldn't be without one of these publications. They are the leaders, providing the latest scientific information and homespun advice for today's agricultural businessman and his family.

When you're learning all



you're watching ABC.

about high-lysine corn in Prairie Farmer, you're watching ABC. When you go out to the movies or play a top ten record or talk to a porpoise at Marine World in San Francisco, you're watching ABC.

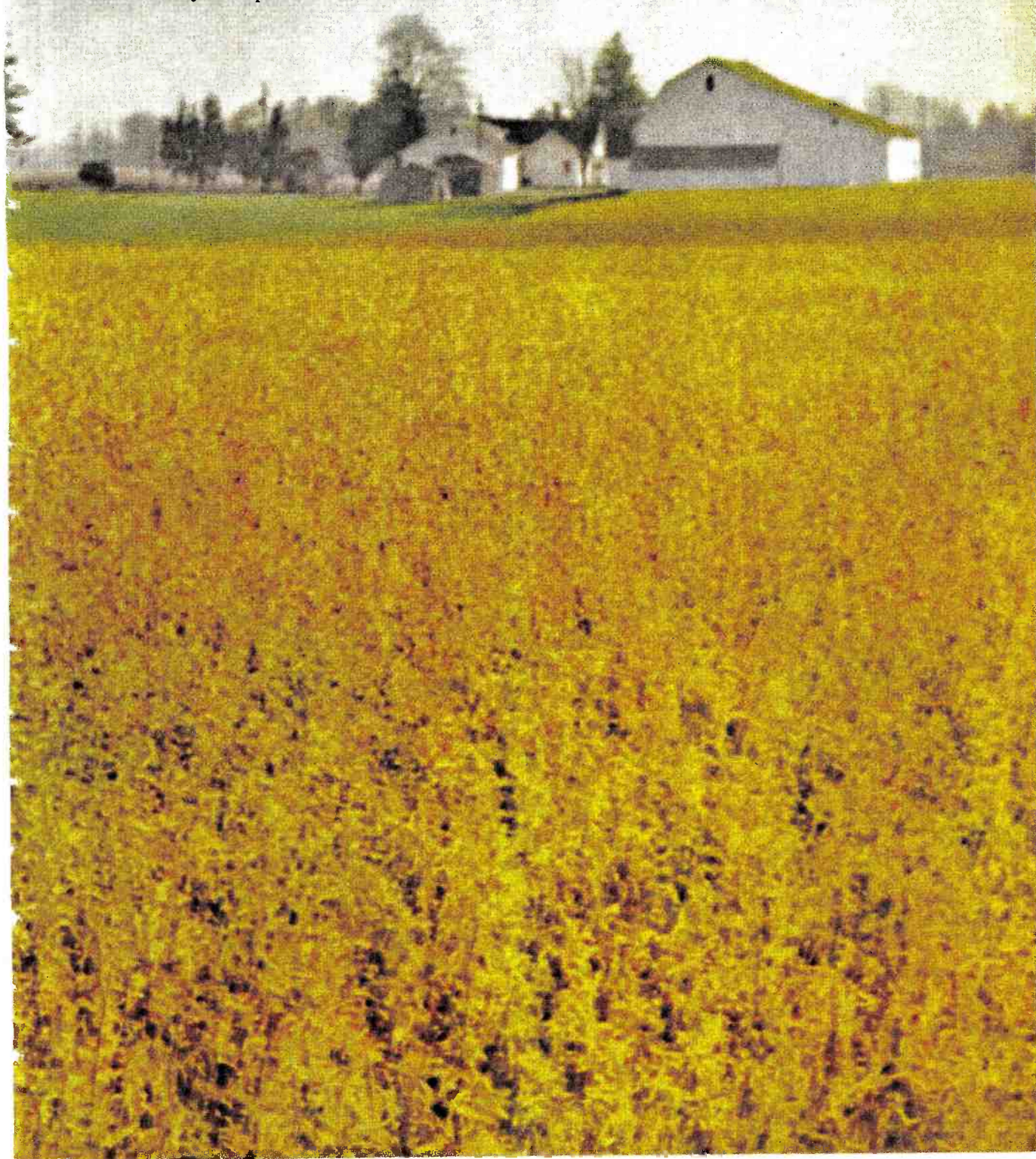
We're many companies

doing all kinds of entertaining things you probably didn't know we did. There's a lot more to the

American Broadcasting Companies than broadcasting. Watch us. We're not quite as simple as ABC.



American Broadcasting Companies, Inc.



Year After Year

(START ZOOM) Look at the last 33
ARB books back to September, 1964...

Prime Time Dominance

(CONTINUE ZOOM) and in 22 of them,
the first prime time station is....



(FULL ZOOM) WFIL-TV, the ABC
affiliate in Philadelphia. In that
four-and-a-half year period



(HOLD ZOOM) this Triangle Station
was second in only eleven books
and was never third.

Audience estimates, subject to qualification, available on request.

A brake on strike applications?

Key legislators deplore FCC role in challenges to incumbent licensees; Nick Johnson upbraided

FCC Commissioner Nicholas Johnson was told by the chairman of the Senate Communications Subcommittee last week to quit soliciting applicants to file against existing licensees at renewal time.

Mr. Johnson kept insisting he had not done so.

Senator John O. Pastore (D-R. I.), who was presiding over a hearing before the parent Commerce Committee, issued his rebuke after other senators had questioned Mr. Johnson about some of his writings and speeches.

"Apparently somebody has been agitating trouble," Senator Pastore said. "I don't think you accomplish good service by going out looking for trouble."

Although Mr. Pastore did not explicitly direct his remarks to Mr. Johnson, he made them after the commissioner had engaged in a pointed exchange with Senator Hugh Scott (R-Pa.) and had been interrogated on the same subject by Senator Howard W. Cannon (D-Nev.).

The dispute arose toward the end of day-and-a-half hearing in which the FCC was called to give an overview of its recent work and pending rulemakings. The next day the commission appeared in a shorter hearing before the Communications Subcommittee of the House.

Mr. Johnson's confrontation with the Senate started when Senator Scott said to Mr. Johnson: "You have indicated in speeches and articles that you yourself have made up your independent mind that large companies shouldn't own broadcasting stations, in effect by listing them in categories of undesirable licensees."

"BROADCASTING Magazine has made that allegation," Mr. Johnson said, "but I believe, like many of their statements, it fails to stand analysis. I have not prejudged any of these cases beyond those which have come before the commission in which I have written opinions. I have not written any magazine articles that refer to the merits of any cases that

are pending before us, although I have referred to cases that have been decided by the commission."

(A BROADCASTING editorial, in the Feb. 24 issue, cited a number of major broadcast owners that had been identified by name in an article written for *The Atlantic* by Mr. Johnson. The article constituted an attack on what he called "local and regional monopolies, growing concentrations of control of the most profitable and powerful television stations in the major markets, broadcasting-publishing combines, and so forth." The editorial also quoted a Johnson article in *Harper's* in which he commended, by name, a number of persons or groups that had filed protests or competing applications against existing licensees—several of which cases are still pending FCC action.)

Senator Scott then asked whether Mr. Johnson believed that commissioners should seek out rival applicants for licenses of existing stations.

"We have been precluded by Con-

gress from so doing in an amendment to the act," Mr. Johnson said at the beginning of a long reply.

(Legal authorities pointed out that the only amendment that might be in point was a 1952 change in Section 310[b] of the Communications Act, prohibiting the FCC from entertaining competing applications in transfer cases. The amendment makes no reference to license renewals.)

"Didn't you on a program on WRC solicit other applications for that license?" Senator Scott asked.

"That," said Mr. Johnson, "was another comment of BROADCASTING Magazine." He added that his version of what he had said on the station and in the *Harper's* article "was simply to make available to the public the information which the Senate has enacted into law and the FCC has enacted into legislation."

(According to a news story in BROADCASTING's Feb. 24 issue, Mr. Johnson, in an interview on WRC-TV Washing-

Johnson says he'll sue his segregated club

FCC Commissioner Nicholas Johnson, who has a flair for making news headlines, is spokesman for a dissident group of members who are challenging the racial policies of a segregated country club he joined some time ago.

The nine-member group at the Kenwood Country Club, just outside the District of Columbia in Maryland's Montgomery county, will file suit this week in Baltimore's Federal District Court, with the help of the American Civil Liberties Union, which has agreed to pay legal fees and other court costs. This suit will attempt to lift the club's ban on Negro guests.

Besides Mr. Johnson, the group includes Senator Frank Church (D-Idaho); Robert C. Pierpoint, CBS

White House correspondent, and Charles W. Roberts, a correspondent for *Newsweek*.

The dissidents tried unsuccessfully for several months to effect a voluntary removal of the discriminatory policy, through petitions and appeals to management and members (BROADCASTING, Sept. 23, 1968). They were told by management at one point that they should accept the will of the "vast majority" of Kenwood's members and allow the policy to stand.

Last month, however, the group notified Kenwood's owner of its intention to file suit unless the club lifted its ban within a month.

The dissidents have not yet extended their attack to the question of Negro membership in the country club. Kenwood has no Negroes among its 2,000 members.

ton, volunteered that broadcast licenses, including WRC-TV's, in Washington, Virginia and Maryland expire Oct. 1. To the audience he said, according to the transcript of the program: "You can suggest they ought not to get their license renewed or you can apply for a license yourself.")

Senator Scott pursued the question: "Would you say that on this WRC program you did not encourage by your statements or seek to encourage people to become applicants for that station's license?"

Mr. Johnson replied: "The net result of education and information is often that actions will take place that would not otherwise have. To the extent that I made information available, that is, after all, public information to members of the public who were listening to that program.

"The net result of that may be that people who are now frustrated, who do not know how to turn or how they can effectuate their rights, will know infor-

mation of Commissioner Kenneth Cox who said that the law, by creating the opportunity for rival applicants to file, in a sense encourages them.

At that point Senator Pastore broke in. "I don't think any individual who has a responsible position should go out enticing or activating or stimulating trouble in order to give the public service."

A little later Mr. Pastore added: "If the commission is indulging in that sort of activity, then the commission is derelict. I am saying that.

"But I don't think you accomplish good service by going out looking for trouble. And you don't stimulate trouble. It strikes me that some of the tactics have been exactly that."

The four other commissioners present, in answer to the same question by Senator Cannon, emphatically stated opposition to the practice of soliciting applications. Chairman Rosel Hyde spoke of judicial entrapment and the awkwardness of sitting in judgment on an

knew of no solicitation of intervention "in a particular case" and that his public utterances had been intended to distribute information to the public.

Representative Springer wasn't satisfied. "This isn't an answer, but roaming all over the place. I want the reporter to repeat the question."

When the reporter did, Mr. Johnson answered: "No."

During the Senate committee hearings, which took all day Tuesday, March 4, and the afternoon of Wednesday, March 5, Chairman Hyde presented a comprehensive survey of the commission's recent work and numerous rulemakings. Other commissioners afterward added their own comments to the record.

Aside from the discussion of solicited applications, the principal development at the hearings was the institution of a study of TV violence by the U. S. surgeon general (see page 25).

NBC studies violence, CBS ready, ABC willing

Two of the three television networks are engaged in or embarking on research programs exploring the relationship, if any, between TV violence and children. The third says it stands ready to cooperate in any appropriate study by "outside" experts.

NBC, it was disclosed last week, has committed \$500,000 to a five-year study that was designed by Dr. Thomas Coffin, its research vice president, and will be conducted under NBC supervision. Although it is set up to cover a five-year span, officials hope it will produce reportable results after about a year and at approximately one-year intervals after that.

CBS is known to be engaging in some research of its own regarding violence, but authorities said last week they were not yet in a position to discuss the work. ABC said its officials have stated publicly on several occasions that ABC will support such a study if done by outside researchers but that it thinks one undertaken by broadcasters themselves would be considered "suspect" and would not be generally accepted.

The NBC project was said to have been initiated last December by President Julian Goodman in assigning Dr. Coffin to see whether he could design a study that he thought likely to produce meaningful results. Dr. Coffin did, and the design won management approval with a five-year, \$500,000 authorization.

The study was said to call for examination of real-life viewing children and the comparison of the reactions and behavior of groups exposed to varying kinds of TV programming.



Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, presided over the parent

Commerce Committee's questioning of the FCC last week. He announced an investigation of violence on television.

mation that they did not know before and thus be in a position to take actions that they would not otherwise be able to take."

"In other words," said Senator Scott, "it is a very circuitous way to say yes."

"If you wish to so interpret it, it is your pleasure," said Mr. Johnson.

"I do," said Senator Scott.

It was later in the day that Senator Cannon reopened the subject. He asked whether Mr. Johnson thought it proper for the FCC to encourage others to apply for existing licenses.

"I believe, Senator Cannon," said Mr. Johnson, "that we have, of course, a responsibility to our licensees. I think we also have an obligation to the public at large, to viewers and licensees, to audiences that these stations serve."

Senator Cannon asked the same ques-

tion so solicited against an incumbent licensee.

Commissioner Robert E. Lee termed the practice "highly inappropriate." Commissioner James Wadsworth thought it would be "almost impossible" to operate in such circumstances. Commissioner H. Rex Lee said he would "hate to sit on a decision where one of the applicants had been encouraged to file." The only commissioner to be missed in the roundup was Robert T. Bartley, absent because of the death of his mother.

In the House Communications Subcommittee hearing the next day Mr. Johnson was sharply questioned by Representative William L. Springer (R-Ill.), ranking minority member. Mr. Springer asked whether Mr. Johnson had publicly urged the public to intervene in license renewals.

In a long reply Mr. Johnson said he

Is TV guilty 'til proved innocent?

That's how Pastore talks about violence as he asks surgeon general for study, calls network hearing

The outlines of a major investigation into the effects of televised violence will begin to take shape this week at a suddenly called hearing before the Senate Commerce Committee. The study is to be done by the surgeon general of the United States, at the prodding of an influential and exercised senator.

In concept the investigation is to bear a likeness to the surgeon general's study of smoking and health. As a direct sequel to the earlier study, the FCC has proposed to ban cigarette advertising on the air.

The violence study was precipitated last week by Senator John O. Pastore

the latter's boss, Robert Finch, secretary of health, education and welfare, were far enough along to permit the announcement of the new hearing, to be held on Wednesday, March 12.

At next Wednesday's hearing, Senator Pastore has called the surgeon general (William H. Stewart), the presidents of the three television networks (Leonard Goldenson, ABC; Frank Stanton, CBS, and Julian Goodman, NBC), the presidents of the National Association of Broadcasters (Vincent T. Wasilewski), American Advertising Federation (Howard Bell) and American Association of Advertising Agencies (John Crichton), and the director of the NAB

study would be undertaken came before he received an official letter from Senator Pastore requesting the action. The Pastore letter, which is to be released this week, was understood to have called for the naming of a panel made up of representatives of various professions to devise techniques and conduct a study under the surgeon general's supervision. The study is to help determine whether there is a causal connection between televised violence and antisocial behavior by individuals, especially the young. A report would be submitted to the subcommittee within one year from the letter's date, March 5.

The letter is said to point up the parallel between the proposed violence study and the similar approach taken with the smoking-health problem.

Central to Senator Pastore's surgeon-general approach is an effort to devise a method of applying legal pressures on broadcasters to modify, preferably through self-regulation, programing



The six FCC members who appeared before the Senate Commerce Committee were (l-r) Nicholas Johnson, Kenneth Cox, Chairman Rosel Hyde, Robert E. Lee, James Wadsworth and H. Rex Lee. Robert Bartley, was absent because of his mother's death (see page 77). Next day they lined up before the House Communications Subcommittee.

worth and H. Rex Lee. Robert Bartley, was absent because of his mother's death (see page 77). Next day they lined up before the House Communications Subcommittee.

(D-R.I.), chairman of the Senate Communications Subcommittee, while he was presiding at hearings of the parent Commerce Committee. The hearings had been called to review the current work of the FCC.

A clue to Senator Pastore's intentions came at the opening of the hearings last Tuesday morning (March 4). At that time the senator said that he was especially concerned about the incidence of violence in television programing and observed that he had wondered whether it would be fruitful for the surgeon general to make a study of its possible effects on mental health.

As the hearings progressed, Mr. Pastore returned to the subject several times, although other matters were under discussion. By the opening of the Wednesday-afternoon session his negotiations with the surgeon general and

Television Code Authority (Stockton Helffrich).

This week's appearance will be the network presidents' second command performance in Washington on the subject of violence. They testified before the President's Commission on the Causes and Prevention of Violence late last year (BROADCASTING, Dec. 16, 1968).

HEW Secretary Robert Finch, appearing before the House Public Health and Welfare Subcommittee before the Pastore announcement on Wednesday, told that panel's chairman, Representative Paul Rogers (D-Fla.), that he hoped to have just the sort of study that Senator Pastore was proposing under way within 10 days to two weeks. He said one difficulty was choosing an impartial panel to conduct the inquiry.

Mr. Finch's confirmation that the

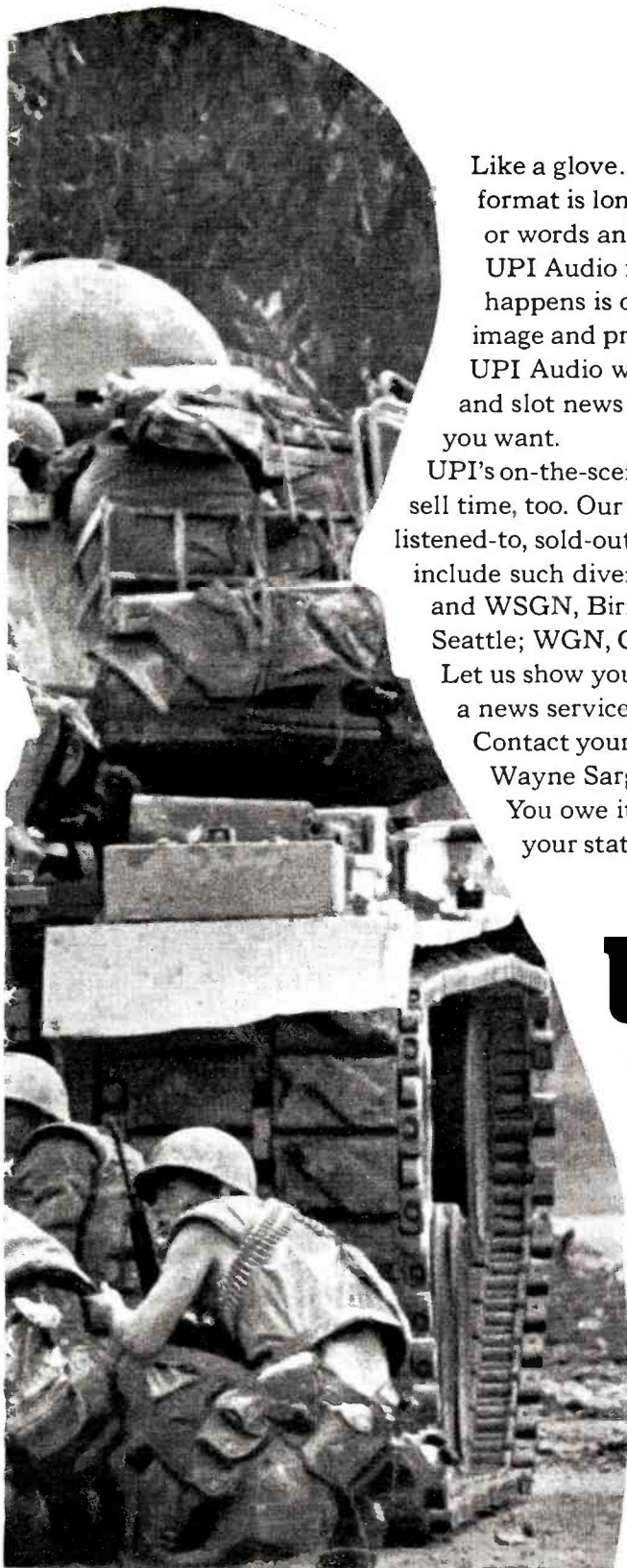
practices in both news and entertainment. Senator Pastore made it clear that contriving a scheme of governmental regulation that would square with the freedom-of-the-press provisions of the First Amendment had stumped him and almost everyone else who had responsibly searched for a solution.

One exception, as it turned out, was FCC Commissioner Nicholas Johnson, who told Senator Pastore that he felt he could draft a constitutionally acceptable statute. He preferred not to, however, he told the senator, who had already been made testy by some of Commissioner Johnson's previous contributions (see page 23). Mr. Johnson said one approach might be to require the networks to devote a minimum percentage of their programing to "public service" that would be unsponsored.

"I'll be frank with you," Senator

**What a fit-
your image and
our news!**





Like a glove. Like a *comfortable* glove! Whether your format is long hair music of the Beatle or Beethoven variety or words and music for the whole family... you name it—UPI Audio fits it. The authentic sound of news as it happens is *ours*. And as one of our subscribers—a brighter image and profit picture will be *yours*.

UPI Audio will give your station the independence to select and slot news in the style...at the time...in the amount you want.

UPI's on-the-scene sound will really help your station sell time, too. Our more than 400 Audio clients are the most listened-to, sold-out stations in their markets. They include such diverse programming as KFRC, San Francisco, and WSGN, Birmingham; KPOL, Los Angeles and KIXI, Seattle; WGN, Chicago and WOR, New York.

Let us show you how simple and profitable it is to work with a news service that knows its way around radio.

Contact your UPI Regional Executive or Wayne Sargent, VP for Sales, N.Y. And don't put it off. You owe it to your listeners, your image, your station's future.

UPI AUDIO the sound of news everywhere

United Press International
220 East 42nd Street, New York, N. Y. 10017
(212) MU 2-0400

Pastore told Commissioner Johnson. "I've stayed awake nights trying to come up with an answer to the problem. It strikes me that the industry has to do it itself if it wants to maintain the respect of the public."

Earlier Senator Pastore had tongue-lashed broadcasters on the need for more effective self-regulation. The outburst came shortly after CBS Inc. President Frank Stanton, in Washington on another purpose, dropped into the standing-room-only hearing chamber, along with the new president of the CBS Broadcast Group, Richard Jencks, and stood in a highly visible position at the rear of the room.

"The one thing that has aggrieved me," said the senator, "has been the recklessness, and I use the word advisedly—I don't want to say dereliction—but the recklessness on the part of the networks, and it is fundamentally the networks. . . ."

One of his points was that networks, for competitive security reasons, wouldn't allow affiliates to preview network fare for acceptability. "I had the networks in my office not too long ago [almost seven years ago, it turned out]. I told them that this is one of the responsibilities of the industry—to so regulate themselves to bring about a proper restraint on this violence that

would not do harm and injury to the American people.

"Well, there are a lot of promises made. What happens? The networks are absolutely reluctant to have the broadcasters view one of their products before it goes on the air. . . . But there it is again—the rivalry and the money in this big money-making industry. . . .

"Now it strikes me that the industry—and I am saying this for the benefit of the industry today—they ought to get on their toes and they ought to begin doing something about this. The American people are disturbed about this violence and we have some very serious constitutional questions. . . .

"I think the responsibility is on the industry. I want to say here this morning that they have not lived up to that responsibility and they have not kept the promises that they made to me."

During a later exchange with Commissioner Johnson, Mr. Pastore struck the same theme: Broadcasting's present self-regulation was inadequate. "A rule can't do it," he told the commissioner. "The industry can do it. They do have a code, but they might as well not have a code at all. . . . Broadcasters have a job to do, beyond concern for the interest of the stockholders. There is a responsibility to the public. I think they can do a wonderful job on their

own. . . . Here we are fussing over TV and they could correct it overnight if they wanted to."

On the first day of the Senate hearing Senator Vance Hartke (D-Ind.) also delved into the violence question, urging several times that the Communications Subcommittee take the lead in investigating the effects of televised violence. It was during an exchange with Senator Hartke that Senator Pastore agreed that the Senate should not necessarily wait for the report of the President's Commission on Violence, which has also been studying effects of the mass media on a climate of violence.

But without tipping his hand on the following day, Senator Pastore observed that "we don't have expert opinion, and we should have the highest authority," similar to the findings of the surgeon general on cigarettes, so that policy could be implemented on medical effects—"proof positive."

The problem, he added, "is fundamental. Control over program formats amounts to censorship. I used to say the industry had achieved maturity, but today the situation has gotten completely out of hand."

In the House Communications Subcommittee hearing the following day (see page 23) Chairman Torbert H. Macdonald (D-Mass.) pressed Chairman Rosel Hyde on whether the commission "would be constrained" to act in a similar manner as it had in proposing a ban on cigarette advertising if the surgeon general after an appropriate study was to find that violence on television was harmful. Chairman Hyde replied that the commission "would definitely have to take a look at it," but that the commission's action in this area would raise complex constitutional questions regarding free speech.

Chairman Hyde later said he had hopes for a "voluntary solution to the problem" coming from the broadcast industry; however, he felt that TV violence was a "very difficult area to regulate." The commission would be fully prepared to cooperate in lending assistance to the proposed study by Secretary Finch, he added, if the agency were asked to do so.

Media reports:

Joins CBS ■ CBS Radio on March 1 added WUOK Cumberland, Md., as an affiliate. The station was an ABC American Information network affiliate. WUOK, owned by the Reams Communications Corp., is on 1270 kc with 5 kw daytime, 1 kw night time.

Moving time ■ American Research Bureau's Los Angeles office has moved to 4311 Wilshire Boulevard. Telephone is 213/931-1307. Clay Braun is manager. Clients in Colorado, Montana and Wyoming are now covered by the company's Chicago sales office.

Surgeon general starts cranking up his study

Dr. William H. Stewart, U.S. surgeon general, has put a mental-health specialist to work drafting proposals for a study into the effects of televised violence. The proposals will be submitted to the Senate Commerce Committee at a hearing this week (see page 25).

The man picked for the drafting is Dr. Morton G. Miller, director of special programs at the National Institute of Mental Health, Bethesda, Md. Dr. Miller has specialized in studies of drug addiction, alcoholism, crime and violence.

Dr. Miller was unavailable for comment last week, but sources within the higher echelons of the Department of Health, Education and Welfare explained that implicit in their thinking on how the TV study should be approached is the experience of former Surgeon General Luther L. Terry in attacking the smoking-and-health controversy.

Following several years of heated charges and countercharges that cigarette smoking and lung cancer were linked, Dr. Terry in 1962 established a 10-man advisory committee to look into the subject. The committee comprised eight medical doctors, a chemist and a

biological mathematician. Public Health Service physicians were named as staff director and medical director. Also attached to the committee was a staff of 23, composed of eight professionals and 15 secretaries and technicians.

The advisory committee and staff consulted with more than 200 specialists before issuing the 1964 report that found cigarette smoking a cause of lung cancer, bronchial diseases and heart disorders.

In the new study of TV and violence HEW officials are considering seeking the advice of other government agencies. HEW's Children's Bureau and Office of Education, the FCC, and the President's Commission on the Causes and Prevention of Violence were some of those named.

The violence commission is due to make its final report to the President early in June, and there seems to be no question that a significant section of the final document will deal with television (BROADCASTING, June 13).

Although the government's entrance into the TV-and-violence debate seemed on the surface to be sudden, Senator John O. Pastore and Nicholas Zapple, the Commerce Committee's staff professional on communications, had privately talked to Dr. Stewart on the subject earlier this month.



Only one swamp won the Ohio State Award this year. "The Great Swamp"

"WNBC-TV's 'The Great Swamp' is a noteworthy and excellent treatment of our fast-retreating wilderness. In an era when many urban families seldom have or take an opportunity to explore the 'other worlds' of the nation's wildlife parks and preserves, WNBC-TV has tastefully brought the opportunity or incentive to thousands of its viewers in our largest urban center.

The program (broadcast June 15, 1968, on New Jersey Illustrated) is enhanced by its outstanding technical and aesthetic blends and transitions."

The Ohio State Awards Committee, 1969

WNBC-TV 

Your Community-Minded Station



The asking prices of network minutes

Top tab of \$65,000 per commercial minute asked for 'Laugh-in', 'Mission: Impossible', 'Mayberry RFD'

The price-tags that have been hung on prime-time television network programs for next fall came into full view last week for the first time, and they ranged from a low of \$33,000 a commercial minute to a high of \$65,000.

The price lists, compiled by BROADCASTING from a number of agency and advertiser sources, were estimated by agency experts to average about 5% or so above last year's in the case of CBS-TV and NBC-TV, and perhaps about 2% up at ABC-TV.

For a sampling of programs whose going prices were reported late in 1968, however, the increases appeared to be closer to 10% for CBS and NBC and 5% for ABC. But these comparisons were not necessarily with last fall's asking prices as distinguished from actual selling prices, and in any event it could not be ascertained whether the increases were typical of the schedules as a whole.

For some programs, next fall's prices will be lower than last fall's.

Biggest price-tag in regular programming is \$65,000 a commercial minute, and it has been hung on three shows: NBC's *Laugh-In* and CBS's *Mission: Impossible* and *Mayberry RFD*. *Doris*

Day Show on CBS, *Dean Martin Show* on NBC, and *FBI* and *Bewitched* on ABC are all neck-and-neck in the \$63,000 area. Lowest entertainment-program price in the regular nighttime schedule is \$33,000 a minute in ABC's *Let's Make a Deal*.

The prices are those quoted to agencies and advertisers as applicable in the fourth quarter of 1969—roughly the first quarter of the 1969-70 season. These are the so-called "winter prices," highest of the year. They cover both time and program charges. Substantially lower prices go into effect during the spring, and become even lower during the summer.

The reported prices take into account, according to agency sources, an apparent innovation in CBS pricing—a lowering of charges for a few days during the Christmas holidays. Apparently there is a slight increase in November prices to offset these reductions.

What appeared to be firm prices could not be ascertained for only four regularly scheduled prime-time shows, mostly so-called "packages" wholly or largely sponsored by a single advertiser.

The four are *Kraft Music Hall* on NBC, which a year ago was pegged at

\$60,000 a minute and is believed to be in that area again; the new *Bill Cosby Show* on NBC, underwritten by Procter & Gamble (see page 34) at a per-minute price estimated by some sources at about \$40,000; and ABC's *FBI* and *Bewitched* in which Ford and Bristol-Myers, respectively, have had substantial positions; both *FBI* and *Bewitched* are quoted in some lists at \$62,000 a minute and in others at \$64,000.

At either figure, *FBI* and *Bewitched* carry ABC's highest price-tags. Next highest in the ABC schedule is the Sunday movie, at \$56,000 a minute.

CBS has nine shows priced at \$60,000 or more a minute; NBC has seven, counting *Kraft's* assumed cost of at least \$60,000. CBS's top price of \$65,000 a minute on *Mission: Impossible* and *Mayberry RFD* is followed by \$63,000 in *Doris Day Show*, \$62,000 in *Hogan's Heroes* and *Lucy*, and \$60,000 in *Smothers Brothers*, *Red Skelton Show* and Thursday and Friday movies. Aside from *Kraft*, NBC's top per-minute prices behind *Laugh-In's* \$65,000 are \$63,000 a minute in *Dean Martin Show*, \$62,000 in *Bonanza* and \$60,000 in *Disney*, *Julia* and Saturday movies.

Two series that switched networks—

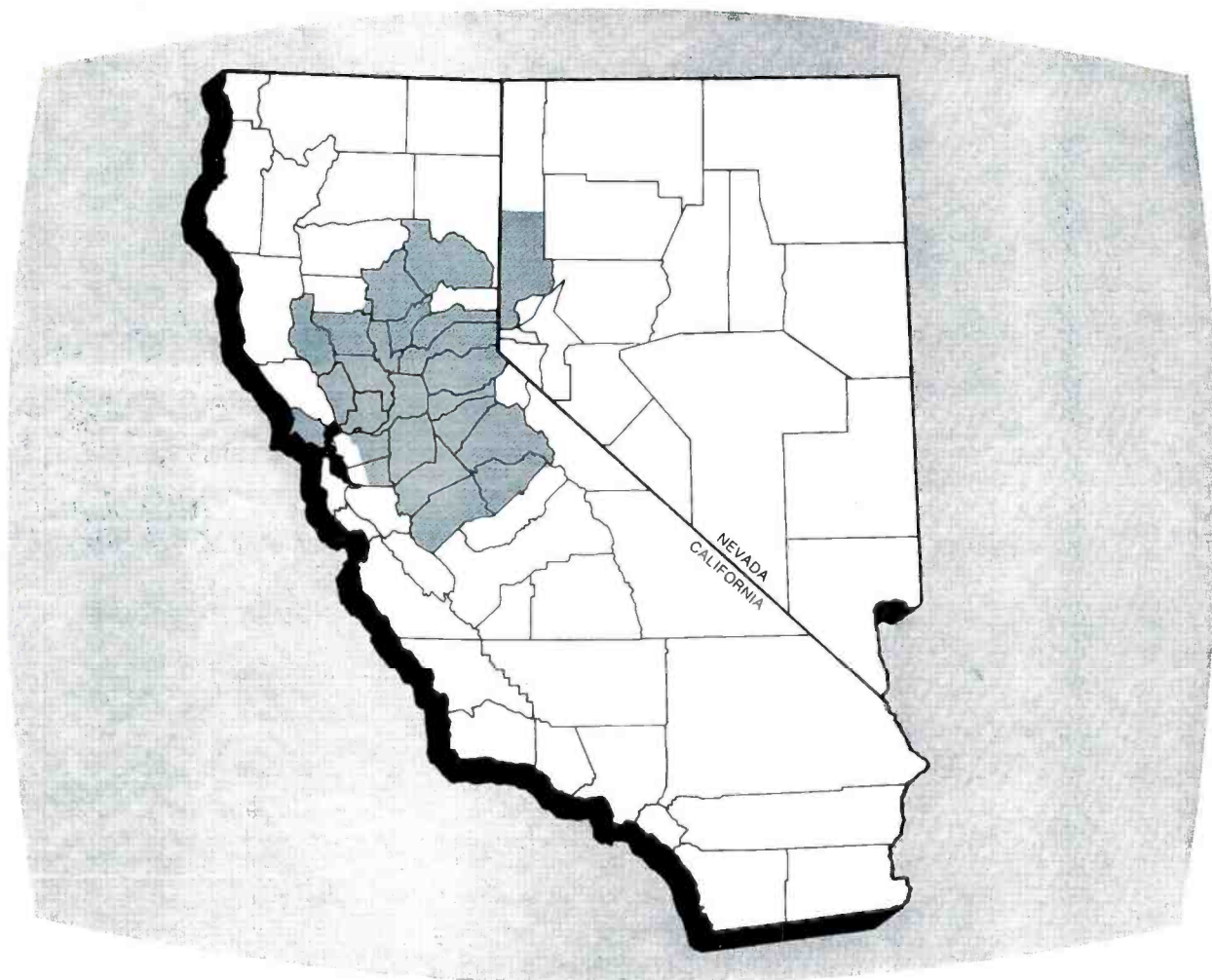
How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Feb. 23, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 23	Total dollars week ended Feb. 23	1969 total minutes	1969 total dollars
	Week ended Feb. 23	Cume Jan. 1-Feb. 23	Week ended Feb. 23	Cume Jan. 1-Feb. 23	Week ended Feb. 23	Cume Jan. 1-Feb. 23				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ —	\$ 115.0	\$ 888.8	\$ 352.0	\$ 2,665.5	78	\$ 467.0	600	\$ 3,554.3
Monday-Friday 10 a.m.-6 p.m.	1,507.6	10,960.1	2,987.9	22,340.6	2,625.4	20,242.1	968	7,120.9	6,841	53,542.8
Saturday-Sunday Sign-on-6 p.m.	1,345.9	9,137.3	1,044.1	10,017.8	369.0	6,011.8	304	2,759.0	2,183	25,166.9
Monoay-Saturday 6 p.m.-7:30 p.m.	279.6	2,564.8	771.3	5,894.9	734.5	6,246.5	93	1,785.4	688	14,706.2
Sunday 6 p.m.-7:30 p.m.	108.2	1,441.9	239.8	2,053.8	215.5	1,908.0	19	563.5	173	5,403.7
Monday-Sunday 7:30-11 p.m.	5,790.4	42,902.8	7,996.6	56,036.3	7,970.9	56,339.1	439	21,757.9	3,344	155,278.2
Monday-Sunday 11 p.m.-Sign-off	311.2	2,457.7	40.8	511.5	417.3	3,672.7	71	769.3	545	6,641.9
Total	\$9,342.9	\$69,464.6	\$13,195.5	\$97,743.7	\$12,684.6	\$97,085.7	1,972	\$35,223.0	14,374	\$ 264,294.0

KOVR:

24th TV Market in the Nation.



The Stockton-Sacramento Market is big . . . and growing rapidly. This rich television market ranks:

- 23rd in Consumer Spendable Income . . . bigger than Miami
- 22nd in Total Retail Sales . . . bigger than Cincinnati
- 20th in Food Sales . . . bigger than Baltimore
- 18th in Drug Sales . . . bigger than Houston
- 20th in Passenger Cars . . . bigger than Buffalo

The total KQVR coverage area contains 1.7 million TV homes, and where KQVR has 50% or more coverage there is an effective buying income of \$5.2 billion. Any way you look at it, this is one big market.

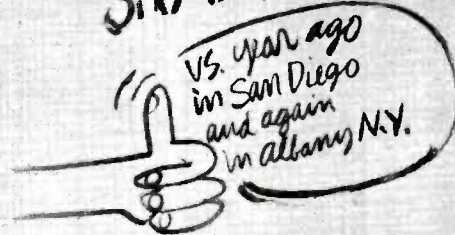
Data Source: SRDS, Areas of Dominant Influence, January, 1969;
Sales Management's Copyrighted Survey of Buying Power, June, 1968;
and ARB Television Coverage/65.

McClatchy Broadcasting

REPRESENTED NATIONALLY BY KATZ TELEVISION



UP THE
SHARE!!!



WE LOVE
U.N.C.L.E.

RESEARCH
DEPARTMENT

1ST TOO...
IN CLEVELAND
HARTFORD
& ALBANY, N.Y.

A hand-drawn graphic featuring a jagged, sunburst-like border. Inside the border, the text '1ST TOO...' is written. Below this, the words 'IN CLEVELAND', 'HARTFORD', and '& ALBANY, N.Y.' are written in a curved, flowing arrangement.

ARB. NOV '68

MORE ADULT AUDIENCES, MAN!

→ THAN THE GILLIGAN
LEAD-IN IN FT. WAYNE
* or the Beaver lead
in Chicago

UNCLE SWINGS

→ WITH WOMEN UNDER 35

They're the most in
PROVIDENCE
PHOENIX
CLEVELAND
HARTFORD

SUNDAY IN N.Y.
55% ADULT
(51% adult Sat.)

I LOVE
ILLYA

SOLD FOR PRES.



WE EVEN
LIKE THREE

YOUR MOTHER'S
A TEENAGE
UNCLE WATCHER
SO'S MY OLD MAN
So do I
(a teenage time Buyer)

RATING BOOK GRAFFITI

Don't miss the handwriting on the wall



MGM
TELEVISION

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

both from NBC—apparently experienced opposite pricing fates as a result. *Get Smart*, reported selling at \$42,000 a minute on NBC last fall, is pegged at \$48,000 on CBS. *Ghost and Mrs. Muir*, reported at \$50,000 on NBC, is on the ABC list at \$43,000.

Among the new shows next fall, top tag has been put on CBS's *Jim Nabors Variety Hour* and NBC's *Debbie Reynolds* shows: both are listed at \$56,000 a minute. CBS's *United Medical Center* is second among new entries at \$55,000, and *The Governor and J. J.*, also on CBS, is next at \$54,000.

Per-minute prices quoted for other new shows are as follows:

CBS—*When in Rome*, \$50,000.

NBC—*My World and Welcome to It*, \$50,000; and *The Now People*, *And Then Came Bronson*, *Bracken's World* and *Andy Williams Show*, all at \$46,000.

ABC — *Room Two Twenty-Two*, \$50,000; *Survivors*, \$49,000; *Courtship of Eddie's Father*, \$48,000; *Movie of the Week*, \$46,000; *Marcus Welby, M.D.*, \$45,000; *Mr. Deeds Goes to Town*, \$44,000; *New People* and *Love-American Style*, both \$43,000; *Music Scene*, \$42,000; *The Brady Bunch*, \$41,000, and *Jimmy Durante Presents the Lennon Sisters*, \$39,000.

Among programs for which year-ago prices were reported, these comparisons were indicated:

On CBS, the *Ed Sullivan Show* at \$57,000 a minute is priced about as it was last year, but *Smothers Brothers* is up from \$55,000 to \$60,000. *Guns-moke*, hardy perennial that CBS tried to drop two seasons ago, is pegged at \$57,000 now as against \$50,000 then. *Red Skelton Show* is up from \$57,000 to \$60,000 and the two movies have gone from \$55,000 to \$60,000.

On NBC, *Bonanza's* \$62,000-a-minute tag is up by about \$3,000. *Laugh-In's* smashing success in the ratings has boosted its price from a reported \$45,000 a minute to \$65,000. *Dean Martin's* \$63,000 list price is up \$4,000, and the Saturday movies have gone from \$58,000 to \$60,000 while the Tuesday movies moved from \$52,000 to \$56,000.

On ABC, *Mod Squad* pricing has gone from \$38,000 a minute to \$46,000, but *Flying Nun* is down from \$46,000 to \$43,000. *It Takes a Thief* also is down, from \$45,000 to \$42,000. But *That Girl* has risen from \$45,000 to \$50,000, *Here Come the Brides* from \$35,000 to \$43,000, *Dating Game* from \$27,000 to \$35,000, *Newlywed Game* from \$29,000 to \$39,000, *Lawrence Welk Show* from \$39,000 to \$45,000 and *Hollywood Palace* from \$39,000 to \$42,000. ABC's movies are up from \$52,000 to \$56,000 a minute on Sunday nights and from \$51,000 to \$53,000 on Wednesdays.

Although ABC's *Let's Make a Deal*

at \$33,000 is the lowest-priced entertainment show on the list, it is not the lowest in the schedule: that distinction goes to CBS's *60 Minutes/News Hour*, set at \$30,000 a minute.

Other prices circulating on the list last week and not reported above were as follows:

ABC—*Land of the Giants*, \$40,000; *This Is Tom Jones*, \$45,000.

CBS—*Carol Burnett Show*, \$56,000; *Lancer*, \$48,000; *Glen Campbell Hour*, \$55,000; *Family Affair*, \$58,000; *Good Guys*, \$50,000; *Hogan's Heroes*, \$62,000; *Jackie Gleason*, \$56,000; *My Three Sons*, \$58,000; *Green Acres*, \$52,000; *Petticoat Junction*, \$52,000; *Mannix*, \$55,000; *Beverly Hillbillies*, \$51,000 and *Hawaii 5-O*, \$55,000.

NBC—*I Dream of Jeannie*, \$45,000; *Virginian*, \$46,000; *Daniel Boone*, \$43,000; *Ironside*, \$52,000; *Dragnet*, \$54,000; *High Chaparral*, \$43,000; *Name of the Game*, \$45,000; *Adam 12*, \$50,000.

Biggest buyers are at head of line

TV networks' fall offerings quickly snapped up by P&G, General Foods

Several of television's biggest advertisers were identified in the ranks of buyers negotiating with the three television networks last week as the new-season selling period moved into its most active stage.

A measure of the keen competitiveness among the networks, and the advertisers themselves, was the disinclination of network sales departments to disclose advertiser renewals of carry-over shows, much less new-show purchases. A sampling of advertiser and network sources, however, indicated the early-bird advertisers were indeed harbingers of spring at the networks.

Procter & Gamble, the dominant advertiser in network television, was prominent in early sales reports. P & G, it was understood, will sponsor all of the new *Bill Cosby Show*, in the advertiser's contractual period on NBC on Sunday, 8:30-9. In addition, on NBC, it will be in for half of *I Dream of Jeannie* and in the new *Andy Williams Show* and in movies, and has been purchasing participations in other night-times series. On CBS, its buying encompasses *Guns-moke*, *Doris Day*, *Lancer*, *The Glenn Campbell Show*, *Beverly Hillbillies*, the new *United Medical Center*, *Family Affair*, *Get Smart*, *Good Guys*, *The Jackie Gleason Show*, *Green Acres*, the new *When in Rome* and *The Ed Sullivan Show*.

General Foods is set for *Mayberry RFD*, on CBS and *Julia* on NBC, among its various buys. Bristol-Myers

is said to have a multimillion-dollar contract on ABC, with its money in participations in the Sunday movie, *Mod Squad* and several other shows, with larger hunks of sponsorship in the new *Room Two Twenty-Two*, *That Girl* and *Bewitched*. Also on ABC, Colgate-Palmolive was in the sales picture with a substantial contract involving sponsorship in Sunday movies, *Marcus Welby, M. D.*, *Let's Make a Deal*, *Here Come the Brides* and *Lawrence Welk*, and a participation in the new *Survivors*.

Several cigarette companies were identified in the early shopping spree. On NBC, American Tobacco has half of the new *Debbie Reynolds Show* (Hunt Foods has the other half), P. Lorillard is in the new *Then Came Bronson*, R.J. Reynolds Tobacco in *The Virginian*, *Dragnet*, and the new *Bracken's World*. Brown & Williamson on NBC is said to be in *High Chaparral*, *Daniel Boone*, *Laugh-In*, *Ironside* and on CBS is in *Guns-moke*, *Mannix* and *Smothers Brothers* among others.

Rep appointments:

- WWBT(TV) Richmond, Va.: Television Advertising Representatives, New York.
- KGOM-TV Albuquerque, N. M.: Katz Television, New York.
- WTOY Roanoke, Va.: Grener, Hiken, Sears, New York.
- WINF Manchester, Conn.: Eckels & Queen, Boston.
- KGAY Salem, Ore., and KAPR Douglas, Ariz.: Advertising Sales West, San Francisco.

Business briefly:

Hy-Test division of International Shoe Co., St. Louis, through Frank Block Associates there, moves into network radio with a 13-week schedule on CBS's *Worldwide Sports*. **United Van Lines and American Viscose division of FMC Corp.** have also bought on CBS Radio. United Van Lines, through Kelly, Zahndt & Kelly, St. Louis, will run 26 weeks on the 11 a.m. and 5 p.m. news. Aikin-Kynett Co., Philadelphia, placed a 20-week order on newscasts and *Dimension* for American Viscose.

Maxwell House division of General Foods Corp., White Plains, N. Y., is using spot TV in a market-expansion for Freeze-Dried Sanka coffee. The brand is moving into eastern markets from Maine to Pennsylvania. Young & Rubicam, New York, is the agency.

Ford division of the Ford Motor Co., Dearborn, Mich., through J. Walter Thompson Co., New York-Detroit, will sponsor *D-Day Revisited* on ABC-TV, Sunday, June 1, 8-9 p.m. EDT. In the show, producer Darryl F. Zanuck, who produced the "The Longest Day" mo-

tion picture, revisits the Normandy beaches of France, historic site of D-Day battles 25 years ago.

NBC Radio buys last week included the **Lincoln-Mercury Division** of the Ford Motor Co., through Kenyon & Eckhardt, both Detroit, in *Monitor* and *News of the World*, and **General Electric**, through BBDO, both New York, in various programs.

Sponsorship of NBC-TV specials announced last week include **Bulova Watch Co.**, through Young & Rubicam, both New York, on *Jack Paar in Africa*, May 1, 10-11 p.m.; **Menley and James Laboratories**, Philadelphia, through Wells, Rich, Greene, New York, for *Andy's Love Concert*, March 19, 10-11 p.m.; **Pontiac Division** of General Motors, Pontiac, Mich., through MacManus, John & Adams, Bloomfield Hills, Mich., for *The Feelings of Feliciano*, April 27, 10-11 p.m.; **American Gas Association**, through J. Walter Thompson, both New York, for *The First Americans*, March 21, 7:30-8:30 p.m., and *Meet George Washington*, April 24, 7:30-8:30 p.m. April 14 special *33 1/3 Revolutions per Monkee*, 8-9 p.m., will be sponsored by **American Home Products**, through Cunningham & Walsh, both New York, **Seven-Up Co.**, St. Louis, through JWT, Chicago, **Charles Pfizer & Co.**, through LaRoche, McCaffrey & McCall, both New York, and **American Oil Co.**, through D'Arcy Advertising, both Chicago.

NBC-TV series buys last week included **Kellogg Co.**, Battle Creek, Mich., through Leo Burnett, Chicago, in eight night-time series; **Admiral Corp.**, Chicago, through Cambell-Ewald, Detroit, in five daytime series; **Miller Brewing Co.**, through Mathisson & Associates, both Milwaukee, in seven night-time series; **Trans World Airlines**, through Wells, Rich, Greene, both New York, in four prime-time series, and **Hunt Foods**, Fullerton, Calif., through WRG, New York, in nine night-time series.

Beatrice Foods moves \$4 million in billings

Beatrice Foods Co., Chicago, last week named a new advertising agency there, IMAC Inc., to handle the more than \$4 million in billings for its Meadow Gold dairy and three candy-division accounts.

The Beatrice business, heavy in TV, quietly was terminated a fortnight ago at Don Kemper Co., Chicago, following investigations of field reports that some stations were not being paid promptly. Other media also were involved in the allegations.

Kemper last week closed its Chicago office but continues in business at Dayton, Ohio, and New York. Kemper's



Lids make lids flip

Throwing its hat into the television ring for the first time, Byer-Rolnick Corp., Garland, Tex., will present commercials on the theme of how "Hats Make It Happen."

Produced by King Screen Productions, the commercial will be used nationally to introduce the hat-manufacturers fall, 1969 line. The agency is Collin & Andrews Inc., Portland, Ore.

other Chicago clients also have found new agencies, including Jacobsen Manufacturing Co. (lawn mowers, snow blowers), also heavy in TV, now at Rink Wells & Associates, Chicago.

A. E. Staley III, former head of Kemper's Chicago office, said Thursday he is continuing on his own to assist Jacobsen with a TV schedule that starts on some 70 stations this week. He said he also intends to see that every station is paid every possible amount due from Kemper. The Jacobsen schedule is complex because it involves association with Beatrice in programs in some markets where Beatrice holds program rights and has sold them to stations when schedules are purchased.

Mr. Staley and five other former executives of Kemper's Chicago office meanwhile have filed suit in Cook County Circuit Court against Don Kemper Sr., agency chairman; Valera Grapp, secretary and general counsel of Polaris International, a holding company in Dayton which owns Kemper, as well as against Polaris itself and certain others. Kemper finances were handled in Dayton.

The defendants could not be reached Thursday for comment.

IMAC Inc. presently is housed at Beatrice Foods' offices in Chicago but shortly will be housed at 224 South Michigan Avenue there. Phone (312) 275-3930. IMAC has been founded by Tom Casey, president, formerly with Niles Communications Centers' Chicago TV film studio.

Mr. Staley is taking temporary space at Copri Productions, 676 St. Clair Street, Chicago; phone 943-6200.

Best Foods re-assigns two product lines

Best Foods division of Corn Products Co., New York, has assigned two products to new agencies after announcing the withdrawal of the estimated \$2.5-million account from Foote, Cone & Belding Feb. 27.

NuSoft fabric softener, which bills over 90% in radio and television, will be handled by Lennen & Newell. The Cacklebird line of frozen poultry, which spends a majority of its budget in broadcast advertising, will go to Dancer-Fitzgerald-Sample. Both assignments are effective June 1.

Several products handled by these two agencies have also been shifted by Best Foods to another of its agencies, Sullivan, Stauffer, Colwell & Bayles. Karo syrup and Mazola margarine are being transferred from Lennen & Newell and Pourable salad dressings and Bosco milk amplifier from DFS. The re-assignments were effective immediately.

D'Arcy, Gardner add Ralston-Purina accounts

D'Arcy Advertising and Gardner Advertising, both St. Louis, have been named by Ralston Purina to handle advertising for its Chicken of the Sea line and the Checkerboard Farms turkey products, respectively. Both accounts were formerly handled by Dancer-Fitzgerald-Sample/West, San Francisco.

D'Arcy has named Richard Stensby as account supervisor on Chicken of the Sea. Jack Bruemmer will be account executive for Chicken of the Sea canned products, with Jack Forcelledo as assistant account executive. Joel Harris will be account executive for frozen and fresh seafood products. Richard Papke succeeds Mr. Bruemmer as account executive for Ralston's Cheddar Krisp and Ry Krisp products, which were awarded to D'Arcy last July.

Gardner Advertising, which currently handles Checkerboard Farms chicken products and several brands of Purina pet foods, will add the Checkerboard Farm line of frozen turkeys and entrees and turkey slices to its Ralston repertoire. Other Ralston Purina agencies are not affected by the changes.

Agency appointments:

- Byer & Bowman, Columbus, Ohio, has been appointed by The Hanna Paint Manufacturing Co., also in Columbus. Hanna operates in 17 Midwest and Southern states.

- Doyle Dane Bernbach, New York, has been named to handle Bankers Trust Co's Bank-Americard introduction in New York in April. Billings were described as "over \$1 million."

Reno CATV gets own sales rep

**H&B system names John A. Potter Co.,
has local origination 19 hours a day**

CATV entered a new era last week when a cable-TV system in Reno, announced it had appointed a national sales representative to seek national spot business.

The CATV system is Community Antenna Inc., owned by multiple-cable owner H&B Communications Corp. The sales representative is John A. Potter Co., Los Angeles, a 15-month-old firm with associates in major cities, that represents about 100 radio stations. Mr. Potter is the former western manager of National TV Sales, and considers the Reno CATV representation as an excellent pilot operation to determine whether cable TV may become "a big part of the business."

Community Antenna, a 12-channel system with 327 miles of cable passing in front of 30,000 homes, serves 6,500 subscribers in Reno and adjacent Sparks, Nev., with three local stations, plus three stations from Sacramento and one from Oakland, both California. It also provides customers with a news-weather channel.

About 18 months ago, Community Antenna began using channel 6 for local originations, providing cartoons, all-night movies (a National Telefilm Associates package), a daily 30-minute news program prepared and presented by University of Nevada's journalism and audio-visual departments, fashion shows and, twice weekly, an Inter-mountain Regional Medical Association program for doctors and nurses. Planned, according to Bob Williams, manager of the system, is coverage of public events, including local school sports.

The local origination channel operates 19 hours a day, under the call letters Kuhl-TV, Mr. Williams said.

The Potter firm began its representation of Community Antenna on March 1. The one-time rate for a 60-second spot is \$9; for 20-second and 30-second spots, the rate is \$5.40 (60% of the one-minute rate).

Community Antenna has invested almost \$10,000 in origination equipment, Mr. Williams said. This includes two vidicon cameras for live pickups, a portable camera-tape recorder, two regular tape recorders, monitors, switching unit and a film-slide chain of one camera and two projectors.

If the local origination channel is successful, Mr. Williams commented, the Reno system will be equipped for color. Reno, he noted, has one of the highest color-TV densities in the country: 43%, according to American Research Bu-

reau's latest report.

According to a survey last month by the National Cable TV Association, 30% of the 2,100 CATV systems in the country are capable of originating programs. There are, NCTA calculated, over 200 systems able to produce live programs (BROADCASTING, Feb. 17).

Chevrolet big spender again in TV sports

Chevrolet Motor Division of General Motors Corp. will invest over \$5.4 million in ABC-TV sports programming in 1969-70, the network announced last week.

The purchase, through Campbell-Ewald Co., Detroit, is for National Collegiate Athletic Association football games, professional golf matches and *The American Sportsman* series.

Chevrolet will have three one-minute commercials in each of the 18 NCAA telecasts, and in the post-season North-South, East-West and Sugar Bowl games.

It will be Chevrolet's third consecutive season as a football sponsor.

The golf purchase includes participations in 13 events in 1970. The one-hour *American Sportsman* is broadcast weekly during the first quarter of the year.

ARB radio services to cover more markets

The American Research Bureau, Beltsville, Md., is expanding its radio surveys this spring from 67 markets to 80 markets.

At the same time, the research firm is adding a number of other radio services and making methodological improvements, according to Dr. Mark D. Munn, ARB vice president-marketing.

The 13 new markets that are being added to the radio ratings surveys, which are done from one to four times a year depending on the market, are Beaumont-Port Arthur, Tex.; Cedar Rapids, Iowa; Flint, Mich.; Fort Wayne, Ind.; Grand Rapids, Mich.; Knoxville, Tenn.; Little Rock, Ark.; Madison, Wis.; Raleigh, N. C.; Spokane, Wash.; Wheeling, W. Va.; Wichita, Kan., and Wilkes-Barre/Scranton, Pa. The 80 markets account for 87% of all national radio spot sales, ARB said.

ARB also said it was adding nine new markets to the seven now receiving special ethnic controls. The nine new

markets are Atlanta, Baltimore, Cleveland, Dallas-Fort Worth, Houston, Memphis, Miami, Phoenix and St. Louis.

And, ARB said, it was beginning to build a "Media Management Series," comparable to the service it provides in its television clients. This includes the recently released "Radio-TV Planner," a new "Demographic Buyer," and special analyses of cumulative audience as well as custom analyses of selected spot schedules. The last two services will be issued three times a year.

In the methodology field, ARB is redesigning its diary, improving supervision of respondents and paying more attention to low-response areas.

TVB clinics' aim: make big clients even bigger

Changes in local television advertiser categories will be highlighted in the Television Bureau of Advertising's 10th annual sales clinics, to be held in 20 cities, April 15 through June 13.

According to TVB, the areas of department stores, auto dealers, food stores and furniture stores will be highlighted in the one-day clinics.

Howard Abrahams, TVB vice president, local sales, said that signs "indicate another record-breaking year in local television sales but the direction of these signs in relation to specific advertiser categories varies widely."

Department stores, he said, are now TV's number-one local client and they wish to know more about how to buy the medium, how to make better commercials and how to use more "meaningful" research. Auto dealers, once on top, have slipped to the number-two position so that the question is: "How can this group be sold with renewed vigor?"

The schedule:

April 15, Kansas City (Plaza Inn); April 17, Dallas (Sheraton Dallas); April 30, Jacksonville (Hotel Roosevelt); May 2, Durham (Downtown Inn); May 5, Denver (Sheraton Malibu Airport Inn); May 7, St. Louis (Cheshire Inn); and May 9, Minneapolis (Northstar Inn).

May 12, Los Angeles (Wilshire Hyatt House); May 14, San Francisco (Jack Tar hotel); May 16, Portland, Ore. (Sheraton Motor Inn); May 20, Chicago (Pick-Congress); May 19, Memphis (Sheraton Peabody); May 21, New Orleans (The Royal New Orleans); May 23, Atlanta (Sheraton Biltmore); and May 26, Syracuse (Sheraton Gotham Motor Inn).

June 2, Boston (Sheraton Plaza); June 4, Baltimore (Sheraton Baltimore Inn); June 9, Cincinnati (Sheraton Gibson); June 11, Cleveland (Statler Hilton); and June 13, Detroit (Howard Johnson's).

Hello I'm Roger Ramjet let's get together!

I, Roger Ramjet, am a super hero, an internationally famous devil-may-care flying fool, and star of 156 color cartoon episodes.

I, Roger Ramjet, am the inventor of the proton energy pill, which gives me the power of twenty atom bombs for twenty seconds. With my trusted pals—The American Eagles (Yank, Doodle, Dan)—we fight the world's most villainous villains through episode after episode sure to keep the kids glued to their sets.

It's almost embarrassing to tell you how easy it is for us to get together. For a ridiculously low price, you can put my gang and me to work for you on your station. What's more, the 90 plus stations already owning the series* can renew on a super-duper, super hero deal. So, let's get together!

Find out all about me, Roger Ramjet from:

JERRY WEISFELDT
Executive V.P. - Sales
Winters/Rosen Distribution Corp.
(see phone and address below)

or, in the East:
CY KAPLAN AND BRAD MARKS
Markap Television Corp.
515 Madison Avenue, Suite 2207
New York, N. Y. 10017
(212) EL-5-0900

or, see us all at the NAB:
THE WASHINGTON HILTON HOTEL
March 22-26, 1969, Suite #5-174
Washington, D. C.

* Like KTTV, Los Angeles; WTTG, Washington, D.C.;
KPHO, Phoenix; and other smart buyers.

The Good Guys:



Lance Crossfire
Ace Pilot



Detective
Sergeant



Lotta Love

The Bad Guys:

Noodles
Romanoff
from
N.A.S.T.Y.



Jacqueline Hyde
What! A lady?



Red Dog
The Space
Pirate

Other Good Guys:



Winters/Rosen

DISTRIBUTION CORP.

9110 Sunset Boulevard • Los Angeles, California 90069
(213) 274-6607 or 274-5872



BAPSA elects board, officers in New York

Members of the Broadcast Advertising Producers Society of America selected a new slate of officers for 1969 at the annual election meeting in New York last week. President of BAPSA will be Alfred Tennyson, vice president of commercial production and business manager of J. Walter Thompson, New York. He succeeds Frank Martello, vice president of broadcast production at Leo Burnett, New York, who will remain as a member of the society's board of directors.

Elected again to the vice presidency of BAPSA was Lincoln Diamant, a free-lance producer. Other officers elected were John Edgerton of Sullivan, Stauffer, Colwell & Bayles, treasurer, and Catherine Z. Land of Grey Advertising, secretary.

Two new members were elected to the society's board of directors: Larry Katz of SSC&B and John Circus of Clyne Maxon. Three current board members were re-elected: Roy Eaton of Benton & Bowles, Robert Kronenberg of SSC&B, and Helen Nelson of Leo Burnett. The five, along with Mr. Martello, will serve two-year terms on the board. Continuing for another year as

board members will be Frank Arundell of Dancer-Fitzgerald-Sample, John Donnelly of Leo Burnett, Sy Frolick of William Esty, Ray Fragasso of JWT and Arnold Walton of Foote, Cone & Belding.

AAF trims size of its executive groups

The board of directors of the American Advertising Federation has approved a major overhaul in the size of its executive bodies. The move will reduce the size of the present board from 93 voting members to 39, and the AAF executive committee from 19 to 11 members.

The revision in the board structure will create a new body, the Interassociation Council, made up of 27 advertising and media associations that will advise on policy matters. Also, the 41 members of the Advisory Council, comprising former presidents and chairmen of AAF, will become ex officio members of the board, relinquishing their vote.

The change was authorized at a board meeting held in conjunction with the annual AAF government-affairs conference in Washington (BROADCASTING, Feb. 24). It will be submitted for membership ratification at the AAF convention, June 29-July 2 in New York.

Admen get advance look at TV football series

Potential advertisers and their agencies previewed the Hughes Sports Network-AFL/NFL Films 1969 football offering last week in New York—a one-hour weekly series containing highlights of all games in both leagues, discussion of key upcoming games, interviews and a special feature ("Closed Circuit," March 3). CBS sports reporter Pat Summerall and NBC's American Football League reporter Charlie Jones will narrate the series, which starts the week of Sept. 22.

The package offered to future sponsors is a minimum of two minutes a week for \$25,000, or \$350,000 for the 14 weeks of the series. Each program contains eight commercial minutes.

Hughes Sports Network is just beginning to line up stations to carry the films, and will make a presentation to station executives at the National Association of Broadcasters convention later this month.

This Week in Pro Football is the first football-highlights show combining action from both leagues. Last year AFL/NFL Films produced separate half-hours for each league plus a *Game of the Week* series. The programs this year will be put together in Philadelphia and will be available for programming in weekend time slots prior to the new week's games.

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



Represented by Petry

STATION TOTAL HOUSEHOLDS - DAYTON AREA

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

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

*Source: ARB - Circulation Study 1965

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



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOB AM-FM-TV, Charlotte; WIDD AM-FM, Miami; KTVU, San Francisco-Oakland; WHIC TV, Pittsburgh

Twenty years of responsible service to the Miami Valley

Now **FM** means **Far More**

What's the difference between an ordinary FM station and an ABC FM Network-affiliated station? Balanced programming. Today, when FM is within the reach of most people, you need more than just music to attract and hold a regular listening audience. ABC's FM Network is the only one of its type in existence. We provide world-wide news coverage, written and broadcast by top personalities and commentators. Our strength lies in providing a service that stations couldn't normally afford to set up, while allowing you to "do your own thing."

All our FM Network staff are experienced station people who believe in giving our affiliates the benefits of the most modern broadcasting techniques. Why not follow the example of FM stations all over the country who are signing up with us. Your listeners—not to mention your advertisers—will appreciate your example.



**AMERICAN
FM RADIO
NETWORK**

A Division of the ABC Radio Network



ANA issues TV report on rates and ratings

The fourth edition in the Association of National Advertisers' compilations of audience and cost-trend data for TV stations has been published. It lists, for each of about 500 TV stations, average quarter-hour night-time audience, prime hourly and 20-second spot rates and average cost-per-thousand for each year from 1962-63 through 1967-68. An index using 1962-63 as a base shows how average C-P-M has increased or decreased from year to year on each station.

The report, based on audience data from the American Research Bureau and cost figures from Standard Rate &

Data Service, is titled "television circulation and rate trends (1962-1968)" and is one of several such analyses published periodically by ANA covering rate trends in various media. Copies of the 117-page report are available to ANA members at no charge and to non-members at \$15 a copy from ANA headquarters, 155 East 44th Street, New York 10017.

Hasbro has year pact for 'Pufnstuf' series

Hasbro Toys and Sid and Marty Krofft have completed negotiations on a \$3-million-plus package for the new half-hour series created by the Kroffts, tentatively titled *H. R. Pufnstuf*, scheduled

on Saturday mornings on NBC-TV (see page 66A).

The show is guaranteed a full year of sponsorship by Hasbro. Production, budgeted at \$60,000 a segment, is scheduled to begin immediately on the first 17 segments.

A new division of Krofft Enterprises in Hollywood, Krofft TV Productions, has been formed to produce the new series. Two evening specials and a night-time series are also under consideration.

The Kroffts are known for their adult puppet extravaganza, "Les Poupées de Paris," which has played in the U.S. for the past eight years. They describe their new series as "a total happening for everybody, which will introduce a new entertainment dimension yet unexplored on the video tube."

TheMedia

Metromedia, Post-Newsweek expand

MM pays record price for UHF in Chicago; P-N buys Miami V, Cincinnati AM for \$18 million

WFLD-TV Chicago (ch. 32) was sold last week to Metromedia Inc. for what the parties said was an amount "in excess of \$10 million"—the largest sum ever paid for a UHF.

Announcement of the sale, on Tuesday (March 4), rivaled in interest the disclosure on Thursday (March 6) that the Post-Newsweek Stations had purchased WLBW-TV Miami and WKYC Cincinnati from the L. B. Wilson Co. for more than \$18 million, plus the assumption of liabilities.

Post-Newsweek is a subsidiary of the Washington Post Co., publisher of the *Washington Post* and *Newsweek* Magazine, and licensee of WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.

Both transactions are subject to FCC approval.

The signing of the sales agreement involving WFLD-TV brought to a successful conclusion Metromedia's on-again, off-again negotiations to acquire the UHF showcase from Television Chicago, which is controlled by Field Enterprises Inc. ("Closed Circuit," March 3). Although the station has operated at a loss since it went on the air on Jan. 4, 1966, Field Enterprises until recent weeks had insisted it was not interested in selling.

It was understood that the new tough line in Washington on mixed-media conglomerates sparked the change in Field's attitude. And if the present

views of the publishing company's management prevails, Field Enterprises will devote its energies exclusively to print.

Field Enterprises publishes the *Chicago Daily News* and *Sun-Times* as well as suburban newspapers and is involved in educational publishing. Bailey K. Howard, president and chief executive officer of the company, said Field "has become increasingly committed to the expanded development of its print media."

The company's construction permit for WCAN-TV (ch. 24) Milwaukee, purchased from Lou Poller in 1966 for \$35,000, will either be surrendered to the FCC or sold, according to company officials. Field's option for a Zenith subscription television franchise in Chi-

cago expired last June.

The announced sales price of more than \$10 million exceeds by more than \$3 million the previous all-time high paid for a UHF—the \$6.8 million that Sonderling Broadcasting Corp. gave up for WLKY-TV Louisville, Ky., in December 1967 (BROADCASTING, Dec. 18, 1967).

Metromedia will prosecute the assignment application independent of the pending applications for its merger with Transamerica Corp. (BROADCASTING, Jan. 6). The merger agreement, signed on Dec. 2, 1968, was approved by Metromedia stockholders at a special meeting on Feb. 28 (see page 73).

However, the Transamerica applications will be amended to reflect an intention on the part of Transamerica subsidiary United Artists to give up its construction permit for channel 20 in Houston (KUAB-TV).

This would be necessary to bring Transamerica-Metromedia into compliance with the commission rules barring ownership of more than seven TV's (no more than five of them VHF). WFLD-TV would be Metromedia's sixth television station. Besides holding a CP for KUAB, United Artists operates WUAB-TV (ch. 43) Lorain-Cleveland.

Metromedia's present station holdings include four VHF's—WNEW-TV New York, KTTV-TV Los Angeles, WTTG-TV Washington and KMBC-TV Kansas City. The one UHF is KNEW-TV (ch. 32)



Messrs. Howard (l) and Kluge.

WE ARE PROUD TO ANNOUNCE
WWBT, RICHMOND, VIRGINIA
IS NOW REPRESENTED BY
TELEVISION ADVERTISING REPRESENTATIVES, INC.



REPRESENTING: WBZ-TV-BOSTON, KYW-TV-PHILADELPHIA, WJZ-TV-BALTIMORE, WTOP-TV-WASHINGTON,
WWBT-RICHMOND, WBTV-CHARLOTTE, WJXT-JACKSONVILLE, KDKA-PITTSBURGH, KATU-PORTLAND, KPIX-SAN FRANCISCO

San Francisco. Metromedia's radio stations are WNEW-AM-FM New York, KLAC and KMET(FM) Los Angeles, WASH(FM) Washington, WHK and WMMS(FM) Cleveland, WIP and WMMR(FM) Philadelphia, WCBM Baltimore, and KNEW Oakland and KSAN(FM) San Francisco.

John Kluge, Metromedia chairman, said Chicago will probably become a significant new program production center for the Metromedia group and for syndication in view of the talent pool there and the extensive studio and production facilities to be acquired in the WFLD-TV transaction. Metromedia already has major production centers in Los Angeles and New York and a smaller one in Washington.

"The acquisition of WFLD-TV," Mr. Kluge said, "will mark an integral step forward in Metromedia Television's long-range plans to provide an alternative program service for television stations lacking network affiliations."

Mr. Kluge said the \$10 million-plus purchase price will be paid in cash. But Field will not retain the full amount. It will execute an option to buy out for \$2.5 million five Television Chicago minority stockholders who had originally been its competitors for the facility.

Field now owns 50% of the station and is responsible for its expenses. Under the agreement providing for the merger of the six original applicants, Field provided half of the \$500,000 that was invested in the venture. It then undertook construction of the station, which cost \$3 million by the time WFLD-TV went on the air.

The five groups, some of whom hold other broadcast interests in the Midwest, are H & E Television Inc. (Harry and Elmer Balaban); Irwill Inc. (William, Irwin and Rosalind Dubinsky); Schefco Inc. (Herbert Scheffel); Willand Corp. (Cecile E. Burger), and Froelich & Friedland Inc. (Harland Froelich and Milton D. Friedland).

The Post-Newsweek acquisition of WLBW-TV and WCKY was announced jointly by Larry H. Israel, chairman of Post-Newsweek Stations, and Charles Topmiller, president of L. B. Wilson.

WLBW-TV (ch. 10), an ABC affiliate, has been operating since Nov. 20, 1961, after the commission found L. B. Wilson the only one of four applicants to be untainted by off-the-record contacts with FCC commissioners.

L. B. Wilson was initially granted only a four-month license. But in 1964, following a comparative hearing in which three applicants challenged L. B. Wilson for the channel, it was granted a full three-year renewal in a commission decision subsequently upheld by the U. S. Court of Appeals for the District of Columbia (BROADCASTING, July 12, 1965).

WCKY, on 1530 kc with 50 kw full time, went on the air in 1929 under an original grant made to the late L. B. Wilson. The station is an ABC affiliate.

Principal owners of L. B. Wilson are Mr. Topmiller, with 32.5%; Thomas A. Welstead, executive vice president and general manager of WLBW-TV, and Jeanette Heinze, executive vice president of WCKY, both 19.3%.

Other stockholders, who like the management-owners acquired their interests by inheritance from Mr. Wilson, are William M. Ittman, vice president, international division, Procter & Gamble, Cincinnati, 11.3%; The Jolar Corp., headed by Sol Taishoff, president of Broadcasting Publications Inc., 11.3%; and Mrs. Essie Rupp, secretary of L. B. Wilson, 6.3%.

Katharine Graham, president, and Frederick S. Beebe, chairman of the board of The Washington Post Co., noted that the company was making its first broadcast acquisition since the purchase of WJXT in January 1953, and added:

"We are convinced that WLBW-TV and WCKY are stations which are compatible with those we now operate and that these acquisitions will provide us an opportunity to serve their important communities in the best possible fashion."

Speakers are lined up for ACTS symposium

The All-Channel Television Society has set speakers for its annual breakfast symposium. The symposium, held in conjunction with the National Association of Broadcasters convention, is scheduled for Tuesday, March 25, in the Sheraton-Park hotel in Washington. The morning meeting, 8-12 o'clock will feature ACTS members speaking on programing, technology, financing, sales and legal aspects of UHF.

The proposed agenda includes Julian Myers, president and general manager, KQOG-TV Ventura, Calif., speaking on local programing; Leonard Stevens, vice president-operations, U.S. Communications Corp., on programing as a means of obtaining an audience; Jules Cohen, consulting engineer, on the developments in UHF antenna efficiency and transmission and more effective microwave usage; W. Robert McKinsey, president and general manager, WJRJ-TV Atlanta, on public financing for UHF; Frank Minner, assistant secretary-treasurer, U.S. Communications, on leasing and other shortcuts to low-cost programing; James H. Ferguson, executive vice president, WWLP(TV) Springfield-Hartford, Mass., on sales development factors in UHF, and Martin Firestone, Washington attorney, on recent legislative and regulatory developments.

NAB panel will review radio-TV problem areas

The agenda for the National Association of Broadcasters convention in Washington, March 23-26, was just about completed last week with naming of a panel on broadcasting's present and future problems.

The panel will be slotted for two hours (11 a.m.-1 p.m.) on Wednesday, March 26, as the next-to-closing item on the convention program. It will be followed by the annual luncheon address of FCC Chairman Rosel Hyde.

Members of the panel will be Paul A. Porter, Washington attorney and former FCC chairman; Lee Loevinger, Washington attorney and former FCC commissioner; Robert L. Heald, Washington attorney, president of the Federal Communications Bar Association and former NAB general counsel; Sol Taishoff, editor and publisher of BROADCASTING Magazine, and Douglas A. Anello, NAB general counsel. The session will be moderated by Grover C. Cobb, KVGB Great Bend, Kan., NAB chairman.

In other additions to the convention program, Leonard Jaffe, director of space applications programs for the National Aeronautics and Space Administration, will be the March 25 luncheon speaker at the Broadcast Engineering Conference, and Joseph Whalen, WDAO(FM) Dayton, Ohio, will be a panelist at the March 23 FM Day session on programing.

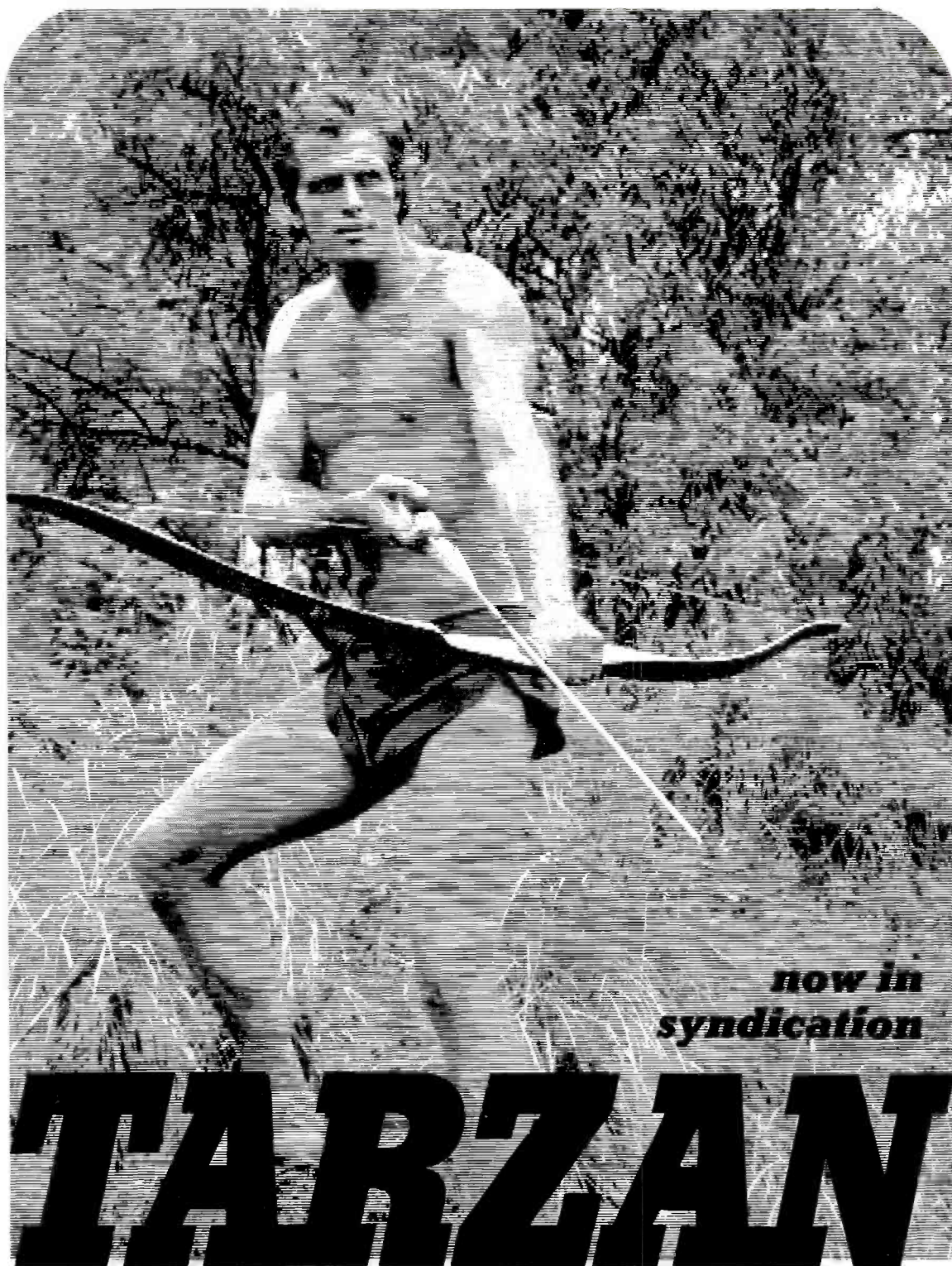
NAB Atlanta lunch draws concerned executives

Everything else facing broadcasters pales before the First Amendment threat faced by the industry. That theme ran through last Thursday's (March 6) meeting in Atlanta of broadcast leaders under the sponsorship of the National Association of Broadcasters.

The meeting, the second in a series of three closed sessions, featured NBC President Julian Goodman, and was attended by 13 broadcasters, other NBC executives and NAB officials. At the first session in Los Angeles, Frank Stanton, CBS president led the debate (BROADCASTING, March 3) and at the final session in Chicago, March 11, ABC President Leonard Goldenson will be the network representative.

Last week's meeting, as did the Los Angeles session, focused on preservation of freedom of the broadcast press as the key to many of the industry's problems. If that freedom, guaranteed under the Constitution, is protected, Mr. Goodman said, subsidiary pressures will more easily be overcome.

Those attending the session felt that



*now in
syndication*

TARZAN

**FIRST RUN OFF-NETWORK/
57 ONE-HOUR EPISODES/
COLOR / FULL FAMILY
AUDIENCE APPEAL!**

starring RON ELY with
World Famous
Guest Stars
in
Every Exciting Episode!

BANNER FILMS, INC.
KEN ISRAEL / 527 MADISON AVE.
NEW YORK, NEW YORK 10022
212 - PLaza 5-4811 / A DIVISION OF
NATIONAL GENERAL CORP.

the NAB codes have some potential problem areas—decency, violence and overcommercialization—and felt that the voluntary codes are still the broadcaster's best weapon in combatting attacks in those areas.

The meeting touched briefly on last week's charge by Senator John O. Pastore (D-R. I.) that there is still too much violence on television (see page 25), with Mr. Goodman and NAB President Vincent Wasilewski noting they are to testify before the senator.

In the area of news, those at the session felt more should be done to inform the public and members of government with what broadcasting is doing and the nature of the threats against it.

There was also some feeling that the Radio-Television News Directors Association should be a stronger professional association and should speak out more often on encroachments on freedom of the broadcast press. RTNDA, it was said, should stand up and speak out for broadcasting in much the manner that Sigma Delta Chi does for all journalism.

In addition to Messrs. Goodman and Wasilewski, those attending the Atlanta meeting were: William Brazzil, WTVJ(TV) Miami; Grover Cobb, KVB Great Bend, Kan., NAB chairman;

Frank Gaither, Cox Broadcasting, Atlanta; Kenneth Giddens, WKRG-AM-FM-TV Mobile, Ala.; Harold Grams, Pulitzer Stations, St. Louis; Larry Harding, Jefferson Standard Stations, Charlotte, N. C.; Peter Kenney, NBC, Washington; Donald Mercer, NBC, New York; Bill Michaels, Storer Broadcasting, Miami Beach; T. Ballard Morton, WAVE Stations, Louisville; George Gray, Avco Broadcasting, Washington; Weston Pullen, Time-Life Broadcast, New York; A. Louis Read, WDSU-AM-TV New Orleans; Lawrence H. Rogers II, Taft Broadcasting, Cincinnati; Joseph Sinclair, Outlet Co. Stations, Providence, R. I.; Wilson Wearn, Multimedia Stations, Greenville, S. C., and Roy Danish, Television Information Office, New York.

Changing Hands

Announced:

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

■ WLBW-TV Miami, WCKY Cincinnati: Sold by L. B. Wilson Co. to Post-Newsweek Stations for \$18 million plus liabilities (see page 40).

■ WFLD-TV Chicago: Sold by Field Enterprises and others to Metromedia for \$10 million (see page 40).

■ KDB-AM-FM Santa Barbara, Calif.: Sold by Len Menard to Hugh Heller for \$600,000. Mr. Heller owns the Heller Corp. a musical production firm. KDB is full time on 1490 kc with 1 kw day and 250 w night. KDB-FM is on 93.7 mc with 5 kw and an antenna height above average terrain of minus 1,000 feet. Broker: Hamilton-Landis & Associates.

■ WOKZ-AM-FM Alton, Ill.: Sold by A. R. Ellman and others to J. Edward Janeway and Anthony S. Ocepek for \$485,000. Messrs. Janeway and Ocepek are former employees of WKYC Cleveland. Wokz is a daytimer on 1570 kc with 1 kw. Wokz-FM is on 100.3 mc with 20 kw and an antenna height above average terrain of 500 feet. Broker: Hamilton-Landis & Associates.

■ WMRO Aurora, Ill.: Sold by Vincent G. Cofey and Charles V. Hunter to Dale W. Stevens and Richard W. Hakanson for \$315,000. Mr. Stevens is employe of WIND Chicago, and Mr. Hakanson is an attorney. WMRO is full time on 1280 kc with 1 kw day and 500 w night.

■ KZIN Yuba City, Calif.: Sold by James A. Burke and others to Gerald D. McLevis and James A. Fosdick for \$100,000. Mr. McLevis is general manager of KOWN-AM-FM Escorido, Calif., and Mr. Fosdick is in the automobile business. KZIN is full time on 1450 kc with 100 w. Broker: Hamilton-Landis & Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 78):

■ KFEQ St. Joseph, Mo.: Sold by John P. McGoff, Michael L. Dow, Ned S. and Dorothy D. Arbury and others to Ross Beach and Robert E. Schmidt for \$565,000. Sellers own KQTV(TV) St. Joseph and WSWM(FM) East Lansing, Mich. Sale of KQTV to ICS Industries is pending FCC approval. Mr. and Mrs. Arbury own WQDC(FM) Midland, Mich. Messrs. Beach and Schmidt own KAYS-AM-TV Hays and KLOE-AM-TV Goodland, both Kansas, and KCOW Alliance, Neb. KFEQ is full time on 680 kc with 5 kw.

■ Wwok Charlotte, N.C.: Sold by Frederick A. German and others to Jack Roth for \$500,000. Mr. Roth owns

Outstanding Values in Radio-TV Properties

CALIFORNIA \$300,000

A long established full-time AM in a good growth market. Station has shown strong progress within past year. Excellent terms.

NORTHEAST \$300,000

Solid fulltime facility in prosperous manufacturing center with metro population near 50,000. Has profitable record under absentee owner. Station owns transmitter site and station building. 29% down and term payout.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. CHICAGO

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
1725 K St. N.W.
333-9270

William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6460

ATLANTA

Robert A. Marshall
Clifford B. Marshall
Harold Walker
MONEY Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Colin M. Selph
Roy Rowan
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

69-8



The LONE RANGER

Radio Adventure Series

IS BACK ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, INC.

45 West 45th St., New York 36
Plaza 7-0695

KONO and KITY(FM), both San Antonio, Tex., and WRIZ Coral Gables, Fla. The sale of WRIZ is pending FCC approval. Mr. Roth also seeks FCC approval to purchase WAME Miami and is an applicant for a new FM at Miami. WWOK is full time on 1480 kc with 5 kw.

■ WPAW East Syracuse, N. Y.: Sold by Claude A. Parton, Albert Webb and others to Bruce A. Houston for \$175,000. Mr. Houston is former assistant manager of Robert E. Eastman & Co., Chicago, station representative. WPAW is a daytimer on 1540 kc with 1 kw.

■ WORC Worcester, Mass.: Sold by Robert F. Bryar and A. Abbott Coblenz and others to Sam J. Slate, Roger B. and Maryan F. Knowles, Jack W. Ferguson and Robert C. Hubbard for \$600,000. Mr. Slate is former vice president and general manager of WCBS New York. Mr. Knowles is president of Polyply Inc., an Amsterdam, N. Y., plastics firm. Mr. Ferguson is vice president of Clark, Dodge & Co., New York investment firm; Mr. Hubbard is a partner in the New York law firm of Satterlee, Warfield and Stephens. WORC is full time on 1310 kc with 5 kw day and 1 kw night.

Cable TV

■ Athens, Ohio: TV Cable Co. has been sold by Mrs. Andrew Kovlan and associates to multiple CATV owner Continental Cablevision of Ohio Inc. Price was not disclosed but is understood to be in the neighborhood of \$1 million. The Athens system began in 1952 and now has 3,400 customers. With the Athens acquisition, Continental serves 20,000 customers in eight Ohio cities and has three other Ohio systems under construction or partially operating. Continental's affiliated companies serve 8,500 subscribers in two Illinois and one Iowa communities and are building two systems, one in New Hampshire and one in California. Mrs. Kovlan is the principal owner of WATH-AM-FM Athens and holds a minority interest in WMPO Middleport-Pomeroy, Ohio. Broker: R. C. Crisler and Co.

■ Aspen and Rifle, both Colorado: Canyon Cable TV Corp. sold by William R. Dunaway and associates to Columbia Cable Systems Inc. (multiple CATV owner) for 28,600 shares of Columbia common. Columbia's closing over-the-counter bid was 13¾ last Thursday

(March 6). The merger of Columbia and International Cablevision Corp., which will result in the consolidation of 19 CATV systems with 37,000 subscribers, was announced last month (BROADCASTING, Feb. 17). The 12-channel Aspen-Rifle system is almost two years old, serves 1,200 subscribers. Mr. Dunaway is 50% owner of KSNO Aspen and publisher of the weekly *Aspen Times*.

■ Lowville, N. Y.: Lowville Video Communications Inc. sold by Carlton Martin and associates to Suburban Propane Gas Co., Whippany, N. J., for an undisclosed amount of Suburban common stock. The Lowville system carries six TV and one FM channels to about 750 subscribers. Suburban Propane distributes bottled gas to over 8,000 communities; it also manufactures propane appliances, produces oil and gas and refines and markets gasoline. The company said it was considering other CATV purchases both in and out of its distribution areas. Suburban stock is listed on the New York Stock Exchange.

Court asked to allow cable TV in Trenton

The federal district court in Trenton, N. J., has been asked to enjoin the

FCC from barring CATV in that city. Trenton and Teleprompter Corp., which holds a cable franchise there, asked the court for a declaratory judgment and both preliminary and permanent injunctions against the commission.

They noted that Teleprompter received a CATV franchise for the state's capital city in April 1968 and that it planned to bring in both Philadelphia and New York TV signals—both of which are received off-air.

The commission stayed the start of CATV operations after complaints against carriage of New York TV came from WIBF-TV (ch. 29) and WPHL-TV (ch. 17), both Philadelphia, as well as 13 copyright owners.

Trenton and Teleprompter charged that the commission's proposed rules, issued last December, would require new CATV systems to secure retransmission rights from stations for the so-called distant signals in major markets.

Thus, Trenton and Teleprompter said, they've lost out on the grandfather clause excusing pre-Dec. 20, 1968 cable systems from having to secure retransmission rights.

This violates the free speech amendment by foreclosing CATV for Trenton, the plaintiffs contended, and deprives Teleprompter of property with due process.

EVERY 4 DAYS

... the "Pros" at Hamilton-Landis close a deal somewhere in these United States. From September 1, 1968, to March 1, 1969, the actual count was 33 deals. They ranged in size from \$30,000 to \$3,150,000. Big or small, we tackle them all.

So if you are looking for action, look up the "Pros". You'll find them all at Suite 502 in the Mayflower Hotel during NAB.

Hamilton-Landis
AND ASSOCIATES, INC.

Brokers of Radio, TV, CATV & Newspaper Properties
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

WASHINGTON, D.C.
1100 Connecticut Ave., N.W.
20036 202/393-3456

CHICAGO
1507 Tribune Tower 60611
312/337-2754

DALLAS
1234 Fidelity Union Life Bldg.
75201
214/748-0345

SAN FRANCISCO
111 Sutter St. 94104
415/392-5671

**NEED A 40KW FM WITH
A SINGLE \$530. P.A.?
CONTACT CCA** (WE
MAKE
THEM)

CCA CCA ELECTRONICS CORP.
OLIVERVILLE CITY, N. J.
609-436-1716

Another Boston channel under siege

Competing application for WNAC-TV is filed by seven Boston businessmen

Another challenge to broadcasting's established order was laid down last week, in a competing application that was filed for Boston channel 7, the facility now occupied by RKO General Inc.'s WNAC-TV.

The application, by a group of seven wealthy Boston area businessmen, under the name of Community Broadcasting of Boston, was submitted a month after a group of Los Angeles businessmen filed a competing application "on top of" NBC's application for renewal of its KNBC(TV) Los Angeles, which operates on channel 4 (BROADCASTING, Feb. 10).

It also comes as an initial decision is awaited in a four-year-old contest in which the licensee of another RKO General station—KHJ-TV Los Angeles—is at stake. A local group, Fidelity Television Inc., is seeking the channel 9 facility.

The two new challenges come against the backdrop of a commission decision, in January, to deny WHDH-TV Boston renewal of its license and to award the contested channel 5 to a local group, Boston Broadcasters Inc. (BROADCASTING, Jan. 27). WHDH Inc., the licensee and two other losers in that contest, have asked the commission to reconsider that decision.

One factor linking the Los Angeles contests and the one that erupted in Boston is a law firm, Welch and Morgan, Washington communications counsel, which represents all three challengers.

RKO General, which has operated WNAC-TV since it went on the air on July 1, 1948, will be defending its property in what appears to be, for it, an unfavorable regulatory climate. A major factor in the Boston channel 5 case was the concentration-of-control-of-media issue; WHDH Inc. is the licensee of WHDH-AM-FM and a subsidiary of the publisher of the daily and Sunday newspapers in Boston. And RKO General is licensee of WRKO-AM-FM Boston—as well as 14 AM, FM and TV stations across the country and CKLW-AM-FM-TV Windsor, Ont.-Detroit.

In addition, the commission is indicating increasing concern over the question of conglomerate ownership of broadcasting properties; it has recently initiated an inquiry into that subject (BROADCASTING, Feb. 10). And RKO General is the subsidiary of a parent corporation of wide-ranging interests—General Tire & Rubber Co., with assets

of more than \$740 million and subsidiaries in the tire, plastics, chemicals and aircraft industries, as well as in broadcasting.

RKO General goes into the contest with yet another burden—an antitrust suit hanging over it that was instituted by the Department of Justice in March 1967. The department, in a suit filed in the federal district court in Akron, Ohio, has charged General Tire and its subsidiaries with engaging in reciprocal trade practices with suppliers (BROADCASTING, March 6, 1967).

The suit is a factor in the Los Angeles channel 9 case. The hearing examiner took the evidence in the antitrust matter as it relates to charges that vendors were coerced into buying time on RKO General stations, and was authorized to disqualify the licensee or to assess a comparative demerit against it.

It's understood that the suit led to controversy within the commission as to how to deal with the renewal applications for KHJ-AM-FM, whose licenses, along with all others in California, expired on Dec. 1. However, there appears to be strong feeling among the commissioners for following precedent in such matters and granting the renewals subject to the outcome of the antitrust suit.

The leading figure in the Community Broadcasting application is a 29-year-old Boston multimillionaire, David Mugar, who has a 37.5% interest in the application and is listed in the

application as treasurer.

Several weeks ago, he telephoned Vincent Welch, of Welch and Morgan, whom he knew and with whom he had discussed the television business in the past. Mr. Mugar, as Mr. Welch related it last week, said "he had a group of associates who would like to file an application" for a channel in Boston if it were possible and if there were time.

Mr. Welch assured him there was no bar to the filing of an application, and was asked to help prepare one. Originally, the group was uncertain whether their target would be channel 7 or channel 4, now occupied by Westinghouse Broadcasting Co.'s WBZ-TV. But it was not long before the group settled on channel 7. Mr. Welch declined to elaborate on the reasons for the choice.

Mr. Mugar, who owns an investment counseling business and has a number of other interests, including real estate and a half ownership in an Italian holding company, is represented as having assets of more than \$12,150,000.

Mr. Mugar's father, Stephen, has a 12.5% interest in Community Broadcasting. Stephen Mugar, who is said to have assets "in excess of \$9,600,000," owns "less than 25%" of a plastic products company, owns 25% of the Boston Beacons soccer club and 25% of Giant Foods, of Washington, among his other interests.

The other stockholders are Thomas J. White, president (12.5%); John P. Chase, vice president (12.5%); Gordon J. B. McLean, clerk (6.25%); Gerald M. McCarthy, assistant clerk (12.5%); and Edward R. Hampson, (6.25%).

All list assets of \$1 million or more except Mr. McLean, who is president and director of a retail liquor store and whose other interests include real estate, and Mr. Hampson, who is a director and 16% owner of RoKon Corp., of Keene, N. H. Their assets were listed, respectively, as \$355,000 and \$313,000. Mr. Hampson is a cousin of Stephen Mugar.

Mr. White, president, treasurer and 60% stockholder of a general contracting firm, president and 100% owner of a building company and officer in a number of other concerns, reported assets of \$2,342,000.

Mr. Chase, who is said to have assets of more than \$1 million, is half owner of an investment counseling firm bearing his name and is engaged in some 20 other enterprises, generally in the investment and banking business. And Mr. McCarthy, who has real estate and other interests, reported assets of \$1,967,000.

David Mugar, Mr. McLean and Mr. McCarthy are already associated in business. Each has 25% interest in 4M Petroleum Corp., a string of retail

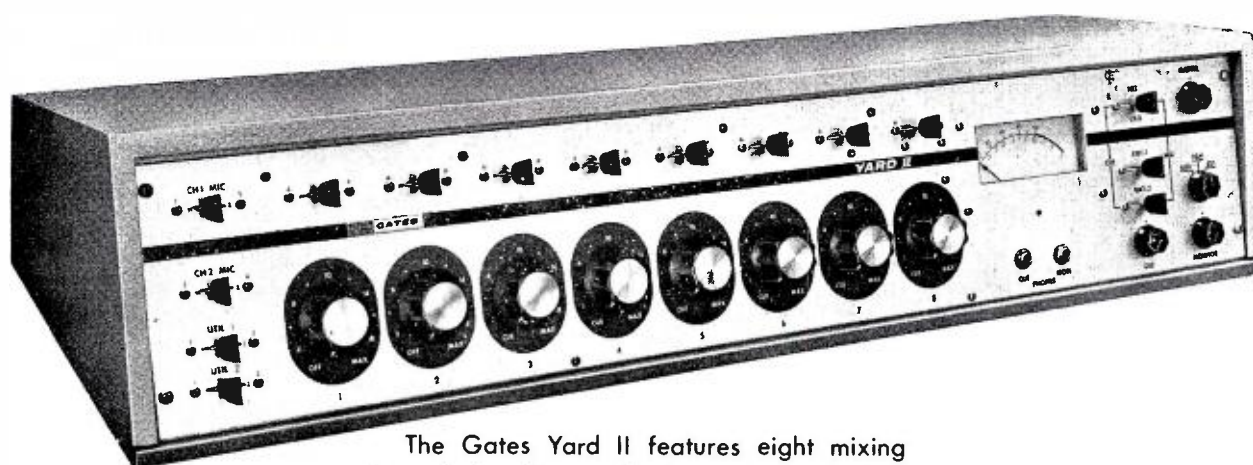
City budget problems prompt hearing shift

Oral argument before the FCC on the transfer of city-owned WCAM Camden, N. J. to McLendon Corp. is being held today (March 10) instead of May 5 as originally scheduled. Changed date is in response to a request by the city of Camden. The commission also rescinded its earlier requests for written briefs and replies on the proposed sale.

The city said that unless it was assured by the middle of this month that proceeds from the \$1.5-million sale will be forthcoming during 1969, it will be unable to include the sale as anticipated revenue in its 1969 municipal budget. The effect could be an increase in local taxes the city said.

The commission stayed grant of the transfer last month (BROADCASTING, March 3).

New from Gates...
the Yard II eight channel
all silicon transistorized
audio console.



The Gates Yard II features eight mixing channels handling twelve input circuits, including four microphones, five medium level inputs and three external lines. Plus, two unwired utility keys for unsurpassed versatility. Faders are the reliable open-type step attenuators that can be easily serviced.

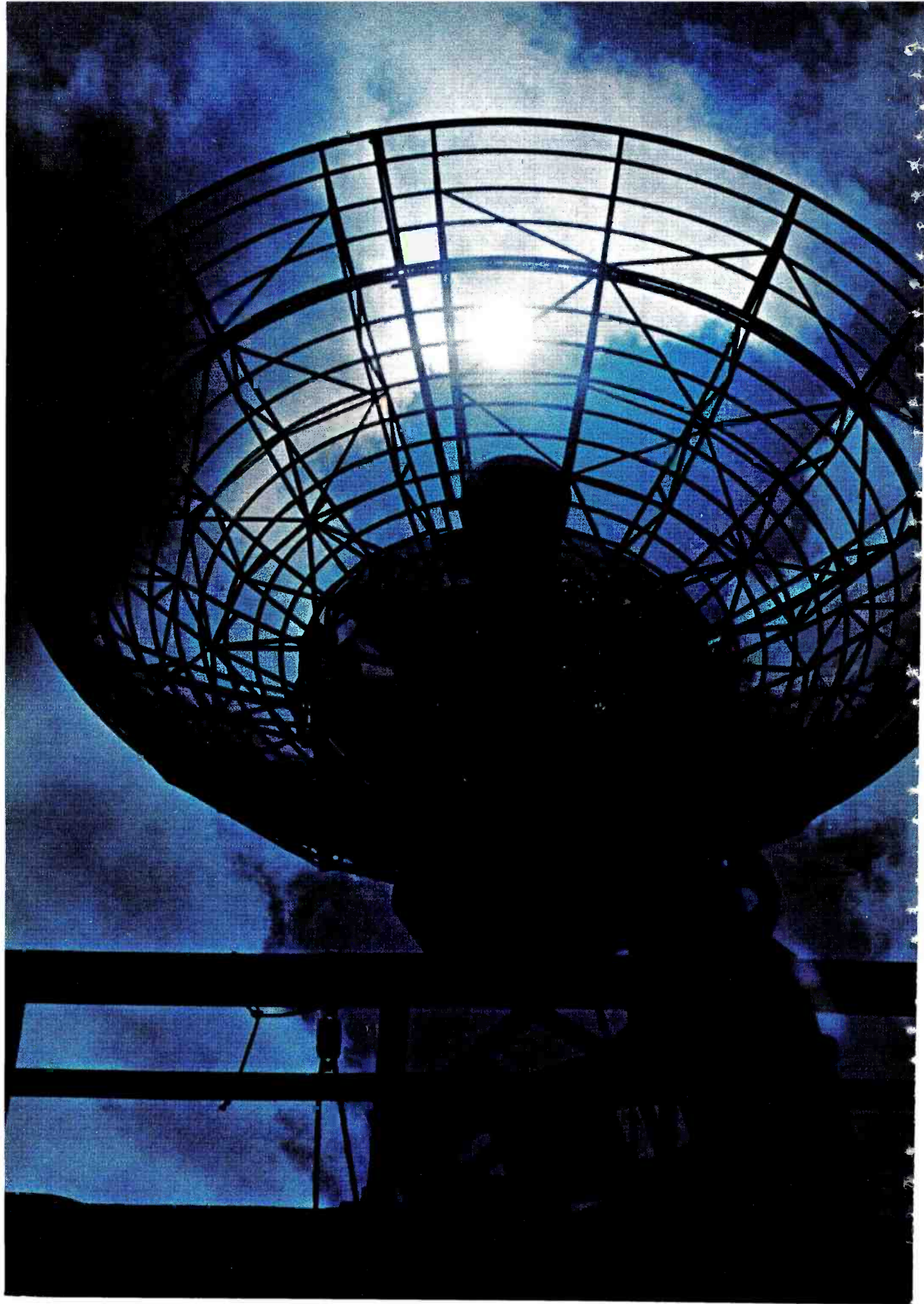
The Yard II's wide range of facilities in a compact size (38" wide, 8½" high) makes it excellent as a submaster control or production console in large operations.

And its 100% silicon solid-state design makes it the most economical, reliable, dependable monophonic audio control board you can own!

Let us tell you more about the Yard II. Write or call Gates Radio Company, Quincy, Illinois 62301. Telephone (217) 222-8200.



GATES
A DIVISION OF HARRIS-INTERTYPE



What's going on in Harris-Intertype's world of Digital Communications ...for Broadcasters

"Digital" is a universal language. And digital technology is the heart of the new world of communications equipment being built by Harris-Intertype.

Digital codes are made up of electronic impulses which can be transmitted by all forms of radio or wire communications . . . carrying voices, pictures or printed matter . . . to be analyzed, processed, stored, retrieved, edited and disseminated by electronic and printed media.

Digital technology will reshape the production of newspapers, books, magazines, packaging, advertising . . . create entirely new information handling systems.

Harris-Intertype is applying digital technology to all sorts of equipment. And linked in ever more sophisticated systems, this equipment will create better communications; man-to-man, man-to-machine, machine-to-machine.



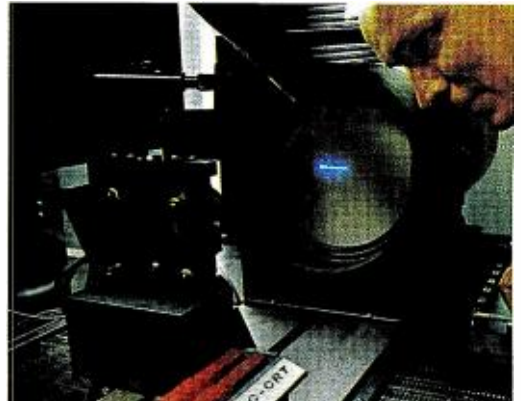
HARRIS-INTERTYPE

55 PUBLIC SQUARE • CLEVELAND, OHIO 44113

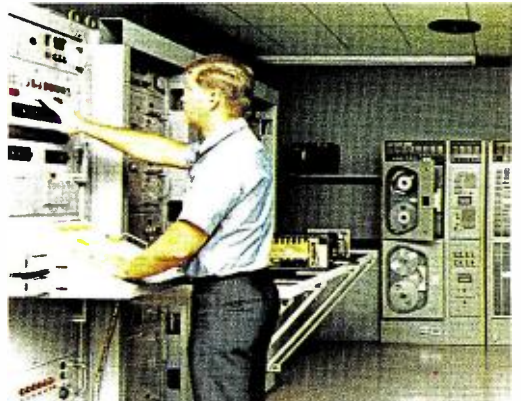
Products with a Future—Harris Presses. Seybold Cutters. Macey Collators. Cottrell Presses. Intertype Composing Systems. Sheridan Bindery Equipment. Schriber Business Forms Presses & Collators. Gates AM & FM Broadcasting Equipment. PRD Microwave Instruments. Langston Corrugated Container Machinery. Radiation Electronic Communications & Control Equipment & Systems



Digital logic circuits control many functions on Harris Lithotronic-78 offset press.



Intertype Fototronic-CRT typesetter uses digital technology to create type images at ultra high speed.



PRD's Versatile Avionic Shop Test (VAST) system uses computer-processed digital data to automate the testing of Naval avionic equipment.



Radiation's data processing system receives information from space satellites in digital form . . . provides both print-out and CRT display.

gasoline stations.

The only member of the group who reported any connection with broadcasting is Mr. Chase. He had a 1.19% interest in Massachusetts Bay Telecasters, one of the losing applicants in an early round of the 16-year-old Boston channel-5 case.

Community Broadcasting plans to finance its operation with a \$2.5 million bank loan, plus \$400,000 in the sale of stock to its owners and credit and deferred payments of \$1,950,000. It also expects first-year operations to cost it \$7 million, but anticipates revenues of \$9 million.

The applicant proposes to devote 27.4% of its air time to news (8.9%), public affairs (6.1%) and "other," not including entertainment and sports (11.4%). It indicates it expects to retain WNAC-TV's ABC network affiliation.

But it proposes about 30% live programming. Out of a weekly total of 128 hours and 15 minutes of broadcast time, Community Broadcasting said it would do about 39 hours of local broadcasting, the bulk of it between 8 a.m. and 6 p.m.

Community Broadcasting said that in ascertaining community needs, it surveyed 950 individuals by telephone as well as contacting more than 70 community leaders. And, in an apparent reflection of the uncertainty that marked its plans at one point, Community noted that it also surveyed the programming of WBZ-TV and WNAC-TV.

Gulf & Western sets up new CATV division

Gulf & Western Industries has formed a new division to operate its CATV systems under the title Athena Communications Corp. Gulf & Western holds 26 cable franchises in the U.S., 12 of them on operating systems serving about 200,000 homes.

Genesis of Gulf & Western's CATV operations was International Telemeter Corp., which it acquired when it bought the parent Paramount Pictures Corp. and converted International Telemeter from a pay-television to CATV operation.

Gulf & Western also owns 51% of Famous Players Canadian Corp., which through a subsidiary operates CATV systems serving about 600,000 homes in Canada. Athena Communications will control only domestic cable holdings.



Another round in WHDH-TV case

Charles River proposal one of many battle lines drawn before FCC

Boston Broadcasters Inc.'s contention that WHDH Inc. is not a regular renewal applicant in its effort to hold on to Boston channel 5 was challenged last week in pleadings filed with the FCC, not only by WHDH Inc. but the commission's Broadcast Bureau as well.

Their pleadings were among a spate of filings that have been generated by the commission's Jan. 23 decision denying WHDH Inc. renewal of its license for WHDH-TV and granting BBI's application for channel 5 (BROADCASTING, Jan. 27).

The ever-growing complexity of the case led another applicant, Charles River Civic Television Inc., to urge the commission to permit all of the "eligible applicants" to participate in a joint operation on channel 5 until the proceeding—with roots in a comparative hearing that began in 1954—is finally concluded. Greater Boston TV Co., the fourth applicant in the case, was disqualified by the commission for failing to meet qualifying issues, but it has asked for reconsideration.

BBI brought WHDH Inc.'s status as a renewal applicant into question in two pleadings last month—one, an unusual one for a winning applicant, in which it asked the commission to supplement its decision, and another in which it asked that a specific termination be set for WHDH-TV operation (BROADCASTING, Feb. 24).

The commission's decision caused considerable concern throughout the broadcasting industry, since it marked the first time that a television station had been denied a renewal of its license.

However, BBI argued that "implicit" in the commission's decision was the conclusion that WHDH Inc. was not a regular renewal applicant. It asked the commission to make this "explicit." It also asked the commission to adopt various conclusions on allegations during the hearing that would provide a basis for disqualifying WHDH Inc. and assessing comparative demerits against it.

BBI argued that the commission in its decision did not reaffirm the four-month license it had awarded WHDH Inc. on Sept. 25, 1962, and that, as a result, WHDH Inc. was simply another original applicant.

The short-term grant was made after

AMERICA'S
10th LARGEST
MARKET IS
NO. 8
IN NEGRO
POPULATION

IN
St. Louis
YOU NEED

double
exposure

— the general advertising
of your choice and
ALWAYS

KATZ

only full-time Negro Radio
in the Central Middle West

KATZ blankets the market
within the market — over
1/3 million consumers

**SPECIAL RADIO
FOR ST. LOUIS
24 HOURS A DAY**

Represented Nationally by
BERNARD HOWARD & CO., INC.

the original decision, handed down in 1957, was remanded by the U.S. Court of Appeals in Washington because of off-the-record contacts the late Robert D. Choate, president of WHDH Inc., had with the then commission chairman. In a subsequent remand, the court directed the commission to review the 1962 decision in light of Mr. Choate's death.

The commission's Broadcast Bureau, however, said that the hearing examiner, in his initial decision, "concluded not to modify" the 1962 decision. And the commission, by failing to reject the examiner's conclusions on that point or to state different ones, had reaffirmed "without modification" its 1962 decision.

WHDH Inc., asserting that BBI's petitions "leave no doubt" BBI recognizes it cannot win unless "WHDH is stripped of its status as applicant for renewal," cited court and commission rulings dating back to 1962 as referring to WHDH Inc. as a renewal applicant.

It also said the language of the three opinions handed down on Jan. 23 "clearly recognize WHDH's status as an applicant for renewal of license." The opinions were written by Commissioner Robert T. Bartley, for the three-member majority; Commissioner Nicholas Johnson, in a concurring statement; and Commissioner Robert E. Lee, in a dissent.

WHDH Inc. also twitted BBI for paying "no more than token homage to the legal sufficiency" of the commission's decision. It said that much of BBI's petition "is devoted to an attempted demonstration that the decision is in error because of what it says and for what it omits to say."

In another matter, the Broadcast Bureau recommended dismissal of BBI's petition for designation of a termination date for WHDH-TV's operation, as well as WHDH Inc.'s request for a stay of the effectiveness of the commission's order. The commission did not specify a termination date because aspects of the case are still under court jurisdiction.

The bureau said both requests are premature. It said that the petition that WHDH Inc. has filed for reconsideration of the decision keeps its license in effect until the commission disposes of the petition.

Charles River cited the filings sparked by the Jan. 23 decision and the attacks on it by the winner as well as the losers (including Charles River) as indicating that a long road of administrative and judicial proceedings lay ahead in the Boston channel 5 case.

And there is no reason why any single applicant should be permitted to operate on the channel while the proceedings are underway, it said. Accordingly, it urged the commission to invite

applications from the eligible applicants in the proceeding for joint interim operation.

Meanwhile, BBI has extended the deadline it has given WHDH Inc. for selling its equipment and facilities. Originally, BBI wanted WHDH Inc.'s answer by March 3. Now it will wait until 10 days after the commission acts on WHDH Inc.'s petition for reconsideration.

CATV advertising advocated by actors

Filings on FCC's proposed rules follow pattern of individual interests

The FCC, after postponing the deadline for comments on its proposed CATV rules (BROADCASTING, March 3), last week received a mixed bag of early filings, apparently timed to meet the previous March 3 deadline. The comments were marked by the usual clash of attitudes not only toward the proposed rules, but toward the phenomenon of CATV itself.

In a pro-cable filing, the Screen Actors Guild supported the commission's proposal to require program origination—if the CATV's are also permitted to accept advertising. The guild said that cable origination "affords the opportunity to restore a better balance of the forces involved in program creativity . . ." because it has a smaller community base than television, which must serve the mass needs of a market area. However, the guild added, cable systems need added revenue to finance worthwhile programming, and should be allowed to get the money through advertising. The systems could attract small advertisers who cannot afford to advertise on over-the-air TV, the guild said.

The actors' guild also argued that the commission's retransmission consent proposal, which would require CATV's to obtain permission of distant stations before importing their signals, should be "more fully delineated." In many cases, the guild said, the originating station may be in a position to grant consent for the program, but not for retransmission of the commercials shown on the program. It advocated "some control over commercials separate and apart from programs."

A vastly different attitude toward CATV appeared in two filings by trade associations for the translator industry. The National TV Translator Association deplored the "weakening" of over-the-air broadcasting on behalf of cable. It characterized CATV as a wholly private service, with no valid claim

to the same public-interest value derived from licensed broadcasting. And, it added, much of the benefit alleged to result from CATV could more logically be provided by translators.

The association expressed strong support for a commission proposal that would prohibit cross-ownership of broadcast stations and CATV's within a market. It described the two enterprises as basically incompatible. This position was also pressed by the Colorado Translator Association in a separate filing.

While the national translator group offered specific exceptions and support of several of the proposed rules, the basic thrust of its filing was that CATV in general has no place in communications. "Keep all broadcasting free and over-the-air for general public reception . . ." the association said, "and present broadcast rules of the commission will control. Delete, split, create new systems of any kind and the present system will be eroded."

In a representative CATV-industry filing, Michigan CA-TV Co. took issue with the commission's proposal to limit the number of channels on which CATV-originated programs may be presented, and with the proposed cross-ownership prohibition. According to Michigan, the proposals are based on "two unrealistic assumptions: first, that it would be economically feasible or practical for the CATV operator to control or restrict the programming on a large number of channels; second, that there is no competition or multiplicity of voices within the community, other than CATV."

Michigan also urged the commission to allow advertising on CATV systems.

The new deadline for comments on the proposed rules is April 3.

CAB signs off after five-years for FCC

The Committee for Full Development of All Channel Broadcasting, which was established by the FCC five years ago to provide the commission with guidance on developments and problems facing the industry, held its final meeting in New York last Thursday (March 6).

FCC Commissioner Robert E. Lee told the group, which will go out of existence on Wednesday (March 12), that it fulfilled its original objective of assisting in the development of UHF television. He acknowledged there still are problems to be met, and he assured those in attendance that he could get authorization from the FCC to hold special meetings when a particularly critical issue emerges.

The committee adopted three resolutions for submission to the FCC. One

asked the commission to make the 500-mv radiation limitation applicable to TV tuners at the point of manufacture this May; on TV receivers at the point of assembly on Sept. 1 and on TV receivers at the point of sales on Feb. 1, 1970. The second urged the adoption by the FCC of a policy or rule that would foster the sale and utilization of all-channel television home antennas. The third asked the commission to reject all proposals for either shared or outright allocations of UHF broadcast channels to land-mobile radio users.

Some members voiced regret that the committee was being terminated since they felt there were still many problems that had to be brought before the attention of the commission. Others expressed the hope that at least some of the functions of the committee could be performed by the All-Channel Television Society (ACTS).

WTAF(TV) Marion, Ind. gain NBC affiliation

WTAF(TV) Marion, Ind., which has gone to court and to the FCC with charges of conspiracy to deprive it of network affiliation, last week became an NBC affiliate.

The affiliation is limited to an hour and a half of prime-time programming per day, but is envisioned by the station's owner, Anthony R. Martin-Trigona, as a prelude to similar agreements with CBS and ABC. Those two networks, along with group owners Corinthian Broadcasting Corp. and Avco Broadcasting Corp., were the target of a \$3-million antitrust suit filed earlier this year by Mr. Martin-Trigona, charging that they, in concert with WISH-TV and WLWI(TV), both Indianapolis, and WANE-TV Fort Wayne, Ind., had conspired to block WTAF's attempts to obtain affiliation (BROADCASTING, Feb. 3). Mr. Martin-Trigona also complained to the FCC (BROADCASTING, Feb. 10).

The consequence is a short-term renewal

KCHS Truth or Consequences, N. M., last week received a short-term license renewal from the FCC—until April 1, 1970.

Bairdland Broadcasting Inc., licensee of KCHS, filed for renewal Oct. 2, 1968, one day after its license expired; the commission accepted the application as one for station license rather than as a renewal application.

The FCC said KCHS failed to respond to commission inquiries in 1967 concerning a notice of violation issued it Nov. 1, 1966. The FCC also noted that KCHS failed to file its re-

newal application on time and failed to respond to commission letters last year concerning the KCHS application. It added that Bairdland's renewal application would be examined at the end of the one-year period to determine its compliance with commission rules and reporting requirements.

Antitrafficking rules spelled out by FCC

The FCC last week codified in a set of new rules its long-established policy prohibiting trafficking in construction permits.

The new rules bar transfer of a CP for financial gain before the permittee builds and operates the station. The commission said it would not consent to such transfer if payment to the seller is more than the amount required for legitimate expenses incurred in prosecuting the application and initial construction, if any.

The rules also modify existing transfer and assignment procedures. They call for a hearing if there is a question of actual or potential financial gain, as when a seller arranges to retain an interest in his unbuilt station which can later be disposed of at a profit. Under the new rules, applicants will be required to file declarations that there are no agreements other than those disclosed in the applications, as well as an itemized accounting of expenses being reimbursed to the seller.

Some sellers who retain an interest may be exempted from the mandatory hearing requirement, the commission said, if they contribute to capital proportionate to their interest. This applies to equity capital, loan capital and guarantees of loans made by banks or others without equity in the station.

The commission also said that it would require hearings in any case where the seller holds an option to acquire equity in the station and where the parties acquiring the CP have an option to purchase all or part of an interest retained by the seller.

The rulemaking proposal was issued last September (BROADCASTING, Sept. 9, 1968), and prompted only a few comments, most of which welcomed the proposed rules as a more definite statement of broadcasters' rights and obligations.

Bill would cover CATV in Connecticut

Legislation to clarify Connecticut's general statutes as they apply to community antenna television and coordinate the roles of the state public utilities commission and the FCC has been introduced in the Connecticut general assembly by State Senator Ray W. Jack-

son (D), West Hartford.

The bill, which would also require the regulatory body to define more clearly areas to be served by cable and provide for comparative hearings for competing applicants, was opposed by several spokesmen for firms that already have been awarded franchises. The opposition was based on contentions that it was unnecessary to change the existing law and that to do so might result in further delay of CATV service.

Although the PUC awarded franchises in March 1967, none has been activated pending the outcome of appeals filed by unsuccessful broadcast-oriented applicants, claiming their disqualification because of broadcast TV interests was illegal. The litigation, now nearly two years old, is still pending in superior court. The only proponent of the legislation was W. Robert Hartigan, representing Connecticut Television Inc. (WVNB-TV New Britain-Hartford) one of the appellants.

In another Hartford development, representatives of the Connecticut Broadcasters Association, advertising and newspaper trade groups registered strong opposition to an administration bill levying a 5% sales tax on advertising revenues. The proposal is part of a multi-million dollar tax increase being considered by the lawmakers.

FCC shuns hard line on one-to-customer

Observes rule is not in effect yet in approving sale of KRUS-AM-FM

The FCC provided further evidence last week that it has liberalized the policy it adopted to implement the provisions of its proposed one-to-a-customer rule.

It approved the sale of KRUS-AM-FM Ruston, La., to Ruston Broadcasting Inc. But it made its grant subject to the outcome of the rulemaking proceeding that would bar the owner of a full-time station from acquiring another full-time outlet in the same market.

Thus, the commission followed the same procedure it employed in approving the sales of WTRF-FM-TV Wheeling, W. Va., two weeks ago (BROADCASTING, March 3) and of WMOU-AM-FM Berlin, N. H., last month (BROADCASTING, Feb. 17).

Furthermore, in orders approving the KRUS and WTRF sales, the commission said that, since early termination of the one-to-a-customer rulemaking proceeding does not appear possible, it would consider requests for waiver of the policy on their merits.

Not to do so until it has determined the action it will make on the rulemak-

ing, the commission said last week, "will be, in effect, imposing the proposed rule before it becomes finalized."

"We seek to avoid such arbitrary action."

The proposed rule was issued for comment on March 28, 1968. As a result of repeated requests by broadcasters for extensions of time for filing reply comments, the deadline for replies was not finally reached until Feb. 28.

The commission found that the sale of KRUS-AM-FM, subject to the outcome of the proposed rules, would serve the public interest for two reasons: The stations are presently operated under common ownership and, therefore, a grant would not materially alter the present concentration, if any, that common ownership of KRUS-AM-FM represents.

The grant would not deprive the residents of Ruston of their existing FM service.

Ruston Broadcasting is owned by R. E. Hook and his wife and Don Hollingsworth. The Hooks own WELZ Belzoni, WMAG, WQST(FM) Forest, both Mississippi, WRUS-AM-FM Russellville, Ky., WKIZ-AM-FM Key West, Fla., and have a 44% interest in WRAG Carrollton, Ala.

The commission vote on the KRUS-AM-FM transfer was 4-to-2, with Commissioners Kenneth A. Cox and Nicholas Johnson dissenting. Commissioner Robert T. Bartley was absent.

Commissioner Johnson, who with Commissioner Bartley dissented in the WTRF action, issued statements in both expressing opposition to waivers of the interim policy.

Johnson raps FCC on renewal of KNBR-AM-FM

FCC Commissioner Nicholas Johnson accused his colleagues last week of following a double standard in renewing the licenses of NBC's KNBR-AM-FM San Francisco without reviewing "the case against NBC." The commission renewed the licenses on Feb. 28, three months after they expired (BROADCASTING, March 3).

Commissioner Johnson, the lone dissenter to the renewal, said that a "small, family-owned AM radio" station is dealt with far more severely when it commits "minor infractions."

The commissioner listed seven incidents which, he said, should have been reviewed. Two were reprimands for activities that the commission had said would be checked into further when NBC's license for KNBC(TV) Los Angeles would come up for review—one involving NBC's conduct of the Golden Globe Awards program; the other, its supervision of two quiz shows.

The commissioner noted that action

on the KNBC(TV) renewal has been deferred because a competing application for the frequency has been filed by a group of Los Angeles area residents (BROADCASTING, Feb. 10).

But he said that those incidents and others he detailed should have been reviewed by the commission in connection with the KNBR-AM-FM renewal applications, since they were the first NBC has filed since the behavior in question.

The commission, as he noted, did not mention any of the incidents in its order renewing the licenses of KNBR-AM-FM. It said only that it has not "undertaken to dispose of complaints against other NBC stations which, as previously indicated, will be disposed of in other proceedings."

(FCC Chairman Rosel H. Hyde, in testimony before the Senate Communication Subcommittee last week, said that none of the complaints, "even if valid," would warrant denial of NBC's licenses for the stations.)

One of the other matters cited by Commissioner Johnson involved the broadcast by NBC's WKYC Cleveland of a Lucky Bucks contest. The commission had told NBC that the advertising for the contest had fallen short of the "required degree of licensee responsibility" and that the matter would be reviewed at license-renewal time.

Other matters listed by Commissioner Johnson included:

- The "numerous complaints" the commission received concerning NBC's coverage of the 1968 Democratic national convention. The complaints, which were directed mainly at the networks generally, have been disposed of so far as allegations of violations of fairness are concerned. However, the commission is continuing its investigation of charges that some television crews engaged in news faking.

- The allegation that "NBC employees" had placed a hidden microphone in a room that was used for a closed platform committee meeting at the Democratic convention. This incident, involving a single network employee, is being investigated by a federal grand jury in Chicago.

- The commission reprimand involving a possible conflict of interest on the part of NBC commentator Chet Huntley in connection with his comments about federal meat inspection laws. (BROADCASTING, Sept 16). Mr. Huntley has financial interests in the meat industry.

- Reports that a KNBC-TV crew had brought "dove" and "hawk" picket signs for use in filming a student debate in the Los Angeles area. The commission considered the matter but disposed of it without further action last March.

The commissioner had also felt the commission was wrong in failing to

consider plans of NBC's parent RCA to acquire St. Regis Paper Company in a \$700-million transaction. The proposed agreement was aborted after Commissioner Johnson prepared his dissent, but he left his discussion of the matter in his statement with a footnote pointing out that the commission was prepared to renew the license without examining the impact "of RCA's largest acquisition."

Johnson hits TV for lack of creativity

FCC Commissioner Nicholas Johnson told a forum of the New York chapter of the National Academy of Television Arts and Sciences last week of another of his criticisms of television, one that he found applies equally to commercial and educational TV:

"There is no opportunity for creative individual participation."

Mr. Johnson elaborated by noting his particular concern over "the commercial side of TV—an industry funded at \$3 billion a year—that does not have the equivalent of research and development facilities or a farm team."

He compared what he called the "lack of visual excitement" in television with the record industry, where he said today "any group of kids with enough money to hire a hall and some recording equipment can make a record and it will be sold in every supermarket."

While conceding that this produces "a lot of junk," he said it has also opened the way for an "effervescence and self-revelation," which is not available in the television industry.

Mr. Johnson added that the lack of originality leaves him feeling that while "I occasionally get a glimpse of what creativity can be in television, most of it is pictures of radio programs."

Mr. Johnson flew to New York after two-and-a-half days of congressional testimony to become a last-minute panelist in the academy's discussion of "Public Television—Can It Work?"

He joined John F. White, president of National Educational Television; Ward B. Chamberlin Jr., vice president of the Corp. for Public Broadcasting; John W. Kiermaier, president of noncommercial WNDT(TV) Newark, N. J.; New York; William Pearce, manager of noncommercial WLIW(TV) Garden City, N. Y.; Dore Schary, the writer and director, and moderator Robert Lewis Shayon, TV/radio editor of *The Saturday Review* and professor of communications at the Annenberg School of Communications, University of Pennsylvania.

Mr. Schary opened his part of the discussion by noting that he had not heard of public broadcasting. He was told, and also heard an airing of the dispute between Mr. Pearce and Messrs.

White, Chamberlin and Kiermaier over whether exclusivity should be granted on major educational program material in individual markets (BROADCASTING, March 3).

Post chairman denies charge of monopoly

The Washington Post Co. last week said it was, "to put it mildly, preposterous" to claim that organization could monopolize the news media in Washington. The statement from Frederick S. Beebe, chairman of the Post Co., came after the firm had been attacked in an on-air editorial by Arthur W. Arundel, owner of WAVA-AM-FM Arlington, Va. (BROADCASTING, March 3).

Mr. Arundel's stations have been operating as all-news vehicles and he charged that the movement into the all-news field by the Post Co.'s WTOP would "carry the corporate giant over the divide to an effective near monopoly of news in Washington."

The Post Co. is licensee of WTOP-AM-FM-TV Washington, WJXT(TV) Jacksonville, Fla., and owns the morning daily *Washington Post* and weekly *Newsweek* magazine. Last week it signed agreements to buy WLBW-TV Miami and WCKY-TV Cincinnati (see page 40).

Mr. Beebe said the *Post's* daily circulation is smaller than the combined

circulation of the city's other two dailies and that there are 44 radio and TV stations in the market.

He noted that Mr. Arundel's current protestations are markedly opposite to the comments the WAVA owner made last November when the WTOP format change was first announced. At that time, Mr. Beebe said, Mr. Arundel "wrote us that he was 'delighted' and said: 'The public interest and Washington market would, I think, be well served and healthier by having two stations providing strong and extensive news services on different parts of the dial.'"

The Post Co. chairman noted that WTOP's switch to 24-hour all-news was a natural move after Larry Israel was named chairman of the Post-Newsweek Stations in August 1968. Mr. Israel, he said, "is generally considered to have pioneered genuine all-news programming" at Westinghouse Broadcasting's WINS New York, KFWB Los Angeles and KYW Philadelphia.

He added that a community survey showed a full-time news service "would add significantly to the broadcast service" in the area. He also noted that WAVA is a daytime station and after it signs off, that operation's news is available "only to listeners with FM receivers" on WAVA-FM.

Even if both WTOP and WAVA could be heard at all times by everyone in the

area, Mr. Beebe said, "what would be wrong with competition. . . . We can see no reason why WAVA should be immune from such competition. Such immunity would indeed produce a kind of monopoly—for WAVA—and that would seem to be what its self-serving editorial is trying to promote."

Winston-Salem stations given autonomous set-up

Piedmont Publishing Co., Winston-Salem, N. C., has reorganized its interests, dissolving the 32-year-old corporate ties between the *Winston-Salem Journal* and *Twin City Sentinel* and Triangle Broadcasting Corp., licensee of WSJS-AM-FM-TV Winston-Salem.

FCC approval of the reorganization became effective March 1. Gordon Gray continues as chairman of the board of both companies; Donald J. Chipman, president of Piedmont, and Harold Essex, Triangle president, also remain in their posts. Each company will have its own management and board of directors.

Mr. Gray and associates purchased the newspapers and WSJS on May 1, 1937. WSJS-FM went on the air Dec. 1, 1947. Triangle was formed in 1953 as a subsidiary of Piedmont to operate WSJS-TV, which went on the air on Sept. 30 of that year. The licenses of the stations were transferred to Triangle in 1967.

International

CBC costs to Canadians are revised downward

The Canadian Broadcasting Corp. will cost each Canadian about \$7.90 in the coming federal-government fiscal year which begins April 1. A previous report erroneously gave the per-capita amount as \$8.30 (BROADCASTING, Feb. 10).

The federal outlay for the publicly owned corporation was estimated at \$166 million for the 1969-70 fiscal year. On Feb. 1 Canada's population was estimated at 20,980,000 and it will surpass 21 million during the year in which the money is being spent. The \$7.90 figure is based on a population of 21 million.

The previous report also put the estimated per-capita cost of the CBC to the federal government at \$7.55. The actual figure is about \$7.29.

Abroad in brief:

Belgian cable system ■ Vikoa Inc., Hoboken, N.J., announces that its European licensee, Ateliers de Constructions

Electriques de Charleroi, has received a contract to build a 600-mile CATV system for Association Liegeoise de Electricité in Liège, Belgium. The system, valued at over \$1 million, is expected to serve 25,000 homes by 1973. Vikoa makes cable TV equipment and is a multiple-CATV system owner.

1934 news ■ Avro, the independent Dutch radio network, last week broadcast in Holland taped excerpts from an NBC Radio newscast, dated July 21, 1934, as a part of a program celebrating the 45th anniversary of news broadcasting by the Dutch network.

More TV for India ■ Television in India, currently restricted to Delhi, will be expanded. Six additional TV stations are proposed for Bombay, Calcutta, Madras, Kenpur, Ahmedabad and Bangalore.

Reischauer reflects ■ *The Japanese*, a look at Japan through the eyes of former U. S. Ambassador Edwin Reischauer, CBS News' Perry Wolff and former Tokyo correspondent Igor Ozenoff, will be aired April 23 on CBS-TV, sponsored by Xerox Corp.

There's a PAL in Australia's future

The decision in Australia last week to adopt the same color-broadcast standards as those used in Great Britain and in West Germany came simultaneously with official sanction of plans to introduce color on the South Pacific continent.

Color transmission will be on the PAL system (phase alternation line). Announcement was made by A. S. Hulme, postmaster-general. He did not, however, announce a date for introduction, indicating that an 18-month notice would be issued to permit commercial stations and set manufacturers to prepare for color.

According to Australian broadcast sources in New York, estimates on initial costs to the industry—in Australian dollars—would include between \$600 and \$1,000 for a color set, up to \$600,000 to convert a station and around \$2.5 million to convert all of the 37 government-owned stations. There are 47 commercial stations in Australia.

The high cost of wheels for TV

Buying a mobile unit for one station's use is poor economics, but there are ways to beat and profit from the problem

"If I do two remotes a year, what the hell's the sense in spending a quarter of a million bucks a year on a color mobile unit and parking it in a garage?"

That frank major-market TV station manager may be one of the luckiest men alive. He doesn't own a mobile unit, color or black-and-white; he rents one from an out-of-town station whenever the need arises. Other stations have color mobile units, and they have \$1-million-plus headaches making a profitable venture out of keeping them on the road on a rental basis enough to justify—at least, to nervous station controllers—the high cost of equipment.

"I doubt that one television station has made a lousy dime on a mobile unit," says Edward H. Herlihy, engineering manager for WKBG-TV Boston.

"You've got to keep it on the road all the time to make it profitable." In fact, he says somewhat sourly, WKBG-TV "had some soul-searching last fall" on whether to continue its one-year-old mobile-unit service.

The \$340,000 unit is still in business. But Mr. Herlihy has company from a number of stations that have expressed second thoughts about this increasingly competitive business of renting mobile equipment.

The quantum leap in technology from black-and-white to color, the demands made by the networks and such specialized hookups as Hughes Sports Network and TV Sports Inc., the burgeoning field of video-taped commercials—all have served in a few short years to move mobile units out of local markets and truly into continent-wide orbits.

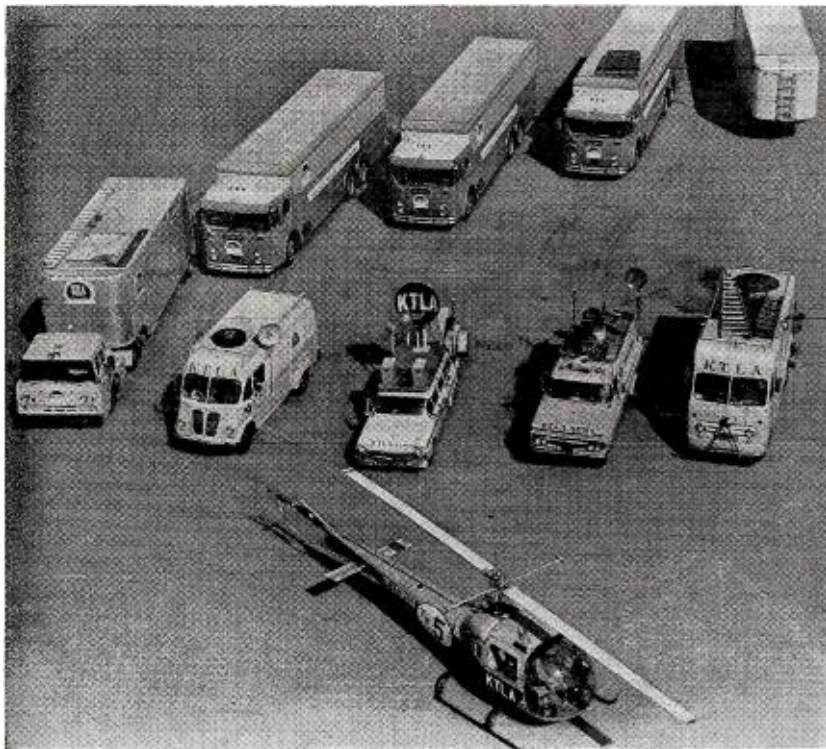
A Charlotte, N. C., unit now tapes commercials in the Bahamas; an Austin, Tex., mobile unit covers live a regional National Collegiate Athletic Association basketball game in Kansas.

The bunching up of an Apollo space shot, a National Football League game, a 30-minute special for Celanese, a 60-second spot for Coca-Cola that have to be taped or covered within a short span of time, may find that neither the networks nor Hughes nor the commercial tape outfits can readily supply the equipment and manpower. Then these sources are turning increasingly to the independent and group station operator with enough mobile gear to do the job.

That trend was noted by Charles Phillips of RCA's merchandising group, a major supplier of mobile packages, who says that the "networks are decreasing the purchase of the number of units they use and are relying instead on the independent stations or groups. There is a definite increase in the private ownership of mobile vans by tape production firms."

There is money to be made—if the business can be secured on a month-in, month-out basis. How much is usually termed by knowledgeable stations as "modest," or reflected in the statement "we hope to break even this year." For it appears—despite the claims of prestige and community involvement surrounding the ownership of a color mobile unit—that going mobile is a high-risk business that few stations can afford to engage in, and oddly enough, more appear willing to try. As Ridge Radney, national sales manager for Mobile Color Inc. of Austin, Tex.,—a subsidiary of KHFI-TV Austin—which has made a total mobile commitment, sees it: "Mobility is the very essence of the television medium, to get out on location where the action is."

The substantial question facing the major-market or medium-sized TV station manager concerned with going mobile is whether an expenditure of up to \$1 million on color equipment or the junking of a present black-and-white mobile unit for color is to become an engineer's plaything, a manager's nightmare or a profitable return on investment? The answer may well depend



If not the most complete, certainly the most versatile color mobile fleet belongs to KTLA(TV) Los Angeles. Excluding four trucks in the foreground which are

reserved for news use, KTLA has 40-foot and 26-foot camera buses, 40-foot power generator bus, news bus, microwave unit—and a "telecopter."

upon how much he likes to gamble. According to several knowledgeable sources, the only certain thing about the mobile business is its uncertainty.

"There's absolutely no guarantee in this business," says John Dillon, managing director of Jefferson Productions. "Some months may seem light, but then you may get booked up quickly." Or, he might have added, booked little or not at all.

Some station groups have tried the total commitment approach by forming autonomous production units wholly devoted to mobile activity and equipped with the latest equipment designed to meet most on-the-job contingencies. Jefferson is one example; it was formed several years ago by Jefferson Standard Broadcasting Co. (WBTV[TV] Charlotte, N. C.) not only for mobile color work but also for commercial production and for production of that company's syndicated programming as well.

About \$1 million is invested in facilities which include an 18½-ton, six-color camera (five Norelco PC 70 Plumbicon's and one Norelco hand-held) remote truck with an assortment of Angenieux lenses, RCA TS-40 switcher and BC-7A audio board multiple mike inputs, mixers, 12 black-and-white and three color-preview monitors, nine-position program interrupt system (CBS, one of Jefferson's customers, had requested five, but according to Mr. Dillon, "we decided to go all the way.")

A 30-foot companion video-tape truck holds one RCA high-band machine and one Ampex VTR-2000 with room for other cameras if needed. A 45 kw generator can be pulled up behind in a pickup truck to enable complete operation of both cameras and tape units without commercial power.

"Good equipment is essential to a mobile operation," says Mr. Dillon, "but that too is a gamble because the equipment you buy today may become obsolete in the next couple of years." A slow-motion video-tape recorder, for example, would be a risky item for Jefferson because it wouldn't pay for itself by twice-a-year use, he says. (But, at least two stations apparently are willing to gamble: WHDH-TV Boston has an Ampex HS-100 slow-motion VTR in its \$1.25-million mobile setup; KRDL-TV Dallas also has such an Ampex.) Yet Jefferson took the risk of a \$1-million plus investment in mobile equipment because, as Mr. Dillon notes, "there was a need for a top-flight production outfit working in the Southeast."

Much the same need spurred KHFI-TV Austin, Tex., to form Mobile Color Inc. last April. According to Mr. Radney, "the market was ripe for action."

KHFI-TV had already compiled a

two-and-one-half-year record of over 400 remotes in central Texas before it moved to an autonomous unit with a separate crew available for outside assignments. The unit during the past year has covered network-televised National League baseball (NBC), NCAA football (ABC), and American Football League exhibition games on a regional basis.

Mobile Color too is equipped to meet virtually all contingencies. It has two custom Dodge 27-foot vans, capable of pulling a 12-foot trailer with power generator, each with three Norelco PC 70 cameras, one Ampex VTR 1200 high-band and low-band recorder with editing features, Angenieux lenses, multiple mike inputs, mixers and microwave facilities. The only difference between the two units is that one has a camera deck for shooting atop the cruiser. A third unit is a 35-foot bus equipped with four Norelco PC 70's, two Ampex VTR 1200's, four Angenieux lenses and external generator "if desired."

Although the Mobile Color units are fully equipped for network use, the outfit is making an effort to solicit business, at accordingly lower-than-network rates, from smaller-market TV stations that "are crying for color and can't afford to buy a mobile unit," says Mr. Radney. In addition, Mobile Color foresees a business in providing

production support for medical and industrial firms that desire closed-circuit TV tape production.

Northwest Mobile Television is another production arm, formed late last year by the King Broadcasting Co. group (KING-TV Seattle), principally because it was felt there was a need in the Northwest area for a mobile unit designed for commercial use. (Stan Carlson, NMT manager, also notes that the autonomous unit was created because no one station in the King group wanted to touch the costs involved in such a mobile-unit undertaking.)

To that end NMT equipped a 27-foot "interim" unit with three Norelco PC 70's, one Ampex VTR 1200 with an assortment of Schneider and Angenieux lenses, mixers and Grass Valley switcher, and it is also equipping similarly an additional 35-foot van. The NMT unit has been used by Hughes for Pacific Eight Conference basketball games for regional telecast on the Pacific Coast. But Mr. Carlson feels that the top earnings for the NMT unit will come from commercial production. "Terrifically high line costs" involved in network feeds of professional baseball and basketball games from Seattle, he says, minimize that as a source of revenue.

All three production unit managers suggest that such an investment in equipment would be a poor one for an



It's common occurrence now to find one network affiliate renting its mobile equipment and providing crew support in taping show to appear on rival net-

work. KRDL-TV Dallas (a CBS affiliate) sets up color mobile gear at the Navy base in San Diego for Operation Entertainment show on ABC-TV.

independent station because they feel the unit would rarely "pay for itself," certainly not in station use alone. But independent stations are buying mobile units—large ones, at that, sometimes in the 35- to 40-foot van bracket.

RCA's Mr. Phillips notes that his company's 1968 packaged mobile-unit sales tripled over the previous year and he expects a three-fold increase over that amount this year. Mr. Phillips declines to specify the total number of units. But one of the specialized van body companies with which RCA has been dealing for 18 years says it turned out eight to 10 mobile TV units in 1968.

The company, Gertenslauger Co. of Wooster, Ohio, which is one of the oldest manufacturers of custom vans for primarily bookmobiles and medical units, has experienced an appreciable upswing in mobile-unit product in recent years. According to a company spokesman, Gertenslauger previously produced three or four units annually for network use (usually NBC and CBS), but says that the trend now is decidedly toward requests from independent and educational TV stations. Gertenslauger has been identified with the recently constructed mammoth 40-foot van for WBAP-TV Ft. Worth-Dallas and a 35-foot van for KOMO-TV Seattle.

The company's mobile unit product varies in length from 18 feet to 40 feet in a broad price range of from \$18,000 to \$35,000 of which \$15,000 to \$18,000 is marked for the custom chassis. J. Madsen Co. of Bath, N. Y., designer and manufacturer for custom chassis primarily for transit school buses, has teamed with Gertenslauger on a number of units including the WBAP-TV and KOMO-TV vans.

According to Madsen engineer Sid Heiser, his company has noted an increase in mobile-unit product; last year Madsen produced six to eight custom chassis for mobiles. Most contracts, he says, are for a 35-foot tandem axle vehicle with an air-suspension support capability of about 45,000 pounds supplied with either a gas-driven 534-cubic-inch Ford engine or a Cummins 220 diesel. "The stations are going after the big ones," he notes.

Both companies have seen a change in the basic design of mobile units. Mr. Heiser notes that contractors have dropped previous semi-trailer requests, where the mobile unit would be attached to an independent cab, in favor of a complete all-in-one self-contained unit. The Gertenslauger spokesman sees a move toward the truly customized van tailored to meet the requirements of the individual station. The conglomeration of equipment from different manufacturers being used in vans today precludes a wholly one-brand packaged product that used to

be prevalent, he says, and the use of smaller cameras and equipment permits the accommodation of more equipment than ever before.

Few, if any, of the mobile vans produced by Gertenslauger have what might be called "creature comforts," although WBAP-TV's unit has an area specified for client use. The Gertenslauger spokesman notes that there is about "three feet of carpeted area" designed for prospective renters of the equipment, and not much else. "We don't put any of that stuff into our vans," he says.

Rupert Bogan, director of engineering for WBAP-TV, affirms there are only three chairs behind a table in this client area, and laughingly dispels images of other creature accommodations, such as bars or bathrooms, aboard this mobile palace. But RCA's Mr. Phillips foresees creature comforts becoming "more prominent in the future." In one RCA mobile-unit package a 100-volt refrigerator was installed, he says, and soon hot and cold running water may be a permanent fixture—"seriously," he adds.

It's hard to envision such "luxuries" aboard most mobile vehicles today where 10 to 12 staff members, perspiring from the heat of the equipment (eight tons of air conditioning notwithstanding), usually crawl over one another to get to their consoles. But one station, WTVJ-TV Miami, has solved the client problem. It has a "Florida room," a portable six-foot by 12-foot van capable of being attached to the side of its 34-foot semi-trailer unit for the use of "production personnel and sponsors."

The initial cash outlay for one of the big vans may cause a brief lump in a station manager's throat; the cost of equipping the unit may bring tears to his eyes. But, it's when he puts the unit out on the road that the real headaches begin.

A behemoth costs money to operate as soon as it hits the pavement, in gas, oil, insurance, licensing, road-use taxes (\$2,000 or more in some states) and driver fees. One station operator breaks down his vehicle operation costs per mile this way: for a 35-foot diesel van that gets about three miles to the gallon at 25 cents per gallon, fuel is roughly eight cents; add in 17 cents for insurance, three cents for license fees and 16 cents for driver expenses, and the total is about 44 cents a mile.

That cost may appear to be slight for local area use, but for long-haul jobs it's one of the reasons a number of stations are moving to a two- or three-mobile unit operation. The advent of the hand-held camera makes possible accepting assignments with only a videotape and switching truck capable of

carrying the lighter-weight cameras. And many stations with a multiplicity of smaller units have been able to accept assignments in small markets that would prove prohibitive to the 40-foot van owner.

Amortization of the mobile unit is another headache. One major-market station operator figures he had to do 100 remotes last year, at a \$440 profit per use of the unit to break even on a \$44,000 annual amortization of his color equipment. He wound up doing only 84 remotes.

Labor costs are still another problem. With crew charges averaging anywhere from \$8.50 to \$10 an hour for an eight-hour day, for a normal six-man crew on a three-camera color remote the cost ranges from about \$400 to \$500—exclusive, of course, of overtime. One station engineer says part of his remote expense is always based on "time-and-a-half for the crew."

The rates stations are charging their customers reflect these basic considerations, and they serve to frequently scare off the smaller advertiser who wants mobile service for his commercials. For those contractors who can afford to pay the freight, the "typical" remote—three cameras, six men, working within a radius of 25 to 50 miles of the station—may cost a minimum \$2,400 to \$2,500 for an eight-hour day—a fee that varies remarkably little in the major markets. When you add to that figure, video-tape usage and travel far afield on assignment, then the rates reflect such exotic charges as separate set-up and strike day costs, rehearsal costs, per diem for personnel, meals, lodging, mileage according to the mobile unit used, advance cable installation, unit usage discounts, special rates for director and floorman—and the whole mobile operation becomes an expensive proposition for the average contractor.

It obviously is for a station which must cover an away game of the hometown baseball team and doesn't relish the prospect of a 500-mile trek to the ballpark. Often stations will set up a reciprocal arrangement whereby, as a hypothetical example, WFLD-TV Chicago can air a White Sox game in Baltimore through the mobile services of WJZ-TV. When the Baltimore Orioles play in Chicago, WFLD-TV would provide the mobile units. Often, the only charges involved in such an arrangement are overtime costs for local station personnel.

But John M. Sherman, director of engineering, WCCO-TV Minneapolis-St. Paul, might well have been speaking for many of his brethren when he says: "Actually, the rental of this equipment can't be considered a profitable opera-



**What can park like a car, sit in a ballroom,
or video tape a Grand Opera?**

The Minimobile

The Minimobile is our complete, entire, from nuts to bolts, Alpha to Omega, nothing-left-out-but-the-salt, mobile video tape television system. And it's all stowed away in a 21 foot van.

It can be used to tape a full-scale spectacular, a sports event, or a two shot chit and chatter show.

On top of that (for you Keystone Chase lovers) you can record with it while we're driving it. There are anchor positions for the cameras on the sides and the top, and radio frequency mikes that can beam back to the truck from hundreds of feet away.

And it's so small we could put two of them into one of our standard size mobile trailer units. (Only goodness knows why.)

Now read this part if you're technically minded, else skip on along to the end.

Besides Plumbicon cameras (studio and hand held), and Ampex VR-

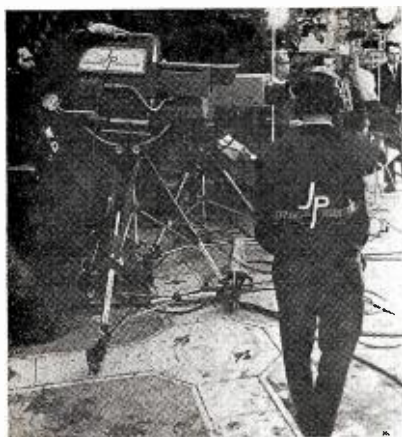
2000 and VR-3000 video tape recorders, the Minimobile has all the conveniences of a professional control room operation. It has a 6-input switcher with mix, effects and chroma-key; and 8-fader dual channel audio console with high and low level inputs, audio cartridge and reel record with playback facility, and a multiple assortment of microphones, including RF mikes.

The Minimobile may be operated with the basic system of two cameras and one VR-2000, or as many as five cameras and two VR-3000s. With three or more cameras in the van, VR-2000s may be operated from a support van.

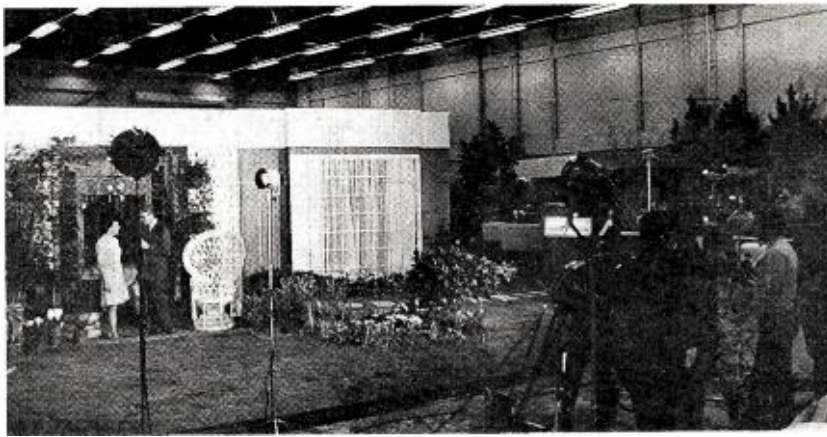
The Minimobile is the only one-of-its-kind in this neck of the woods. At the rate we're moving (while living at the Shack, and waiting for them to finish our grand, new production facilities at the Mess, and considering the post production facilities we already have at the Shack, and our four other mobile trailers) about the only production problem we can't solve right now is producing enough parking space.

LEWRON TELEVISION, INC.

625 West 42nd Street, New York, N.Y. 10036, Telephone 524-4225



Jefferson Productions moved camera and video-tape trucks and a crew of 16 from its Charlotte, N. C., base south to Atlanta for taping of 30-minute special, *Joys of Southern Living*, for Celanese Corp. There were a few production problems on first-day shooting,



but experienced crew surmounted them to meet tight deadline. Left, floorman and cameraman prepare for "Take one." Above, Jefferson's Clyde McLean conducts interview in front of Celanese house exhibit, amid sounds of whining power drills and hammers banging on

nails. On-location headaches are part of mobile unit business, but there are rewards too. Celanese paid a reported \$20,000 for two day's shooting. Special was completed on time and was aired March 1 over 20 stations from Virginia to Georgia.

tion. Although the rates are high and the revenue is considered sizable, it all goes to pay labor and to amortize the more than \$1-million cost of the color camera unit and to the more than \$250,000 cost of the video-tape unit."

But equipment costs are next-to-nothing compared with the frustrations and aggravations associated with problems on the road. On an assignment last month for the Celanese Corp., Jefferson Productions moved its mobile units and crew of 16 from its North Carolina base south to Atlanta. The assignment was the taping of a garden and home-decoration exhibit in the Atlanta Civic Center, sponsored by *Southern Living* magazine, for a 30-minute special, *Joys of Southern Living*.

Although the ground work had been done two months previously (exhibits to be taped were planned in advance; a bare-bones shooting script had been developed), the schedule was rather tight: one-and-a-half days of shooting (Thursday and Friday) plus editing of the tape in Charlotte (Friday evening) for mailing by Saturday to 20 stations from Virginia to Georgia for airing that Sunday (March 1)—if all went on schedule.

It didn't, at least the first day. When the crew arrived, the exhibits were in the process of construction by advertising executives and product managers because the carpenters had staged a brief strike (they were back on the job the next day). The taping was done amid the sound of hammering and power drilling—an annoyance since on-camera audio was being used. Shooting was a half-hour behind schedule because the exhibits were not ready for taping.

Moving from exhibit to exhibit with

three cameras (two Norelcos on dollies and one hand-held Norelco) using 300 feet of cable and checking-out the taping at every stop with a TV monitor were accomplished in spite of the noise and spectators vying for the crowded aisles. It was far from ideal, admits Jefferson's Dillon. "The difficult thing we had here was the fact that we couldn't control the background."

Despite the physical limitations, the setups and strikes of equipment were carried off quickly with an average 20 to 30 minutes spent per exhibit. The taping required one or two takes and a minimum of rehearsal for the talent, who ad-libbed most of their lines. Cumbersome problems of camera height were solved by that time-honored theatrical tradition of "making do"; if the dolly wasn't sufficiently high, benches were found on which the camera could be placed.

The taping was a "typical medium-sized remote job," according to Mr. Dillon. The crew included director; remote supervisor; audio, tape, and two video operators; a lighting director; three cameramen; a utility man; a production assistant; two actors, and an executive producer. And considering the "rush job" nature of the assignment (and it was completed and aired on time), Mr. Dillon indicated it was necessary to have an experienced crew that is accustomed to working together. "Absolutely first-rate people are necessary for this kind of job. You can't expect the normal studio technician to be competent to do commercial work on a part-time basis," he says. Contractors, agencies in particular, expect a more sophisticated product: "And you can't do that solely with studio technicians." (Contractors also appear willing to pay well. The 30-minute

special cost Celanese in the neighborhood of \$20,000.)

But more stations are going mobile with a variety of equipment that staggers the imagination and the pocket-book. And what's more, some report making a profit out of their operations.

KHVV-TV Honolulu had its mobile unit in use, primarily by the U. S. networks, for nearly 300 hours last year, covering such events as the Hula Bowl (ABC), Hawaiian Open (NBC) and portions of the Apollo 8 flight (CBS). During the last three years the KHVV-TV unit has been used by the four Japanese networks, the Canadian Broadcasting Corp. and the British Broadcasting Corp. The KHVV-TV unit also served as the primary pickup of the first live transmission from Hawaii to the U. S. mainland during the Michigan State-Notre Dame football game on Nov. 19, 1966. And the unit has proved a profitable by-product of the station's uses: about \$100,000 annually for the last three years.

KHJ-TV Los Angeles has two mobile units: One 32-foot van holds six Norelco PC-70's and two Ampex high-band VTR's; the other, a smaller 20-foot van, contains two Norelcos and one Ampex VTR. Both units have been used by CBS, NBC, Hughes and the Public Broadcast Laboratory for several of its telecasts. The Bob Hope Golf Classic (NBC) employed a KHJ-TV unit. According to George Tokar, chief engineer, the station has found that "the rental of equipment has been a profitable operation, and one which we actively pursue. However, we don't rent for the sake of keeping the equipment busy."

The KHTV-TV Houston unit, employing four General Electric PE350 cameras plus an Ampex high-band

VTR, has been used in the Astrodome for coverage of 40 National League baseball games, the first University of Houston-University of California basketball game and American Football League exhibition games. According to Crawford P. Rice, KHTV manager, its mobile unit "has been of equal importance to us as a revenue producer and as origination vehicle for a significant amount of our own programming.

The WFAA-TV Dallas unit is a 40-foot recently color-converted Aero-coach, originally custom-built by Ampex, which contains six GE PE350's and two Ampex high-band VTR's. The unit has seen service with ABC-televised NCAA pickups, taped commercials for All-State Insurance, and a 30-day stint in Mexico City last October for the Summer Olympics at a considerable cost to the station and the network (ABC). The WFAA-TV unit hasn't yet proved a money machine, although as a black-and-white operation, it was quite successful, according to Mike Shapiro, general manager. "We have high hopes for it" he says, "because our basic van body as a black-and-white unit has already paid for itself several times over."

WFLD-TV Chicago is one UHF that has found its mobile unit—a 39-foot van equipped with four Marconi color

cameras—a profitable venture primarily because it receives extensive use during the baseball season. WFLD-TV carries the Chicago White Sox (home and away) games in addition to local basketball games.

Last year the WFLD-TV unit was used about 30 days by Hughes for Notre Dame football games and *Showcase '68* (NBC).

WTVJ(TV) Miami employs a 34-foot semi-trailer van and a converted 34-foot Greyhound bus, which serves primarily as a video-tape mobile unit. Both units have been used last year to tape all of the Jackie Gleason and Don DeLuis shows (CBS) originating from Miami Beach, the Miss USA and Miss Universe Pageant, 13 John Gary shows and the Republican national convention.

KPRC-TV Houston chose the economy route last September by squeezing existing color studio equipment into two of its black-and-white units, and with slight customizing of its audio switching unit, went into a mobile business for about \$500,000—half of what a 40-foot fully equipped van would cost. KPRC-TV now has four units (camera truck with five GE PE 350's, control van with switching facilities, video-tape unit and utility and lighting vehicle) and has covered, during 51 days use,

American Football League and National League baseball games (NBC) and the football Bluebonnet Bowl (Hughes).

KTLA(TV) Los Angeles has four basic units, a 40-foot Crown Coach bus with RCA TK-41's, TS-40 switcher and BC-6 audio console; a 26-foot Fruehauf semi-trailer with four Norelco PC-70's; a 40-foot Crown Coach bus that houses two 85-kw generators plus additional camera equipment and a mobile unit with microwave gear. And, if the need arises, KTLA can provide aerial coverage with its helicopter outfitted with a Norelco six-and-half pound Plumicon color camera.

During last year, the KTLA units were used for about 350 hours with an estimated 1,800 hours contracted for 1969.

And the mobile equipment beat goes on, limited only by the ingenuity and funds a station can afford to pump into a "television station on wheels." But more stations are going mobile, and, according to Dan Love, general manager of KHFI-TV Austin, Tex., Mobile Color's parent, more should: "We feel there is a great need for this sort of thing at all levels of the medium. We feel that many small and large markets should get up off of their soft cushions and go to work." Perhaps. The sedentary station manager might do well,



A Texas Size Television Station—on wheels

Ready to roll . . . any time, anywhere, WBAP-TV's custom color mobile unit carries TV production potential to new long-distance lengths. Full station facilities equal to the most complex assignment are integrated into forty feet of streamlined mobile housing—designed and engineered to WBAP-TV's exacting specifications . . . outfitted with the most technologically advanced equipment . . . manned by one of the most technically qualified, highly experienced TV crews anywhere.

Represented Nationally by Peters, Griffin, Woodward, Inc.



however, to flip a coin and see which way it comes up before rising to the challenge.

(The foregoing special report was researched and written by Robert A. Malone, associate editor, Washington.)

Commercial companies rent mobile equipment

In addition to television stations that rent mobile equipment a number of commercial companies offer mobile units, cameras and video-tape units for rent. Among those well known in this area are the following:

ABC, 57 West 66th Street, New York 10019. Merle Worster, director, TV operations. (212) LT 1-7777. Mobile units, camera chains, cameras lenses and other equipment are for rent when not in use. Prices are competitive.

CBS-TV Operations, 524 West 57th Street, New York 10019. David White, general manager. (212) 765-4321. Large mobile equipment is not for rent but small pieces, such as cameras, lenses, tripods, pedestals are for rent when not in use. Prices are competitive (for example, price of a camera is from \$400 to \$700 a day).

General Television Network, 901 Livernois Avenue, Ferndale, Mich. 48220. R. Randolph Hippler, sales manager. (313) 548-2500. Four-camera black and white mobile unit with black-and-white broadcast video-tape recorder. Portable power generator. Basic cost including crew \$2,000 per day.

Hollywood Video Center, division of Western Video Industries, 1541 North Vine Street, Hollywood. Rounseville W. Schaum, president; John Braislín director of operations. (213) 466-2141. Two mobile units. Larger six-camera unit in 40-foot air-conditioned van with 55 KVA sound-proofed generator in custom tractor; smaller, two-camera unit is all modular and transportable by air. Prices on request.

Hughes Sports Network (formerly National Video Tape Productions), 530 Fifth Avenue, New York 10036. (212) 581-3891. Charles A. Voso, VP engineering. Four mobile units with 18 GE Plumbicon cameras. A tape operations center with 35 mm and 16 mm film equipment, five Ampex high-band recorders. Dub and edit high-band and low-band video tape. Prices on request.

LewRon Television Inc., 625 West 42d Street, New York 10036. Stanley J. Cole, vice president. (212) 524-4225. Hollywood (213) 462-6511. Five mobile units—number one: 40-foot van, four Plumbicon cameras, two VR-2000 high-band color video-tape recorders; number two: four RCA color cameras; number three: Ampex VR-2000 high-band color video-tape recorders; Clark Cortez Mini-Mobile with up to five

Plumbicon cameras; Econoline Unit with one Norelco PCP-70 and one VR-3000 color high-band video-tape recorder. Prices on request.

Logos Teleproductions Center, 3620 South 27th Street, Arlington, Va. 22206. William T. Gladmon, president. (703) 671-1300. Two mobile units with modular equipment capable of interchangeable arrangement. Seven Norelco PC-70 color cameras; four video-tape units. Prices on request.

National Teleproductions, 5261 North Tacoma Avenue, Indianapolis 46220. Howard J. Zuckerman, president. Mobile unit number one: 40-foot semi-trailer with six Marconi cameras, GE color film chain with 16mm projector and slide projectors, 23 monochrome and two color monitors. Unit number two: three cameras, one video-tape recorder, specially equipped for location commercials, small sporting events. Third unit on order. Prices on request.

NBC Telesales, 30 Rockefeller Plaza, New York 10020. Dan Sullivan, manager. (212) Circle 7-8300. Color-mobile unit with five color cameras, one black-and-white camera and two video-tape machines for \$750 per hour with a one-hour minimum. Other mobile unit equipment available with prices on request.

RCA, Columbia both get into the cassette field

Cassette tape cartridges—the youngest and smallest member of the booming recording industry—got a major boost last week as both the RCA record division and Columbia Records division of CBS announced that they will go into production of pre-recorded cassettes by summer.

The country's two leading record manufacturers have been making four-and eight-track stereo tape cartridges, in addition to standard phonograph records, but previously had resisted the small but growing cassette business.

Many industry observers have predicted a battle between cartridges and cassettes similar to that between RCA's 45 rpm LP record and Columbia's 33 $\frac{1}{3}$ rpm LP record 20 years ago. Cassettes, developed by Philips of Holland, were introduced into the U.S. by North American Philips Co. less than three years ago. Prerecorded cartridge sales were reported about seven times that of cassettes last year.

An RCA spokesman said "consumer interest in prerecorded cassettes has developed to a point that justifies an initial marketing effort." Basic price of a cassette album will be \$6.95, a dollar more than for the standard stereo phonograph version.

Reeves Video, 304 East 44th Street, New York 10017. Gifford Cummings, director of Airmobile Video Systems. Oregon 9-3550. Color cameras and tape recorders available for rent. Prices on request.

RME Productions, 100 East Broad Street, Suite 1302, Columbus, Ohio 43215. Richard Mann, president. (614) 224-6281. Mobile production units housed in 40-foot vans, contain six color cameras, two video-tape units, slow-motion stop action unit and complete control-room facilities. Prices on request.

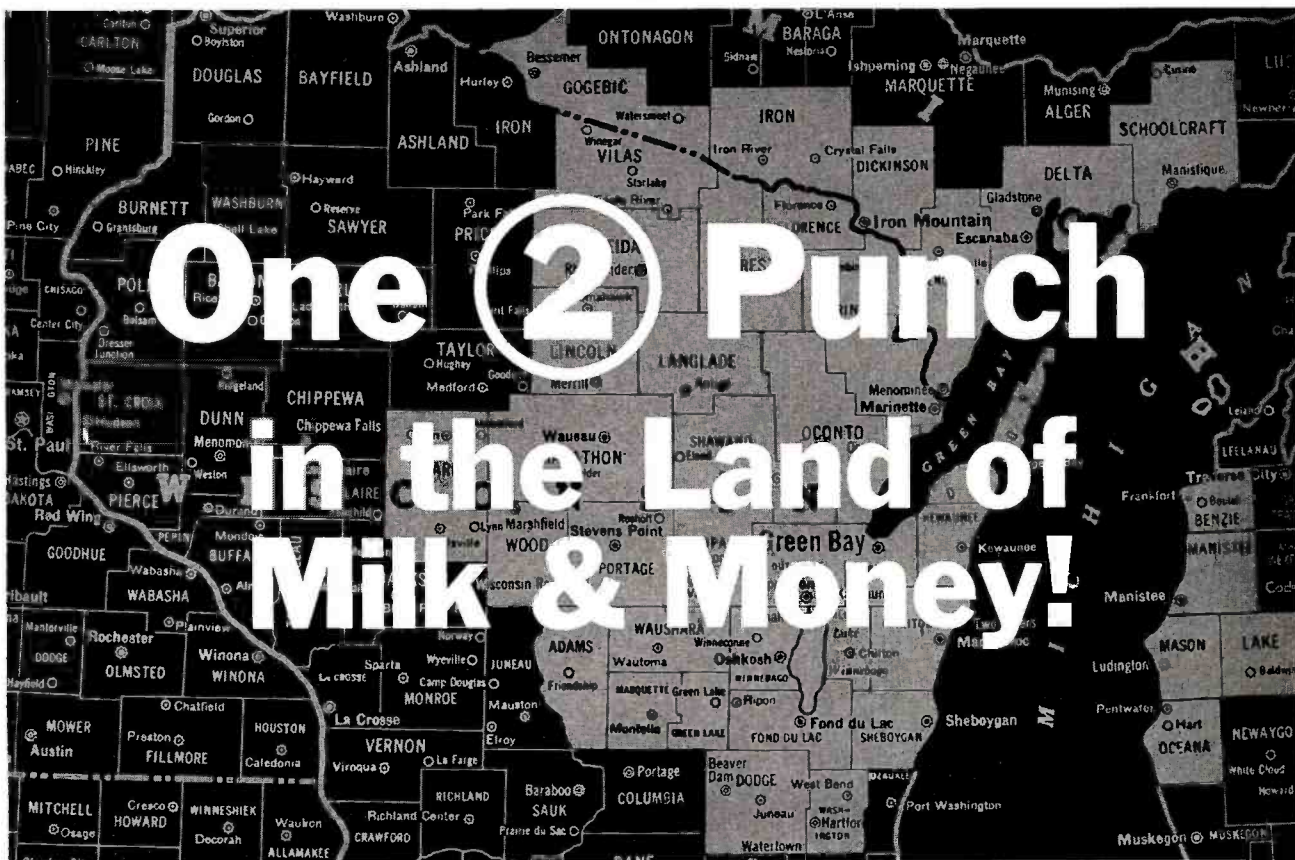
Seros Inc., 815 Douglas Street, Redwood City, Calif. 94063. James A. Rock, president. (415) 365-5757. Mobile unit, 27-feet, four color Marconi Mark VII cameras, two Ampex color VR-1200 high-band videotape recorders, 15-channel audio console, audio tape recorder. Prices on request.

Tele-Color Productions, 1108 Oronoco Street, Alexandria, Va. 22314. (703) 683-3203. Charles F. Riley, president. Camera and video-tape equipment set up in separate trucks for maximum flexibility. Unit number one: Up to four Norelco PC-70 cameras, which can be removed and used separately. Unit number two: One or two VR-2000B high-band video-tape recorders with support equipment rack. Price varies from \$1,000 to \$4,000 a day according to equipment needed.

Tele-Tape Productions Inc., 321 West 44th Street, New York 10036. Richard E. Riedel, president. (212) 582-3400. Mobile units available include a black-and-white unit with six Marconi Mark IV cameras, two Ampex VTR's and other necessary equipment; color camera unit with six Marconi Mark VII Plumbicon cameras, necessary auxiliary equipment; a color tape unit capable of functioning independently; a recording and editing unit with camera facilities; other portable facilities as needed.

Tel-Fax, Enterprises Road, Montgomeryville, Pa. 18936. Tony Symanovich, president. (215) 855-0970. Three mobile units, two color vans and one monochrome. Each color van is equipped with three color cameras and one high-band recorder. Both can be married for six camera-two recorder operations. Color cameras are Norelco PC-70's and GE PE 250's. Rates on request.

Vidtronic Division, Technicolor Inc., 823 North Seward Street, Hollywood 90038. Bradley Kemp, western sales manager. (213) 462-6111. Mobile unit with two Norelco PC-70 cameras and all necessary equipment; specialists in transferring high-band color video tape to 16mm, 35mm and super 8mm film; all forms of technical editing. Prices on request.



Nighttime Dominance

18 out of 24 Top-rated Programs on Green Bay Television

STATION	PROGRAMS	TOTAL HOMES	STATION	PROGRAMS	TOTAL HOMES
WBAY	Green Bay Packer / NFL Football	131,600	WBAY	Beverly Hillbillies	73,900
"Y"	Dean Martin	118,900	WBAY	Second Game / NFL Football	73,700
WBAY	Family Affair	91,200	"Y"	Laugh In	72,900
WBAY	Mayberry RFD	87,600	WBAY	Gunsmoke	72,700
"Y"	Dragnet	83,700	WBAY	Red Skelton	72,600
WBAY	Gomer Pyle	82,900	"Z"	Bewitched	72,300
WBAY	My Three Sons	82,500	WBAY	Green Acres	71,700
WBAY	Smothers Brothers	78,800	WBAY	CBS Friday Night Movie	69,100
WBAY	Carol Burnett	78,200	"Z"	That Girl	69,000
WBAY	Gilligan's Island	76,900	WBAY	News/Weather/Sports (6:00 - 6:30 PM) Tuesday	67,400
"Y"	Julia	75,400	WBAY	News/Weather/Sports (6:00 - 6:30 PM) Monday	66,900
WBAY	Lucy Show	74,700	WBAY	Good Guys	66,200

NOVEMBER, 1968 A. R. B.*

WBAY 18

Station "Y" 4

Station "Z" 2

Weather/News Sports Dominance

The Resultstation

Total TV Homes Weekly . . . 6:00 & 10:00 PM

WBAY-TV 739,900
 Station Y 523,000
 Station Z 000,000*

* No Weather, News, Sports Programming.

* Subject to limitations of survey



WBAY/GREEN BAY

There's joy in two Mudvilles tonight . . .

For the Washington Senators and Montreal Expos didn't strike out in their radio-TV negotiations

The Washington Senators have come up with a radio outlet; the Montreal Expos have come up with a "local" television package that will cover the continent, and the Seattle Pilots are still looking for local TV coverage.

Although 21 of the 24 major-league baseball teams had completed their radio-TV arrangements by last month (BROADCASTING, Feb. 17), Washington, Montreal and Seattle still had unsettled situations.

The Senators, which for the past six years had received about \$350,000 annually in local radio-TV rights from WTOP-AM-TV Washington, will move up to about \$425,000 a year under new contracts with WWDC and WTOP-TV. The team had signed earlier with WTOP-TV, but until last week could not find a radio station that it could get together with on price. It was forced into the radio market, and now it turns out profitably so, when WTOP dropped all sports from its schedule prior to going all-news.

The contract with WWDC is for one year with options. The station will carry the 162-game regular-season schedule and about 10 exhibitions. It hopes to set up a regional network of about 10 stations. Already signed for one-sixth on WWDC is Atlantic-Richfield through N. W. Ayer. Participating sponsors will include Schafer Brewing and B. F. Goodrich, both through BBDO, and Giant Foods. Shelby Whitfield, former sports director of Armed Forces Radio and TV Service in Europe, has been hired by the Senators to handle play-by-play on radio and TV. Joining him on radio will be Ron Menchine, former sports director of WWDC.

Although a second voice for WTOP-TV has not been set, that station will have an elaborate array of special "color" commentators, ranging from Hugh Hefner to Bill Veeck. The station has been trying to get political, entertainment and sports figures to work on the 35 games to be televised locally. In particular, it has been looking for leaders in the black community to get behind the microphone to help the large Negro community in Washington more easily "relate to the games."

While the station still hopes to have political personalities such as Senators

Everett Dirksen (R-Ill.) and Edmund Muskie (D-Me.) and former Vice President Hubert Humphrey on its broadcasting team ("Closed Circuit," Feb. 17), those names are on the "possible" list. Already confirmed are pop singing groups the Supremes and Temptations (through Motown Records) for several games emanating from Detroit; comedian Flip Wilson for an early season game from Washington; Bill Veeck, former owner of the St. Louis Browns and Chicago White Sox and now owner of Suffolk Downs racetrack, for games from Boston; Johnny Unitas, Baltimore Colts quarterback, for games from Baltimore; Sonny Jurgensen, Washington Redskins quarterback; Timmy Brown, Baltimore Colts running back, and for a game from Chicago, *Playboy* publisher Hefner and at least one bunny.

The Expos, a new National League entry, in their contract with the Canadian Broadcasting Corp. will boast the most extensive local TV coverage afforded any ball club. The contract calls for 15 regular-season games on 44 English-language and 12 French-language stations. In addition the French network will take six more games, all on Wednesday night.

The 15 games to be carried on both networks will be nine on Wednesday nights, four on Sunday afternoons and two weekday games on April 8 and 14. The first is the season opener in New York and the second is the home opener.

Although the Expos still do not have a radio contract, the team will be getting approximately \$250,000 for the TV rights. O'Keefe Brewing has purchased half of the rights and the remainder will be sold off to other advertisers.

The situation in Seattle, one of the American League's new cities, is still bleak as far as the Pilots and local TV are concerned. A club spokesman last week called it "entirely conceivable that the team will start the season without any Seattle TV coverage."

The problem seems to be that although several of the area stations have developed a TV baseball package and taken it into the marketplace, the interest by advertisers just isn't there.

Advertiser interest in the established eastern teams seems much stronger, par-

ticularly in Boston where the Zayre department store chain has just signed up for one-sixth of the Red Sox games on WHDH Boston and the 48-station radio network. Department stores are not known for big spending in sports and the Zayre buy through Bo Bernstein & Co. for the 34 stores in New England is looked on as a potential breakthrough.

In another baseball note, Nellie King will again be working the Pittsburgh Pirates games on the radio and TV line-ups through KDKA-AM-TV.

Triangle sets sights on feature-film production

Triangle Program Sales, Philadelphia, plans to expand into the feature-film field with the establishment of a production office in Los Angeles. A lease for office space has not yet been signed.

Robert A. Mirisch, resident counsel for Mirisch Productions in Hollywood, will be in charge of the new office as director of film development. His duties will be to secure rights to properties, develop new stories, negotiate agreements with studios and supervise production of movies for television and theatrical use, Triangle said. Development of television properties other than feature films is also planned.

Mr. Mirisch's appointment is effective March 24.

Original drama back in fall

Prudential's On Stage, the series of original dramas which made its debut on NBC-TV this season, will return to the network for the 1969-70 season. The series will be produced next year in association with noted writers and producers in the U. S. and England and will continue under the direction of William Storke, vice president, special programs. S. Mark Smith will continue as over-all story executive in 1969-70.

Prudential's On Stage included this season Rod Serling's "Certain Honorable Men," and Alun Owen's "Male of the Species." The third in the series is scheduled for Sunday (March 30), and two other, yet unscheduled dramas will complete the season. Prudential agency is Reach, McClinton & Co., New York.

COMPUTERIZED TRAFFIC ACCOUNTING

Billing Projection • Program Log • Avails • Contract Expiration • Time-Income Breakdown • Copy Shortage Report • Rorabaugh Report • Break-down-by-Salesman, etc.



AND



BROADCAST MANAGEMENT INFORMATION AND STATION PERFORMANCE TEST

Q: Do you know every morning at 9 a.m. when you come into your office what your billing is as of that day for this month, next month, or six months from now?

- A:** (a) Yes. (10 points)
(b) No, but I can usually guess within 25 per cent. (1 point)
(c) No, if I really need it I can hire two more bookkeepers. (2 points)

Q: Was your program log perfect yesterday, and what are its chances today?

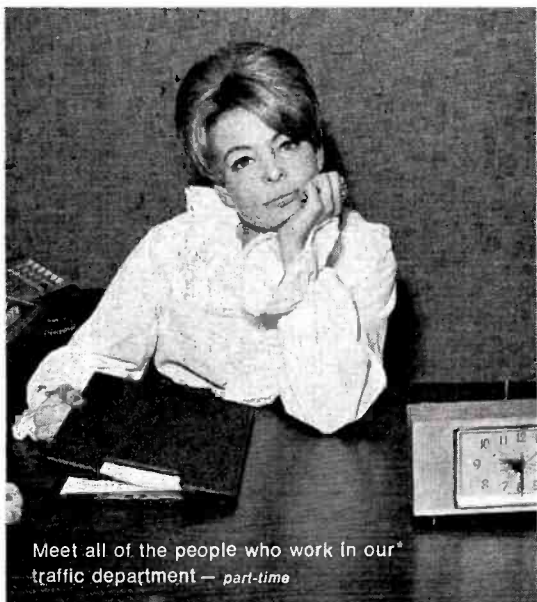
- A:** (a) Yes, and good. (10 points)
(b) No, but when you have live girls working on everything, it's bound to get confusing. (2 points)
(c) No, but the only thing we missed were the "Dollar Days" spots. (1 point)

Q: Is a complete, detailed, current availability list on the desk of your national and local sales representatives each day?

- A:** (a) Yes. (10 points)
(b) No, but it seems to me there's an opening tomorrow night at 7 P.M. (1 point)
(c) Are you kidding?! (No points)

Q: Do you know this morning which contracts expire in the next four weeks?

- A:** (a) Yes. (10 points)
(b) No, but if I went through the order file, I could find out in three to four hours. (1 point)
(c) Who cares about expirations! It's sales I'm interested in. (1/2 point)



Meet all of the people who work in our*
traffic department — part-time

*She'll be at the Convention.

Q: Can you do the Rorabaugh without overtime and/or hiring many extra people?

- A:** (a) Yes. (10 points)
(b) No, but the accounting department loves the overtime. (3 points)
(c) No, I never could figure out those ink blots. (No points)

Q: Is your billing always out the very first day of the month?

- A:** (a) Yes. (10 points)
(b) No, but we're improving and last month we got it out by the 7th. (3 points)
(c) No, but we've got the corrected adjusting entries in for December. (1 point)

Q: Does your Operations Manager know each morning how many spots will come up in the next week for which he doesn't have copy?

- A:** (a) Yes. (10 points)
(b) No, right now he is trying to figure out what happened to the P & G film that was supposed to run last night! (2 points)
(c) No, but if we're lucky, everything's in for tonight! (1 point)

Q: At the end of each month, do you know how much income was received for each of your programs and agencies?

- A:** (a) Yes. (10 points)
(b) No, and I have often wondered if that Audie Murphy Film Festival was really worth what we paid for it. (No points)
(c) No, but by the 15th of the month I have a pretty good idea what our total income was for the preceding month. (No points)

Q: Could you design a system that would give you all of these answers, and more, each day for \$15,000 or less?

- A:** (a) Yes. (10 points)
(b) Not unless I can steal it! (Tsk)
(c) No, but if I could hire four extra people, I could get it for \$30,000 a year! (1 point)

SCORE: Whatever your score on this test, your station — Radio or Television — can function with 100% efficiency with the BCS Radio/Television Computerized Traffic/Accounting System.

The full system will be demonstrated at NAB Exhibit #549 at the Shoreham Hotel. Visit the BCS Hospitality Suite at the Washington Hilton.

**BROADCAST
COMPUTER
SERVICES**

A Division of Wolverine Broadcasting Corp.

Call or write:

P. O. Box 966, Colorado Springs, Colo. 80901 (303) 471-3657

bes

DEVELOPED BY BROADCASTERS-FOR BROADCASTERS

Dilemma over definition of ethics

Commission's hearing on WBBM-TV 'pot party' finds Minow again saying show wasn't rigged

Members of the FCC and the former chairman of that agency struggled last week with the question of the ethics involved and the professional standards that broadcast newsmen should follow in presenting news documentaries that are, in varying degrees, "prearranged." They did not get very far.

But the former chairman, Newton N. Minow, who was representing CBS in an oral argument before the full commission, suggested that the question was somewhat academic so far as the matter on which he was appearing was concerned.

For the *Pot Party at a University*, which CBS-owned WBBM-TV Chicago broadcast in two segments, on Nov. 1 and 2, 1967, did not deal with a party that station personnel helped to induce, he said. The station, he added, was simply invited to film it in connection with an effort to bring home to its viewers a serious social problem.

But it has long been obvious that the case will help form commission policy in overseeing the broadcast of news and documentaries. Mr. Minow said he felt an important step in articulating that policy was taken three days before Monday's (March 3) oral argument, in the commission's letter to the networks on the coverage of the Democratic national convention in Chicago last August (BROADCASTING, March 3).

The letter not only held that there was no "substantial basis" for concluding that the networks had been unfair in their coverage, but also said that, in matters of "staging" news events, "there are . . . many areas of permissible licensee judgment."

The oral argument—which ran 45 minutes over its scheduled one hour—was the final procedural step before the commission reaches a finding on its inquiry into the program dealing with Northwestern University students at a marijuana party. And during it, Chairman Rosel H. Hyde reminded Mr. Minow that CBS was being given an "extraordinary" opportunity to rebut the findings of what was merely an investigator's report to the commission.

Former Chief Hearing Examiner James D. Cunningham, who conducted a hearing in the investigation and issued the report, found that the party had been "prearranged" for the benefit of CBS and would not have been held but for the request of WBBM-TV reporter John V. Missett (BROADCAST-

ING, Jan. 13).

Mr. Minow, however, noted that the examiner did not reach a finding on the issue posed by the commission—whether representatives of CBS helped plan or arrange the party, or encouraged others to do so. Furthermore, he said, the party was as represented—a pot party on a college campus.

But Commissioners Nicholas Johnson and Kenneth A. Cox were interested in Mr. Minow's views regarding the standards of ethical and professional behavior broadcasters should follow in presenting actions (they seemed particularly interested in illegal actions) that could have occurred as represented but did not.

Commissioner Cox cited the hypothetical appearance of a camera crew



Mr. Minow

at a riot scene after most of the rioters had left and their request to a straggler to throw a brick through a window for the benefit of the cameras. And Commissioner Johnson cited various possible degrees of prearrangement in connection with the filming of a marijuana party—from an authentic one to which a reporter is invited to one that is staged at a university where marijuana is not smoked—for the purpose of representing a problem that exists at other campuses.

Commissioner Johnson, who said "we are dealing with the evolution of the commission's thinking" in matters of this sort, asked Mr. Minow to dig into his experience—as a former chairman of the commission (from March 2, 1961, to June 1, 1963) and as an at-

torney—to help the agency.

"What are the techniques that are used in putting together a documentary that are distinct from those involved in hard news?" he said. What are the ethical questions involved in "representations that are made to the audience? . . . What do you think the professional standards ought to be?"

Mr. Minow felt viewers should be told precisely what they are being shown. But he said these were "hard questions," and allowed that he would rather "they were put to professional newsmen."

This appeared to frustrate Commissioner Johnson, who said: "We've got to determine what we find reprehensible and why we find it reprehensible."

Mr. Minow, who stressed that CBS believed Mr. Missett's story that the station had been invited to film an authentic pot party, said at one point that WBBM-TV would not have aired the program if station officials thought the party was not authentic. "They have a policy against staged events," he told Commissioner Cox.

"But", put in Commissioner Johnson, "What is 'staged'?"

"It means different things to different people," said the former FCC chairman.

Mr. Minow said several times he thought the commission's letter to the networks on their Chicago coverage has helped clarify matters regarding "staged" news events—once after Chairman Hyde asked if the examiner's finding that the party was "prearranged" wasn't the same thing as saying it was induced or encouraged by CBS.

The letter recognized that every news conference involves some staging, as do scenes in a documentary—"on how the poor live in a typical day in the ghetto, for example—" and it added: "While there can, of course, be difficult gray areas, there are also many areas of permissible licensee judgment in this field."

The commission said it was concerned with "the deliberate staging of alleged 'news events'" which do not in fact occur but are "acted out."

It said it wanted to avoid involving itself in questions of licensee news judgment, and thus would investigate only those allegations where there is "extrinsic evidence" of staged or distorted news events.

Some observers seem to feel that the letter indicated that the commission was preparing the rationale for moving CBS off its current hot spot. They pointed particularly to a passage asserting that "the commission would not place a licensee in jeopardy 'for the isolated lapse of an employee . . . where the licensee has adequately discharged

its responsibilities." Mr. Minow, in apparent reference to that language, told the commission that "there is no question" on the part of the examiner [in the WBBM-TV case] regarding the licensee's "good faith".

However, commission officials point out that the language regarding licensee conduct is critical and that Examiner Cunningham raised questions as to how WBBM-TV and CBS officials discharged their responsibilities in connection with the program—how well, for instance, they supervised Mr. Missett and checked into allegations that the program was rigged.

Mr. Minow, as in his written comments on the examiner's findings, stressed that CBS was convinced after its investigation that Mr. Missett had told the truth in stating he had been invited to film the party and did not ask that the party be held. He described Mr. Missett, 23, as a 1967 honor graduate of Northwestern University, who had been recommended to WBBM-TV by the university and who comes from a family of journalists.

The four participants at the party on whose testimony Mr. Cunningham had relied in reaching his major findings were, on the other hand, beyond belief, Mr. Minow said. He noted that Mr. Missett's contact—referred to as "Witness A" (but identified as Frank Feldinger in public documents)—was not only a marijuana smoker but a "pusher"—even if only a not-for-profit pusher—who had accused not only Mr. Missett but a commission representative, Northwestern officials, the Evanston (Ill.) police and the House Investigations Subcommittee (which has also investigated the pot party program) of lying.

"That's the witness the commission seems to be relying on," he said.

Joseph Stirmer, Broadcast Bureau attorney who was sitting with the commission, asked whether testimony of Malcolm Spector, a former Northwestern student now teaching at McGill University in Montreal, didn't tend to back up Mr. Feldinger's version. Mr. Spector has said Mr. Missett asked him to arrange a party that could be filmed, but the WBBM-TV reporter has denied making such a request.

Mr. Minow, noting that Mr. Spector had not been involved in the party that was held, said he had been interested only in producing a program for the station that would have been "pro pot." "CBS never heard of Spector until well after the party," Mr. Minow said. "We don't think he has anything to do with this."

Mr. Minow conceded that Mr. Missett had used "bad judgment" in one respect. He had given Mr. Feldinger

\$5 in return for which the witness gave him marijuana. The exchange occurred when the party was breaking up after Mr. Feldinger, according to Mr. Missett, said he and others at the party had the "munchies"—that is, were hungry.

Mr. Missett had been under instructions from his superiors not to pay any money or encourage the holding of the party in any manner. Mr. Minow said that Mr. Missett rationalized his action on the ground that the party had already been held. Mr. Missett has said he threw the marijuana away almost immediately after picking it up from a table where Mr. Feldinger had left it.

Mr. Missett had withheld information on the incident from CBS for six months because of a promise Mr. Feldinger had extracted from him. Mr. Missett, who had already agreed to keep confidential the names of persons he had talked to, told CBS of the incident, and gave officials Mr. Feldinger's name after it was apparent both men had already talked to authorities. It was at the same time, and for the same reason, that he divulged Mr. Spector's name.

ABC and NBC alter fall kid schedules

Both networks will have entries in 8-9 a.m. Saturday line-up

Major revisions in Saturday-morning children's programming for the fall were announced last week by ABC-TV and NBC-TV, and CBS-TV is expected to reveal extensive changes in its Saturday schedule soon. All the changes reflect an emphasis on "less violent" programming.

Both ABC and NBC will begin programming at 8 a.m., an hour earlier than usual. CBS currently has *Go Go Gophers* and *Bugs Bunny/Road Runner* in that time slot.

ABC will move *Casper The Friendly Ghost*, now at 9 a.m. to the start of the schedule from 8 to 8:30. The next three hours will be filled by new programs: *The Smokey Bear Show* (8:30-9), animated comedy adventures with a concluding conservation message; *The Nashville Cats* (9-10), an animated rock group with a variety of cartoon elements; *Hot Wheels* (10-10:30), cartoon of a group of young, responsible drivers who have formed an auto club, with a safe-driving tip at the end of each show; *The Hardy Boys* (10:30-11), an animated series based on the Hardy Boys mystery books; and *Sky*

Hawks (11-11:30), animation of the Wilson family, a three-generation team of air experts.

ABC will end the morning with *Adventures of Gulliver* at 11:30-12 (now at 9:30), followed by *Fantastic Voyage* at 12-12:30 (now at 10:30), and *American Bandstand* in its regular 12:30-1:30 slot. The network has not set a definite date for the September launch of its new schedule.

NBC, after discussing the new schedule with its affiliates board of delegates (BROADCASTING, Feb. 24), disclosed last week "a departure from past children's programming concepts and an emphasis on types and forms of programs especially designed for children. . . ."

New programs fill the 8-10:30 a.m. period on NBC: *The Heckle and Jeckle Show* (8-9), a comedy series with talking mynah birds that has been around but not on the network; *Here Comes the Grunch* (9-9:30), an animated series featuring a boy and his dog in a fantasy land with a "grunch" and a dragon; *The Pink Panther* (9:30-10), television version of the cartoon character drawn for the titles of the movie of the same name; and *H. R. Pufnstuf* (working title, 10-10:30), costumed actors and puppets in an adventure series. Hasbro Industries Inc., a toy manufacturer, has purchased full sponsorship of *H. R. Pufnstuf*.

Kellogg's Presents the *Banana Splits Adventure Hour* will remain in its 10:30-11:30 slot, followed by a new Ivan Tors animal adventure series. *Jungle Tales* (working title), from 11:30 to 12. *The Flintstones*, now at 10, and *Underdog*, now at 11:30 will be presented in the 12 to 1 p.m. period. NBC's new schedule will begin Sept. 6.

New TIO book reviews educational TV specials

The second edition of *Teachers' Guide to Television*, highlighting educational programs on commercial television, is now being distributed in cooperation with the Television Information Office.

Spring semester programs reviewed in the guide include *A Midsummer Night's Dream*, *The Experiment*, *Adventures at the Jade Sea* and *Cinderella* on CBS-TV; *The View From Space*, *Nature's Adaptations*, *Three Young Americans*, and *The Last Great Adventure* on ABC-TV, and *The Wizard of Oz*, *White Paper: Ordeal of the American City*, *Meet George Washington* and *Mirror of America* on NBC-TV, plus national and international news on all three TV networks.

Mrs. Gloria Kirshner is editor of the *Teachers' Guides*. The first edition was published last fall.

TV coverage catches drama of Apollo 9

All radio-TV networks will carry splashdown on Thursday morning

Following a week of intricate space maneuvers and a new set of television coverage firsts, broadcast coverage of the Apollo 9 flight this week settles down to a period of waiting for return of the orbiting capsule Thursday (March 13).

Although both radio and television networks have scheduled periodic progress reports, photographic and other scientific detail work provide little drama compared to last week's maneuvers.

For the most intricate and dangerous portions of the flight following lift-off last week, television networks found themselves with little more to offer than radio. Both used National Aeronautics and Space Administration audio communications with the orbiting command capsule as it maneuvered and docked with its previously untested lunar module. All three television networks relied on animation and mock-up demonstrations to add a visual dimension to the activities under way in space.

While live television coverage from space was not nearly so extensive or suspenseful as on the Apollo 8 moon fly-by, the space shot provided two live telecasts.

The full space walk scheduled for Thursday (March 6) by rookie astronaut Russell Schweickart was curtailed by concern over his recurring bouts of nausea, but some maneuvers outside the spacecraft were conducted with the aid of fellow astronaut James McDivitt, including spectacular views of the earth and lunar and command modules.

Although the live broadcast signal was interrupted twice during the 15-minute broadcast, picture clarity from the specially constructed Westinghouse Elec-

tric Corp. camera (BROADCASTING, Feb. 17), to be used on the moon, was praised.

The other live broadcast from Apollo 9—that of astronauts Schweickart and McDivitt inside the lunar module—on Wednesday (March 5) also was sharp, but bothered by static, and marred by loss of audio transmission during much of the seven-minute broadcast.

For the launch of the flight at 11 a.m. Monday (March 3), national Arbitron ratings gave CBS television coverage the most viewers, with a 9.4 rating and 38.0 share; NBC an 8.2 rating and 33.0 share and ABC a 3.5 rating and 14.0 share.

All of the radio and television networks plan live coverage of the scheduled splashdown at 10:17 a.m. (EST) Thursday.

'Great Decisions' gets first cooperative effort

Six noncommercial television stations, the Foreign Policy Association and the Southern Educational Communications Association are cooperating to produce and distribute a series of eight half-hour programs on foreign policy entitled *Great Decisions . . . 1969*.

The producing stations are WGTW(TV) Athens, University of Georgia; WYES-TV New Orleans; WSJK-TV Sneedville, Tenn., University of Tennessee; WJCT (TV) Jacksonville, Fla.; and the ETV networks of South Carolina and North Carolina. Southern Educational, a regional alliance of noncommercial stations, will dub the tapes and distribute them to 76 stations in 14 Southeastern states for broadcast during February and March.

The Foreign Policy Association has sponsored the *Great Decisions* series for 15 years. The series in the past has been produced by a single station or by the National Educational Television Network.

Benedict takes the 'boo' out of children's TV

There's no future any more on television in frightening kids. That's the opinion of 32-year-old Tony Benedict, who works in an industry that has made a profitable thing out of presenting superhero action-adventure programming. Mr. Benedict is an artist, writer and producer of cartoons. He is president of Tony Benedict Productions Inc., Sherman Oaks, Calif.

"There's quite a difference between nonhumorous violence now shown on children's television programs and that portrayed by fantasy characters," he says. "The fantasy creations always seem to bounce back. There's never a



Mr. Benedict checks over an animator's shoulder.

finality or death in their lives. The poor cat always comes back for more punishment from the mouse or a plummeting dog bounces like a rubber ball and continues his wild pursuit of the cat. It's one big chase and no permanent damage."

Mr. Benedict's views on the diminishing returns of violence in children's programming is reflected in his current production, a one-hour television special scheduled for release later this year. An original story based on a Christmas theme, the program, *A Yellowstone Christmas*, was conceived by Mr. Benedict in 1965. Now, almost four years later, more than 50 artists and animators are creating some 70,000 individual drawings for the combination live-action and animation film. Currently the special is about 30% completed. It's aimed at prime-time network presentation in time for Christmas this year.

According to Mr. Benedict, who formerly worked for Walt Disney Productions, the entire nature of TV cartoons is likely to change. "Animation is no longer an infant," he points out. "It's a mature industry with facets reflecting entertainment, education, art and the sciences."

Galveston CATV to give weather buffs a treat

Some citizens like all-night movies on TV, but citizens of Galveston, Tex., are going to be able to see a 24-hour radar weather watch, courtesy of the local cable TV system there.

Coastal Community TV Inc., which plans to inaugurate full service next week, will devote a single, exclusive channel for a continuous, 24-hour-a-day radar weather report direct from the Weather Bureau post in that often storm-wracked city.

With the addition of special equip-



Astronauts James McDivitt (foreground) and Russell Schweickart as they telecast from space.

ment both at the meteorological office and at the CATV's headend, Galveston CATV customers will be able to see the actual radarscope superimposed over a map of the Galveston area, with information and explanations penciled in on the display device. The special equipment, which maintains the persistence of the radar information for up to 15 minutes at a time, has been built by ITT for both the Weather Bureau and the CATV system. The apparatus at the headend cost the CATV operator \$7,500.

Coastal Community TV, whose president is former southwestern broadcaster Lester Kamins, started partial operation last December. The 110-mile 12-channel system passes in front of 25,000 homes and is due for completion March 21. It will deliver to subscribers six TV signals (five Houston and one Galveston), plus a standard weather-time channel and a local public service channel, as well as the radar channel. Also being considered is the use of another channel for the local public school system, according to George E. Barry, general manager of Coastal Community.

FCC asked to deny FM grant to Pacifica

The admittedly anti-Semitic poem and commentary broadcast earlier this year over Pacifica Foundation's WBAI(FM) New York (BROADCASTING, Feb. 3 et seq.) have provoked another demand for reprisal against the licensee. The National Educational Foundation Inc. petitioned the FCC to deny Pacifica's application for a noncommercial FM authorization in Washington. NEF, formerly named Christ Church Foundation Inc. and still church-affiliated, is also seeking an educational FM grant in that city.

The foundation argued that WBAI's broadcasts of material, acknowledged by the station to be anti-Semitic, fall outside the constitutional guarantees of freedom of speech and press, because they represent a "violation of that standard of justice protected by the Constitution . . . and . . . a violation of international standards of justice. . . ."

Specifically, NEF said, the broadcasts advocated a crime—homicide and genocide. The poem, said to have been written by a 15-year-old black high-school girl, contained the line: "You pale-faced Jew boy, I wish you were dead." On another broadcast, a black guest on a WBAI discussion program said of Hitler's program to exterminate the Jews: "He didn't make enough lampshades out of them."

The foundation also charged that "the objectionable programing of Pacifica" helps to produce a "fractionalized constituency in which one con-

Praises flow for Nixon performance

Critics cite candor, mastery of medium at hour-long televised news conference

With only seven weeks in office and three televised news conferences behind him, President Richard M. Nixon seems to have obliterated completely the old, tenacious image of a man ill at ease with the electronic media. A sampling of comments on last week's live, hour-long news conference showed only isolated expressions of disapproval: most ranged from the laudatory to the near-reverent, adding color and detail to the emerging picture of "the new Nixon." The presidential news conference was carried by all networks at 9 p.m. EST on Tuesday, March 4.

Some reactions:

■ *Washington Star*: "... confident, masterful . . . he has shed any qualms about television he may have harbored during the campaign."

■ Max Frankel, *New York Times*: "rendered with a remarkable degree of candor . . ."

■ Robert J. Donovan, *Los Angeles Times*: "a masterful exposition of American aspirations and difficulties in the world."

■ Tom Leach, *Chicago's American* ("open letter to Nixon"): "You had a good thing so far with your televised press conferences, so it bothers me to see you ruin it like you did last night. Those extra-long, night-time sessions have to go."

■ *Washington Post*: "... you had to admire the craft of his performance. It is one of the ironies of the situation that the President, for all that he declines to answer questions from time to time on the ground that the press



A star is born.
Courtesy of Washington (DC) Star

conference is an improper forum for foreign-policy making, seems to enjoy conducting a lot of diplomatic business in that forum."

■ *Wall Street Journal*: "... ably conducted . . . manifested the coolness and pragmatism of his approach."

■ *Washington Daily News*: "... a spectacular in a class by itself. . . . Nothing stirring, nothing hammy. Just lawyer's prose, and straight from the shoulder. Keep it up, Mr. President."

■ Representative John W. McCormack (D-Mass.), Speaker of the House: "I thought he gave a lot of information to the people. I was favorably impressed."

■ Eric Sevareid: "A virtuoso performance."

stituency of broadcaster hates the other. . . ." This amounts to "incitement to racial prejudice," which in turn fosters civil disorders, NEF said.

"Fundamentally, there are certain situations where 'fairness' is irrelevant," NEF said. "Advocacy of a crime is one of these."

The foundation's original application for an educational FM construction permit was denied last year when the commission ruled that, as "Christ Church Foundation Inc.," it was not an educational group but a religious one, and therefore ineligible for a non-commercial grant under existing FCC rules. In an attempt to meet commission objections, the foundation reapplied, under its present name, but the FCC ruled that NEF was still fundamentally a religious group and still ineligible (BROADCASTING, Dec. 2, 1968). The foundation has since petitioned for

reconsideration of that decision.

The commission granted license renewal to Pacifica stations KPFA(FM) and KPFB(FM) both Berkeley, Calif., and KPFK(FM) Los Angeles on Feb. 28 (BROADCASTING, March 3). The stations have been the target of complaints from listeners who charged that their programing was one-sided, advocated "open warfare in the streets," and contained obscene language.

Commenting on the complaints, the commission cited its previous response to similar charges against the stations. It said that, while "such provocative programing . . . may offend some listeners . . . this does not mean that those offended have the right, through the commission's licensing power, to rule such programing off the airwaves. Were this the case, only the wholly inoffensive, the bland, could gain access to the radio microphone or TV camera."

NAB again offers convention reports

Radio and TV stations wanting audio fill-ins of the happenings during the National Association of Broadcasters convention, March 23-26, will again be able to get them via telephone.

For the second year NAB will prepare two audio feeds a day during the four-day Washington convention. In addition, advance news reports about what will happen at the convention will be available March 22. The audio reports will be fed via Spotmaster cartridge equipment. Number for the audio service is (202) 234-7522.



NAB President Vincent Wasilewski (l) and Jack Neff, president of Broadcast Electronics, manufacturer of Spotmaster equipment, discuss the technical set-up of the convention audio news service.

New Marks-Kaplan firm to syndicate 16 films

The formation of Markap Television Corp., New York, a TV production and distribution company, was announced last week by Brad Marks and Cy Kaplan, partners in the new firm. The company already has placed into syndication a package of 16 features called "Initial Entry." Titles include "To Die in Madrid"; "Albert Schweitzer"; "The Witness"; "Mondo Cane"; "Face of Fear"; "Don't Lose Your Head"; "The Great British Train Robbery." The package already has been sold to WNCN-TV Boston; CKLW-TV Windsor, Ont.-Detroit; WGR-TV Buffalo, N. Y.; WPHL-TV Philadelphia; WPGH-TV Pittsburgh and KEMO-TV San Francisco. In addition, Markap has entered into an agreement with the Los Angeles-based Winters-Rosen Distribution Corp. to serve as W-R's eastern sales representative. Markap will handle such new W-R syndicated series as the daily 90-minute, *Zsa Zsa Gabor Show*; the week-

ly half-hour *Barbara McNair Show*; the daily half-hour *Juvenile Court* drama series; the Monday-through-Friday half-hour *Slim Scene* series of mod physical-exercise programs and the *Buck Owens Show*, 78 half-hours of country-western music.

Mr. Marks previously headed his own company, Brad Marks Enterprises, and earlier served in executive capacity for Independent Television Corp., the Reade Organization and Walt Disney Productions. Mr. Kaplan has been vice president of National Telefilm Associates for the past year and previously was a sales executive with Embassy Pictures, ITC, United Artists Television and RKO General.

Markap makes its headquarters at 515 Madison Avenue, New York. Phone (212) 355-0900.

Film production draws Lee Rich from Burnett

Lee Rich, who left television film production less than two years ago convinced that there's no room in the industry for independent program producers, has formed a new film production company, Lorimer Productions in Beverly Hills, Calif. But in resigning from Leo Burnett Co., Chicago, to form his new company of which he is president (see page 10), Mr. Rich made it clear that "my basic aim is not to do television." Instead, the veteran advertising agency executive primarily will produce motion pictures. He has purchased the movie rights to two books, "The Sporting Club," a first novel; and "Fuzz," a detective-adventure novel by Ed McBain, and is in negotiation with several studios on both books.

Still, Mr. Rich is considering producing some TV specials and reportedly is talking about doing three series for NBC-TV and two series for CBS-TV. "I'll do television under the proper conditions," he told BROADCASTING last week. "I'll not do deficit-financing television production under any circumstances. I've been through that."

New series: 'The Game Game'

CBS Enterprises has placed into syndication a half-hour, daily series, titled *The Game Game*, in which three celebrities compete with a noncelebrity in questions dealing with human relations. The series is produced by Chuck Barris Productions, Hollywood, in association with CBS Enterprises.

Ralph Baruch, vice president and general manager of CBS Enterprises, last week told a news conference at which the series was announced that *The Game Game* has been sold in a number of major markets. Details will be announced shortly. The series will go on the air in the fall.

Cap Cities gives Pope copy of TV special

A copy of the one-hour TV special *The Secret of Michelangelo: Every Man's Dream*, has been presented to Pope Paul VI at a special papal audience in the Vatican.

The program, produced by Milton Fruchtman of Capital Cities Broadcasting Corp., was telecast over ABC-TV Dec. 5, 1968. It will be rebroadcast on Easter, April 6 (7-8 p.m., EST).

The film, based on Michelangelo's fresco on the ceiling of the Vatican's Sistine Chapel, was presented to the Pope by Archbishop Philip M. Hannan of New Orleans, episcopal chairman of the communications committee, U. S. Catholic Conference. It will become part of the permanent collection of the Vatican museum as a historical document.

The film is the first visual record of the complete Sistine ceiling. It was made possible by a specially designed camera, placed on a platform atop a 64-foot scaffolding to cover the 5,599 square foot fresco.



L-r: Thomas Murphy, president of Capital Cities; Pope Paul VI, and Archbishop Hannan.

Program notes:

Soulful special ■ Metromedia Producers Corp. will produce a one-hour special on singer Aretha Franklin for telecast next fall.

Science-fiction series ■ *Star Trek*, coming off NBC-TV at the conclusion of the current season, will be placed in domestic syndication by Paramount Television, producer and distributor of the series. The package will include 79 episodes of the science-fiction series, which will have had a three-year network run.

Speedway telecast ■ For the sixth consecutive year, MCA TV on May 30 will present a closed-circuit live telecast of the Indianapolis 500-mile race. More than 175 theaters and arenas in the U. S. and Canada are expected to take the feed.

Mariner 6 heading for TV close-ups of Mars

While all eyes are on the Apollo 9 astronauts, whose TV transmissions last week thrilled millions of viewers on earth (see page 66B), another U. S. space craft was speeding to rendezvous with the planet Mars, 59.5-million miles away. It will transmit back to earth the closest look yet of the red planet.

Mariner 6 started its five-month journey on Feb. 24. A second Mariner, 7, is scheduled to be launched March 24, and it also will relay TV pictures back to earth. The pictures will be received at the National Aeronautics and Space Administration's Goldstone, Calif., earth station, and transmitted from there to NASA's Jet Propulsion Laboratory at Pasadena, Calif.

Mariner 6 is expected to fly by Mars on line with the planet's equator July 31. Mariner 7 is programed to pass Mars's southern polar cap on Aug. 5.

On board both Mariners are two TV cameras, one with wide-angle lens, the other with a narrow-angle lens. Both are expected to produce pictures that should be 10 times the resolution of those sent back by 1965's Mariner 4. The new pictures are expected to show objects on Mars that are less than 1,000 feet wide; the 1965 pictures only showed objects that were two miles or more wide. Also to be used with the cameras are red, blue and green filters to help bring out surface features, particularly the mysterious canals that were seen by early astronomers.

Using a slow-scan mode, the television cameras will take a black-and-white picture about once every 30 minutes on the approach, and about one per minute when the vehicle comes down to the 2,000-mile level.

Picture taking is scheduled to commence two days before the spacecraft reach their assigned 2,000 miles alongside the planet.

Hyde on land mobile, control of Intelsat

FCC Chairman Rosel H. Hyde provided a few startling observations regarding the current land-mobile furor which is under commission consideration in several inquiries by stating before the House Communications Subcommittee last week that "we don't have a crisis here that requires dislocation of services."

The remark was based on interim

findings of the Stanford Research Institute, which has been conducting for the commission under a \$500,000 contract a one-year study of methods to expand interservice spectrum sharing and to devise new frequency allocation techniques. The findings are to be made public within two weeks, the chairman said. And he speculated that there is going to be "far more sharing [of frequencies by services] in the future than ever before."

The chairman also dispelled fears expressed by Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, that American interests in the current international talks on an Intelsat consortium would be "traded-off for political reasons." "Our delegation is making a vigorous effort to protect American leadership in this effort," Chairman Hyde said. "America will be the manager of this system. Nothing has been indicated

Who delivers the big spenders in Des Moines?



WHO TV

...that's who!

5B COLOR 13 • DES MOINES, IOWA

(More adults 18-49 than any other Des Moines station—Nov. '68 ARB)

at this conference that this management would be faded off."

Peacocks are prettier in many more homes

The sale of color TV receivers in January reached a new record, almost 27% over the same month in 1968, the Electronic Industries Association has reported in issuing preliminary figures for the first month of the year.

During the month, U. S. television set makers sold 914,160 color and

black-and-white TV sets to dealers; this represents a 16.7% increase over January 1967.

Home radio sales for the month were up 3%, while auto radio sales jumped 24.2%. Total radio sales moved up by 14.2%.

January sales by units:

Television		1969	1968
Color		514,862	405,753
Monochrome		399,298	377,651
Total		914,160	783,404
Radio		1969	1968
Home		691,444	671,546
Auto		941,809	758,503
Total		1,633,253	1,430,049

Ampex boosts prices

Ampex Corp., Redwood City, Calif., has announced a general price increase of from 3% to 5% for its broadcast TV equipment. The price hike becomes effective May 5.

The explanation for the price jump is products, including video-tape recorders, disc recording system, cameras, transmitters, translators will be affected. The explanation for the price jump is that it reflects increasing labor and material costs.

Promotion

Emmy finds new home on both coasts

For the first time in five years, the telecast of the annual Emmy Awards presentations will not originate from a banquet hall. Carnegie Hall in New York City and the Santa Monica Civic Auditorium in Santa Monica, Calif., have been chosen as the sites for this year's telecast, the 21st-annual one sponsored by the National Academy of Television Arts and Sciences. The telecast will be carried live and from both coasts on Sunday, June 8, over CBS-TV.

Last year's Emmy presentations originated live from the Hollywood Palladium in Los Angeles and the Americana hotel in New York City. Both places have banquet facilities. The new sites will have greater seating capacities than were formerly available to the television academy. The seating capacity of Carnegie Hall is 2,784, while the Santa Monica Civic Auditorium will accommodate 2,600 people.

The West Coast site became available when the Academy of Motion Picture Arts and Sciences decided to move this year's presentations of the Academy Awards to the Los Angeles Music Center Pavilion. For the last eight years, the Oscar ceremonies have been staged at the Santa Monica auditorium.

WMCA's free drive-time ads

In an effort to assist minority group-owned business firms, WMCA New York announced it will create and provide free advertising on the station for companies suggested by the Interracial Council for Business Opportunity.

Howard Klarman, vice president of the Straus Broadcasting Group, of which WMCA is a part, said the first company to be selected in cooperation with ICBO is the Arthur J. Choice Fuel Co., Roosevelt, L. I., N. Y. WMCA will provide 36 commercials over a four-

week period in prime drive-time periods and weekends. Straus Broadcasting is considering the use of this approach on its other stations, including WALL-AM-FM Middletown, WTLB Utica and WGVA Geneva, all New York.

Metromedia dinner at NAB

Metromedia Radio has invited government leaders and broadcast executives to a reception and dinner during the National Association of Broadcasters convention on March 24. Songstress Dionne Warwick will perform.

William B. Williams, WNEW New York personality, will serve as emcee for the special performance, which will be recorded and broadcast as a half-hour presentation, initially on Metromedia's WASH(FM) Washington and subsequently on the company's other outlets (WIP Philadelphia, WHK Cleveland, WCBM Baltimore, KLAC Los Angeles, KNEW Oakland, and WNEW).

WIXY's legal trips

Wixy Cleveland's Lou (King) Kirby tools about town in a gold-flecked, monogrammed "Psycadillac" that could be the only one of its kind in radio-TV. When not propelling Mr. Kirby to and from the studio for his drive-time disk jockey chores, the chauffeur-driven limousine is used to take listeners shopping or nightclubbing, to transport children to school or to 4-H meetings. Once it was used to rush a Cleveland woman to a maternity ward. Interior of the vehicle is decorated, with zebra skin and a white bear rug. Passengers are treated to comforts of AM-FM stereo, telephones, TV, colored interior lights that flash in tempo with the music and a liquid refreshment stand. Originally purchased from Standard Oil, the limousine was decorated for \$11,000, according to the station.

ABC backs NARM educational project

The American Broadcasting Co.'s Inc. has established a perpetual scholarship on behalf of its record division and as part of the educational program of the National Association of Record Merchandisers. Speaking before a luncheon meeting of the 11th annual NARM convention in Los Angeles on March 1, ABC President Leonard H. Goldenson called for "exciting recruitment procedures to encourage young people to join our enterprise—to infuse new blood into our business mainstream."

Mr. Goldenson cited an on-the-job training program at ABC for young people as perhaps a step in the right direction towards welcoming the younger generation. "It is small at present," he said about the ABC program, "but there is no reason why it cannot be expanded. Our own internal results



been most satisfactory, and we plan to increase our efforts as it suits our needs," he said.

Agricultural ads receive plaudits

The National Agricultural Advertising and Marketing Association's eastern chapter has presented awards for radio, television, print, direct mail and outdoor agricultural advertising.

Radio winners were Mobil Oil, through Wildrick & Miller, for a single commercial and Amchem Products Corp., through Wildrick & Miller, for a campaign. Southwest Potash Corp., through the same agency, and Pfizer, through Leo Burnett, received honorable mention.

New Holland Machine Co., through Telic Inc., was honored for the best single television commercial, and Geigy, through Cunningham & Walsh, received the television campaign award.

Promotion tips:

Northward expansion ■ Paramount Television reports that 13 Canadian TV stations have been added to its promotional slide service. Paramount TV has been providing weekly color slides to network affiliates in the U. S. which have been carrying its *Mission: Impossible*, *Mannix* and *Star Trek* series.

Hole in 281 strokes ■ How many strokes did it take Len Burkland, an air personality for KTAR Phoenix, to putt from the station to the Arizona Country Club, a distance of about eight miles? It took 281 strokes and the KTAR listener who came closest to predicting that number won a 1969 Plymouth Road Runner. The station called this promotion a "putt-in." All day, Feb. 10, KTAR broadcast along-the-route progress reports of the contest at 10 minutes and 35 minutes past each hour until Mr. Burkland holed out.

Helping hand ■ A radio campaign that failed has provided Denver with its first police helicopter. This contrary turn of events started when Hal Davis, vice president and general manager of KHOW Denver, heard of the value of helicopters in police work. With co-

operation from the mayor's office and the chief of police, Mr. Davis began a campaign to raise the initial cost for the first helicopter from the public. The campaign, however, did not progress satisfactorily, so KHOW suggested that it would purchase the helicopter and lease it to the city for \$1 a year. Denver now has a Bell 47-G, three-passenger chopper, valued at \$56,000. The helicopter will revert to KHOW when the city can afford to buy its own.

Broadcast graffiti ■ John Lennon, he of the naked pose on the record album, "has been seen hanging out in the wrong places." So says a listener of KPEN(FM) San Francisco. The station

is running a "golden graffiti" contest with winners receiving bottles of champagne. So far 6,000 individual entries have poured in including: "Hippiness is a warm poppy."

Torsland ■ A new amusement center, to be called Torsland, will be constructed on 18 acres of land adjoining Ivan Tors Studios in North Miami, Fla. The Torsland concept will be to entertain visitors by demonstrating how illusions and spectacular scenes are created for film and TV. The principal attraction will be trained animals. Film and TV producer Ivan Tors specializes in animal and undersea adventure stories.



YOU MAY NEVER SEE A 25,000-LB. CAKE*—

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

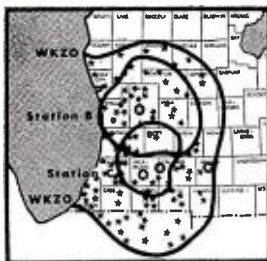
If grocery outlets and big food spenders are your dish — WKZO

Radio in Greater Western Michigan can serve them up.

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

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

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



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



The Folger Nations
 RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WDET GRAND RAPIDS
 WUPN GRAND RAPIDS-KALAMAZOO
 WWMJ/WHIT-FM CADILLAC
 TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WHIT-TV CADILLAC-TRENTON CITY
 WUPN-TV SMALL ISLAND, MAINE
 WDET-TV LENOIR, N. CAROLINA
 WDET-TV GRAND ISLAND, N.E.

WKZO

CBS RADIO FOR KALAMAZOO
 AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

Corporation planning to go public would like to meet with principals of radio or TV Stations, film production companies, equipment manufacturers, etc., who would consider acquisition. Payment in securities and/or cash. For confidential meeting during NAB; write on your letterhead to

Box C-192, Broadcasting.

Bears have upper hand in market

**Stocks show 6.9% drop in February;
RCA, Herald-Traveler, WRG on up side**

Broadcasting stocks during February once again ran ahead of the general market trend—unfortunately, in an accelerating market decline. While the Standard and Poor Industrial Average slipped 5% in the period ended Feb. 28, the BROADCASTING index of selected stocks dipped an average of 6.9%.

All six categories recorded declines, with only six stocks in the entire index showing gains.

CATV stocks were off most sharply, with a 15.9% drop, and broadcasting-with-other-major-interests was close behind in the decline, with a 12.7% fall.

The large manufacturing stocks did best as a category, with an average slip of just under 5%. Purely broadcasting stocks slid 8.6%. Programing stocks slumped 9.2% and service stocks were down 8.2%.

Of the network stocks, ABC's 11% regression was viewed by market observers as representing a setback in its steady price climb of the past year. CBS's 5% dip paralleled that of the market average, while NBC-parent RCA turned in the best performance of any stock in the manufacturing category.

It was off only 1% as it reported record sales and earnings for 1968 (BROADCASTING, March 3).

Conglomerate stocks among the various categories generally suffered during the month's market activity: in the category of broadcasting-with-other-major-interests, Avco was down 18% and Fuqua 17%.

In the programing category, Gulf & Western was off 23% and Transamerica slumped 12%.

Among notable individual performers was *Boston Herald-Traveler*, in the broadcasting-with-other-major-interests category, up 10% as it began to rebound from the wave of selling that hit the month before in the wake of the FCC's WHDH-TV decision.

Merger activity apparently played a role in major moves within the programing category. Commonwealth United's 30% drop was at least in part laid to the increased competition it has received from Kinney Service Corp., in the bid to take over Warner Bros.-Seven Arts.

Meanwhile, W7 itself, appeared to

have exhausted the long run of premerger bidding and slipped back 10%. Metro-Goldwyn-Mayer was up 7% as some heavy buying was underway from undisclosed sources and merger rumors began to circulate about it. Merger activity around 20th Century-Fox sent it up 22%, to make the production company the index's outstanding performer for the month.

The only service stock to show a gain was Wells, Rich, Greene. The ad agency enjoyed a 15% climb back from heavy end-of-the-year tax selling as it picked up several major accounts. At the same time, Papert, Koenig, Lois went into a 21% decline following two months of steep gains on the basis of its acquisition activity.

With this listing, the BROADCASTING index adds three firms: Post Corp. in the broadcasting-with-other-major-interests category; Columbia Cable Systems in CATV, and Visual Electronics in the manufacturing division. It also drops National Video following the manufacturer's declaration of bankruptcy (BROADCASTING, March 3).

Kinney clears the way for W7 acquisition

Kinney National Service Inc., New York, announced last week it has agreed to sell two subsidiaries, Ashley Famous Agency Inc. and London International, both talent agencies, to Marvin Josephson Associates Inc. for \$12 million in cash.

Kinney National, a diversified company, had announced earlier it would divest itself of ownership in the talent agency field if its proposed acquisition of Warner Brothers-Seven Arts Ltd. proved successful. The W7 board indicated several weeks ago it prefers Kinney's offer to one made by the Commonwealth United Corp. (BROADCASTING, March 3).

Marvin Josephson Associates is a talent agency with offices in New York and Los Angeles.

Warner Brothers-Seven Arts issued a notice last week of its annual meeting, which will be held in the Royal York hotel in Toronto on March 27. An accompanying proxy statement said a detailed agreement on the proposed ac-

quisition of the company is being prepared by its counsel and will be submitted to the boards of W7 and Kinney.

If approved, W7 will call a general meeting of its shareholders to vote on the Kinney offer.

One resolution to be considered at the annual meeting calls for the reduction in the number of members of the W7 board from 15 to 10 to achieve "greater expedition in handling company affairs."

The proxy statement listed the following total remuneration, including salary and profit sharing, to the six highest paid officers and directors for the fiscal year ended June 30, 1968: M. Kenneth Hyman, executive vice president, \$259,436; Eliot Hyman, board chairman and chief executive officer, \$238,805; Benjamin Kalmenson, president and chief operating officer, \$56,000; Samuel H. Haims, vice president and treasurer, \$114,584.

Also Alan J. Hirschfield, financial vice president, \$73,077 and Jack L. Warner, vice chairman of the board \$53,000. In addition, Mr. Warner had deferred compensation of \$106,000; Mr. Kalmenson, \$52,000; Eliot Hyman, \$4,000 and Mr. Haims, \$2,400.

Financial notes:

- Cox Broadcasting Corp. last week announced purchase of the Kansas City Automobile Auction Co., Kansas City, Mo., for about \$1 million cash. It is the second major acquisition in the auto auction field by the Atlanta-based group broadcaster. Last December Cox bought Manheim Auto Auction, operator of three eastern auctions, for \$6 million (BROADCASTING, Dec. 2, 1968).

- National General Corp., Los Angeles, has announced that with Great American Holding Corp., New York, included as a consolidated subsidiary, gross income for the 13 weeks ended Dec. 24, 1968, was \$105,094,000. Previously reported was \$36,587,730, which was without the inclusion of GAH (BROADCASTING, Feb. 24). Net income of \$2,671,000 or 62 cents per share remains unchanged.

- Commonwealth United Corp., Beverly Hills, active in TV production and syndication among other interests, and Rexall Drug & Chemical Co., Los An-

geles, have approved an agreement whereby Commonwealth will pay \$30 million cash plus 1.1 million shares of a new convertible preferred stock for the franchise and retail drug division of Rexall. The total purchase price, including cash and stock, is valued at \$55 million.

■ RCA has declared a quarterly dividend of 25 cents per share on common stock and 87.5 cents per share on \$3.50 cumulative convertible series preferred stock, both payable July 1 to stockholders of record June 13.

■ Subscription Television Inc. announced last week that its stockholders had approved acquisition of Leach Corp., a closely held Pasadena, Calif., manufacturer of electronic parts for the aerospace industry. New York-based STV previously announced the transaction to buy Leach (BROADCASTING, Sept. 9, 1968). The transaction is for 3,991,935 shares of STV's common stock, worth about \$40 million. At the same time, STV stockholders also approved an increase in the authorized common stock of the company to 15 million shares from five million.

■ Wometco Enterprises Inc., Miami, and entertainer Jackie Gleason have formed Jackie's International Inc., to own, operate and franchise a chain of family-type restaurants. WTVJ(tv), Wometco's Miami outlet, has aided in the production of the CBS network *Jackie Gleason Show* since it began telecasting from Miami Beach in August 1964.

■ Technicolor Inc., Hollywood, has announced purchase of Mecca Film Laboratories Corp., New York, television commercial processor, for an undisclosed amount of cash.

■ Avco Corp. last week extended its offer for shares of Seaboard Finance Co., Los Angeles, until March 21. The tender offer, first announced last spring, originally was to expire Feb. 28. In January, Avco disclosed that its offer drew 85% of the consumer finance company's shares in exchange for two alternate packages of debentures or warrants. Avco's tender offer was valued at about \$175 million.

■ Stockholders of Oak Electro/Netics Corp., Crystal Lake, Ill., have approved the acquisition of Harper-Wyman Co., Hinsdale, Ill.-based producer of control devices for the appliance industry. OEN, which manufactures television tuners and other electronic components, will acquire Harper-Wyman for 440,000 shares of OEN stock.

Company reports:

Liberty Corp., Greenville, S. C., parent company of group owner Cosmos Broadcasting Corp., reported an increase in revenues but a decrease in

earnings for the year ended Dec. 31, 1968:

	1968	1967
Earned per share*	\$0.81	\$0.82
Revenues	74,546,929	68,355,910
Net Income	5,686,516	5,776,163

*Reflects conversion of preferred stock and extraordinary items, principally, the write-off by Cosmos of \$222,663 in connection with the prospective expiration in 1969 of one of two network affiliation contracts of WTVJ-TV Toledo, Ohio.

Columbia Cable Systems Inc., Westport Conn., multiple CATV owner, reported increases in revenues and earnings for the first fiscal quarter. Columbia previously announced it has reached an agreement in principle under which International Cablevision Corp. will be merged into Columbia (BROADCASTING, Feb. 17). International Cablevision operates CATV systems serving 10,500 subscribers in Vero Beach and Fort Pierce, both Florida, and San Angelo and Ballinger, both Texas. For the three months ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.015	(\$0.07)
Revenues	494,546	434,987
Net Income	6,403	(27,980)

Admiral Corp., Chicago, reported increases in both pretax and net income but a decrease in sales for 1968:

	1968	1967
Earned per share	\$0.10	(\$0.74)
Sales	377,013,813	380,941,526
Pretax Income	894,430	(7,707,061)
Net Income	494,430	(3,770,061)

Disney debentures sold out

Walt Disney Productions Inc.'s offering of \$50-million worth of \$25-year 5% convertible debentures (BROADCASTING, Feb. 17) was reported over subscribed shortly after being offered. The debentures, which sold at \$100, are convertible into Disney common stock on a sliding scale declining from an initial level of \$105 for \$100 face amount. The debenture proceeds will finance a new Disney complex at Orlando, Fla. The offering was handled by Lehman Brothers and Kidder, Peabody & Co.

Television Utilities plans public offering

Television Utilities Corp., Long Island City, N. Y., has filed a registration statement with Securities and Exchange Commission offering 120,000 shares for public sale through First Alabama Securities Inc., Montgomery, Ala.

The offering price is \$5 per share maximum, which would bring to the company \$600,000. Television Utilities has agreed to sell to First Alabama Securities, for \$100, five-year warrants to purchase 10,000 shares.

Television Utilities designs, assembles, imports and distributes closed-circuit

NC

Put the middle
of the mitten...
in the palm of
your hand

WILX-TV



1. More efficient distribution of circulation.
2. Dominates southern half of circulation. (Lansing and south)
3. Puts more advertising pressure where it's needed most.
4. Gets you more complete coverage with less overlap.

WILX-TV

1048 Michigan National Tower
Lansing, Michigan 48933

AVCO Radio Television Sales, Inc.

television equipment and accessories. Its principal line is zoom and fixed focal length television lenses and special adaptations of these lenses.

Net proceeds of the sale will be used for purposes including increasing inventory, developing new products and repaying loans, as well as for working capital.

The company has outstanding 206,400 shares, of which K. Alfred Jenkins, president and board chairman, owns 39%. Purchasers of the registered shares will acquire a 40% interest in the company.

Chris-Craft moves to buy Piper Aircraft

Chris-Craft Industries, boat manufacturer and group TV station owner, has filed a registration statement with the Securities and Exchange Commission seeking to offer 400,000 shares of 1969 series preferred stock and warrants to buy 400,000 common shares in exchange for

80,000 to 300,000 common shares of Piper Aircraft Corp.

The exchange offer, in the ratio of one share and one warrant for each share of Piper common, is being handled through Loeb, Rhoades & Co. and Shields & Co., both New York.

Chris-Craft, which already owns 547,106 shares, or 33.36%, of Piper common, acquired 304,516 shares through a tender offer made in January, at \$65 per share. However, the offer was opposed by Piper's management, which subsequently announced that Grumman Aircraft Engineering Corp. had agreed to purchase 300,000 shares at the same price. Chris-Craft has filed a court action, alleging that Grumman's acquisition of the Piper shares would violate federal antitrust laws.

If the exchange offer is successful, Chris-Craft intends to combine its business with that of Piper.

Chris-Craft has 1,505,474 shares outstanding. Herbert J. Siegel is president and board chairman.

The Chris-Craft stations are KCOP-

(TV) Los Angeles; KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

Trans-Lux drops Fox tender offer

Trans-Lux Corp., a relatively modest entertainment and communications company, last week abandoned its recently announced plan to make a tender offer to stockholders of 20th Century-Fox Film Corp., a major producer and distributor of theatrical films and TV programming (BROADCASTING, March 3).

Richard Brandt, president of Trans-Lux, said last week that "in view of changing market conditions, the board of directors of Trans-Lux decided to discontinue preparations for making an exchange offer" to 20th Century-Fox stockholders. Mr. Brandt also announced that the Trans-Lux board had declared a regular quarterly dividend of 15 cents per share, payable March

The Broadcasting stock index

A weekly summary of market activity in the shares of 81 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock Symbol	Ex-change	Closing March 6	Closing Feb. 28	% change Month of Feb.	1968-1969 High	1968-1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	63	63½	-11	76½	43½	4,709	\$ 299,000
Atlantic States Industries		O	10	11½	-25	15½	10	1,798	20,200
Capital Cities	CCB	N	65	69	-11	89½	42½	2,811	194,000
CBS	CBS	N	46½	47½	-5	60½	43½	24,150	1,147,100
Corinthian	CRB	N	32½	32½	-11	34½	22½	3,384	108,700
Cox	COX	N	48	47½	-17	64½	43½	2,879	137,500
Gross Telecasting		O	35½	35	-8	39	28	400	14,000
Metromedia	MET	N	44½	41½	-19	57½	34½	5,394	222,500
Pacific & Southern		O	21½	21	+2	25	9	1,614	33,900
Reeves Broadcasting	RBT	A	23½	23½	-25	43½	9½	2,188	50,900
Scripps-Howard		O	29	28½	-8	34	24	2,589	73,800
Sonderling	SDB	A	35½	35½	-1	47½	23½	930	33,100
Taft	TFB	N	36½	34½	-4	45½	30½	3,431	119,200
						Total		56,277	\$ 2,453,900
Broadcasting with other major interests									
Avco	AV	N	38½	38½	-18	65	37	14,075	\$ 541,900
Bartell Media	BMC	A	16½	16	-21	23½	9	2,106	33,700
Boston Herald-Traveler		O	44	45	+10	71	38	574	25,800
Chris-Craft	CCN	N	46½	49½	+1	58½	26½	1,153	56,600
Cowles Communications	CWL	N	14	14½	-8	18½	12½	3,625	51,200
Fuqua	FQA	N	37½	38	-17	47½	32½	4,700	178,600
Gannett		O	39½	39	-1	44	23	4,736	184,700
General Tire	GY	N	29½	29½	-7	36½	23½	17,402	511,200
Gray Communications		O	10	10½	-13	15	9	475	5,000
Lamb Communications		O	6	6½	-25	10	5	2,468	16,700
Liberty Corp.	LC	N	22½	22½	-10	25	23	7,036	158,300
LIN		O	18½	19½	-19	31	15	1,550	30,600
Meredith Corp.	MDP	N	50½	48½	-11	59½	23½	2,754	134,300
The Outlet Co.	OTU	N	24	23½	-11	34	20½	1,184	28,100
Plough Inc.	PLO	N	66½	67	-7	78½	56½	6,761	453,000
Post Corp.		O	22½	21	-13	40	17	566	11,900
Rollins	ROL	N	34½	33½	-10	38½	32½	7,946	267,200
Rust Craft	RUS	A	31½	32½	-12	38½	29½	1,184	38,200
Storer	SBK	N	44½	44½	-17	64½	36	4,188	185,300
Time Inc.	TL	N	83	86½	-8	109½	83	7,018	605,300
Wometco	WOM	N	32	30½	-11	38	17½	3,815	116,400
						Total		95,316	\$ 3,634,000
CATV									
Ameco	ACO	A	10½	10½	-15	19½	7½	1,200	\$ 12,800
Columbia Cable		O	13½	14	NA	15½	13½	580	8,100
Cox Cable Communications		O	17½	17½	-4	25	15	2,550	44,000
Cypress Communications		O	15	15	-21	23	12	808	12,100
Entron		O	7½	7½	-2	12	4	607	4,600
H & B American	HBA	A	15½	15	-11	28½	9½	4,973	74,600
Sterling Communications		O	7½	7½	-25	9½	7½	500	3,800
Teleprompter	TP	A	50	49½	-16	83	23½	994	48,800
Television Communications		O	12	11½	-31	20	15	2,426	28,500
Vikoa	VIK	A	27	28	-13	39½	12½	1,587	44,400
						Total		16,225	\$ 281,700

20 to stockholders of record March 19. He reported that the company's annual meeting of stockholders will be held in New York on April 24.

Nearly all Metromedia holders approve merger

The proposed merger of Metromedia and Transamerica by an exchange of stock, valued at \$300 million at the time of announcement last October, has been approved by Metromedia stockholders.

The approval was voted at a brief special meeting on Feb. 28 in New York, with ballots cast in favor of the proposal by 99.7% of the stockholders who voted their shares at the meeting. Their holdings represented approximately 84% of all outstanding common stock. Under terms of the merger agreement, Metromedia stockholders receive 1.5 shares of Transamerica's common for each share of Metromedia common.

The merger proposal, placed in the

hands of the FCC in January 1969 when a filing was made seeking transfer of control of 17 Metromedia stations, must have a favorable tax ruling of the Internal Revenue Service in addition to FCC approval. The cut-off date to the merger is a year off—March 1, 1970.

The stockholder vote was cast against a background of impressive earnings and revenues reported by the company a few weeks earlier. The annual report showed a climb in 1968 of \$1.2 million in net income, or seven cents in share earnings, over 1967, and an increase of more than \$28 million in gross revenues.

Who traded stock during January

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for January (all common stock unless

otherwise indicated):

■ **Admiral Corp.**—Vincent Barreca sold 40,000 shares, leaving 6,870 held personally and 3,200 held as trustee.
 ■ **Ameco Inc.**—David Graham sold 100 shares, leaving none.
 ■ **Ampex Corp.**—B. A. Olerich exercised option to buy 400 shares, giving him a total of 1,000. Henry W. West Jr. exercised option to buy 3,700 shares, giving him a total of 4,960. D. J. Yomine exercised option to buy 350 shares, giving him a total of 356.
 ■ **Bartell Media Corp.**—Herbert Winter as partnership sold 16,430 shares and as co-trustee sold 5,000 shares, leaving 15,500 as partnership and 5,000 as co-trustee. John D. Morrissey bought \$10,000 of 6½% convertible subordinated debentures.
 ■ **Capital Cities Broadcasting Corp.**—Robert I. Lipton sold 220 shares, leaving none. J. B. Fairchild sold 2,000 50-cent cumulative convertible preferred shares, leaving 46,935 50-cent cumulative convertible preferred shares held personally and 16,496 50-cent cumulative convertible preferred shares held as custodian.
 ■ **Cris-Craft Industries Inc.**—The following bought 6½% convertible subordinated debentures in the amounts shown: L. R. Barnett, \$931,805; Harry H. Coll, \$148,500; Alfred L. Hollender, \$1 million; D. F. Linowes, \$153,200; Winslow Maxwell \$5,900; Victor Oristano, \$200,000; James J. Rochlis, \$694,300; C. Leonard Gordon, \$555,100. Mrs. Gordon holds an additional \$2,000 of 6½% convertible subordinated debentures. C. Leonard Gordon exercised option to buy 975 preferred shares, giving him a total of 6,057 preferred shares held personally and 219 preferred shares held by wife. Winslow Maxwell bought 650 preferred shares.
 ■ **Columbia Pictures Industries** — Leonard

	Stock Symbol	Ex-change	Closing March 6	Closing Feb. 28	% change Month of Feb.	1968-1969 High	1968-1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	33	34	— 9	45½	23½	5,390	\$ 183,300
Commonwealth United	CUC	A	16	16½	—30	24½	6½	6,087	98,900
Disney	DIS	N	75¾	74¾	—11	93½	41¾	4,368	327,100
Filmways	FWY	A	30½	31½	—12	42	16½	1,100	34,700
Four Star International		O	6¼	6½	— 7	10	5	665	4,300
Gulf & Western	GW	N	37½	36½	—23	66½	38½	11,680	429,200
MCA	MCA	N	38½	38½	— 2	53½	38½	7,764	295,000
MGM	MGM	N	41¾	42½	+ 7	55	35½	5,759	244,800
Transamerica	TA	N	32½	33¼	—12	87½	32½	57,766	1,913,500
Trans-Lux	TLX	A	42½	45	— 6	83½	21½	979	44,100
20th Century-Fox	TF	N	33½	39	+22	41½	24½	7,035	274,400
Walter Reade Organization		O	11½	12	—20	17	7	2,079	24,900
Warner-Seven Arts	WBS	A	52½	56½	—10	64½	26½	3,810	215,300
Wrather Corp.		O	19½	17½	—12	22½	10	1,710	30,400
						Total		116,193	\$ 4,120,900
Service									
John Blair		O	26½	26½	— 6	29½	23	2,271	\$ 60,700
Comsat	CQ	N	44½	45½	—11	64½	41½	10,000	453,800
Doyle Dane Bernbach		O	27½	27½	— 6	41	27	2,104	58,400
Foote, Cone & Belding	FCB	N	14½	14½	— 3	20½	13	2,157	31,500
General Artists		O	17½	17	— 8	27	10	610	10,400
Grey Advertising		O	13½	14	— 2	20	12	1,201	16,800
Movielab	MOV	A	12½	11½	— 8	17½	10½	1,407	15,800
MPO Videotronics	MPO	A	16	16½	—17	22½	10½	517	8,300
Nielsen		O	33½	33½	— 2	43	27	5,130	170,600
Ogilvy & Mather		O	23	23	—10	28	14	1,090	25,100
Papert, Koenig, Lois	PKL	A	18½	23½	—21	30½	4½	791	18,300
Wells, Rich, Greene		O	14½	15	+15	22	12	1,501	22,500
						Total		28,779	\$ 892,200
Manufacturing									
Admiral	ADL	N	16½	16½	—12	25½	16½	5,110	\$ 85,600
Ampex	APX	N	33	33½	—11	42½	26½	9,629	321,400
General Electric	GE	N	88	86½	— 7	100½	80½	91,068	7,877,400
Magnavox	MAG	N	50½	49½	— 8	62½	36½	15,442	758,600
3M	MMM	N	98	95½	— 4	119½	81	53,793	5,123,800
Motorola	MOT	N	110½	108½	— 9	153½	97	6,122	665,800
RCA	RCA	N	43	43½	— 1	55	42	62,606	2,739,000
Reeves Industries	RSC	A	8½	8½	—16	10½	4½	3,240	26,300
Visual Electronics	VIS	A	20	21½	—33	50½	19	1,344	28,900
Westinghouse	WX	N	65½	65½	— 2	78½	59½	38,064	2,488,400
Zenith Radio	ZE	N	52½	51½	— 6	65½	50½	18,860	973,600
						Total		305,278	\$21,088,800
Grand total								618,068	\$32,471,500
Standard & Poor Industrial Average			107.38	106.64	— 5	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 Feb. 28

Ernst exercised option to buy 262 shares, giving him a total of 571 held personally and 61 held in stock bonus plan. Donald Stralem received 1,498 shares in merger, giving him a total of 15,649 held personally and 91,609 held in trusts. Mrs. Donald Stralem received 605 shares in merger, giving her a total of 41,684.

■ **Corinthian Broadcasting**—Sidney J. Weinberg as trading account bought 85,500 shares and sold 85,500 shares, leaving none as trading account, 500 as foundation and 1,000 held personally.

■ **Cox Broadcasting Corp.**—Frank Gaither exercised option to buy 1,000 shares, giving him a total of 9,023. C. M. Kirtland Jr. exercised option to buy 1,000 shares, giving him a total of 5,743. J. Leonard Reinsch sold 1,700 shares, leaving 6,300 held personally and 110,000 held as corporation.

■ **Cypress Communications**—Electronics Capital bought 38,244 shares, giving it a total of 287,917. Robert P. Gambill bought 1,500 shares and sold 1,500 shares, leaving 600. David Graham bought 397 shares, giving him a total of 1,193. David Graham as trading account bought 42,511 shares and sold 67,790 shares, leaving 48,930 held as trading account. Richard C. Memhard bought 435 shares. Richard C. Memhard as trading account bought 9,765 shares and sold 11,967 shares, leaving 61,389 held as trading account.

■ **Walt Disney Productions**—M. L. Bagnall exercised option to buy 500 shares. Roy E. Disney sold 5,000 shares, leaving 160,757 held personally, 18,399 held by wife, 29,027 held as custodian, 43,704 held in children's trust and 107,305 held as corporation. O. B. Johnston sold 200 shares, leaving 75. E. C. Walker exercised option to buy 1,750 shares, giving him a total of 8,619.

■ **Doyle Dane Bernbach**—John F. Dillon bought 650 class A shares, giving him a total of 2,600 class A shares. Paula Green bought 938 class A shares, giving her a total of 5,750 class A shares. Sidney Myers bought 863 class A shares, giving him a total of 4,386 class A shares. Dorothy Parisi bought 1,724 class A shares, giving her a total of 6,896 class A shares. A. J. Petcavage bought 1,231 class A shares, giving him a total of 5,091 class A shares. Leonard L. Press bought 928 class A shares, giving him a total of 5,205 class A shares. Phyllis Robinson bought 4,275 class A shares, giving her a total of 14,761 class A shares. Edward T. Russell

bought 14,142 class A shares and sold 2,005 class A shares, giving him a total of 88,295 class A shares. Don Marc Trevor bought 365 class A shares, giving him a total of 3,048 class A shares. The following sold all of their class B shares in amounts shown: John F. Dillon, seven; Paula Green, nine; Sidney Myers, seven; Dorothy Parisi, 17; Albert J. Petcavage, 12; Edward T. Russell, 141; Don Marc Trevor, four.

■ **Filmways Inc.**—John Calley exercised option to buy 5,306 shares, giving him a total of 11,575. Al Simon sold 1,000 shares, leaving 12,415.

■ **Foots, Cone & Belding**—Donald S. Lewis sold 5,650 shares, leaving 6,250 held personally and 944 held in stock purchase plan.

■ **Four Star International Inc.**—John R. Deltrick bought 500 shares.

■ **Fuqua Industries Inc.**—Nelson Strawbridge bought 1,000 warrants.

■ **Gannett Co.**—John R. Purcell bought 200 shares.

■ **General Tire & Rubber Co.**—M. G. O'Neill exercised option to buy 1,380 shares, giving him a total of 252,991 held personally, 14,958 held by wife and 61,053 held by children. Samuel Salem received as incentive award 1,300 shares, giving him a total of 9,040 held personally, 50 held by wife and 5 held by minor son.

■ **Gulf & Western Industries**—John H. DeVries bought 2,314 shares, giving him a total of 24,963. George A. Longtin sold 2,000 shares, leaving 7,632.

■ **Lamb Communications**—Lamb Enterprises sold 10,000 shares in private sale, leaving 2,132,141. Edward Lamb sold 500 shares, leaving 13,840.

■ **LIN Broadcasting Corp.**—Thomas I. Unterberg bought 769 shares, giving him a total of 7,102 held personally, 100 held by wife and partnership bought 14,308 shares and sold 6,694 shares, giving him a total of 3,960 held as partnership. He sold \$15,000 of 5½% convertible debentures and as partnership sold \$115,000 of 5½% convertible debentures, leaving none held personally and none as partnership. Frank A. Woods bought 825 shares, giving him a total of 1,181.

■ **3 M Co.**—Bert S. Cross sold 315 shares, leaving 47,833 held personally and 6,483 held by wife. Harry Heltzer exercised option to buy 5,000 shares, giving him a total of 18,100 held personally, 150 held jointly with wife

and 186 held by wife.

■ **MCA Inc.**—John Findlater sold 200 shares, leaving 6,424.

■ **Memorex Corp.**—Carl A. Anderson bought 750 shares, giving him a total of 850. Prentis C. Hale as corporation sold 998 shares, leaving 886 held as corporation, 2,100 held personally, 2,400 held by wife, 1,500 held in trust, 2,100 held by child and 4,349 held as trustee.

■ **Meredith Corp.**—Lester H. Mugge sold 500 shares leaving 2,700.

■ **Metromedia Inc.**—John W. Kluge exercised option to buy 12,240 shares, giving him a total of 361,110 held personally, 81,600 held by wholly owned companies and 2,040 held by another company. Mary L. McKenna sold 7,650 shares, leaving none held personally and 114 held by husband.

■ **Motorola Inc.**—Ralph W. Galvin sold 200 shares, leaving 948,803 held personally, 126,705 held as trustee, 11,610 held as foundation, 26,920 held by wife, 23,334 held by daughters and 19,680 held as guardian. Robert N. Swift exercised option to buy 400 shares, giving him a total of 450. Raymond A. Zack bought 200 shares.

■ **MPO Videotapes**—G. Hirschfeld sold 1,000 shares, leaving 33,735. Judd L. Pollock sold 1,600 shares, leaving 36,097.

■ **A. C. Nielsen Co.**—George E. Blechta sold 600 class A shares, leaving 2,800 class A shares. James O. Peckham Jr. sold 4000 class A shares, leaving 700 class A shares.

■ **Ogilvy & Mather International**—A. A. Ross sold 2,000 shares, leaving 3,814.

■ **Outlet Co.**—M. A. Trowbridge exercised option to buy 100 shares, giving him a total of 1,300.

■ **Papert, Koenig, Lois Inc.**—W. A. Murphy sold 200 shares, leaving 6,930.

■ **Reeves Broadcasting**—J. D. Hastie sold 4,050 shares, leaving 100.

■ **Rollins Inc.**—H. Tim Crow exercised option to buy 563 shares, giving him a total of 6,626. O. Wayne Rollins sold 3,000 shares, leaving 3,387,676 after two-for-one stock split.

■ **Storer Broadcasting**—Lionel F. Baxter sold 2,200 shares, leaving 25,450 held personally and 150 held by wife as custodian. Abiah A. Church sold 1,000 shares, leaving 5,200 held personally and 400 held by wife.

■ **Technicolor Inc.**—R. M. Blanco exercised option to buy 1,199 shares. Paul W. Fassnacht exercised option to buy 6,233 shares, giving him a total of 7,233. Thomas L. Flattery exercised option to buy 3,666 shares. Paul S. Grip exercised option to buy 1,999 shares, giving him a total of 2,199. T. Del Junco exercised option to buy 1,366 shares, giving him a total of 2,141. Thomas J. Welsh exercised option to buy 15,000 shares, giving him a total of 29,322. W. B. Gorsuch exercised option to buy 1,666 shares.

■ **Teleprompter Corp.**—M. H. Hendler bought 240 shares, giving him a total of 1,225.

■ **Tele-Tape Productions**—James E. Witte sold 400 shares, leaving 106,950.

■ **Time Inc.**—Edgar R. Baker sold 1,000 shares, leaving 12,510. Otto Fuerbringer sold 300 shares, leaving 14,465 held personally and 25 held by daughter. Charles L. Gleason Jr. sold 295 shares, leaving 2,407 held personally and 200 held by children. Arthur W. Keylor bought 600 shares, giving him a total of 6,150. Roy E. Larsen sold 1,465 shares, leaving 271,796 held personally and 84,612 held by wife. Charles Stillman sold 580 shares, leaving 14,025 held personally and 1,000 held by wife.

■ **20th Century-Fox Film Corp.**—Andre Hakim bought 500 shares.

■ **Vikoa**—Theodore Baum bought 4,000 shares. Allen Lipp exercised option to buy 2,125 shares and sold 2,000 shares, giving him a total of 5,557. Robert Baum bought 3,000 warrants.

■ **Walter Reade Organization Inc.**—W. H. McElnea Jr. as trading account bought 5,725 shares and sold 5,806 shares, leaving 44 short as trading account and 500 held personally.

■ **Wometco Enterprises**—Van Myers sold 100 shares, leaving 3,078 held personally, 855 held by wife and 105 held by minor child. Stanley L. Stern sold 300 class A common shares, leaving 2,752 class A common shares.

■ **Zenith Radio Corp.**—Sam Kaplan exercised option to buy 6,000 shares, giving him a total of 33,700 held personally and 740 held in joint tenancy.

*This is not an offer to sell nor a solicitation of an offer to buy these securities.
The offer is made only by the Prospectus.*

February 28, 1969

NEW ISSUE

\$50,000,000



Walt Disney Productions

5% Convertible Subordinated Debentures due March 1, 1994

Convertible into Common Stock at \$90 per Share

Price 100%

(Plus accrued interest from March 1, 1969)

Copies of the Prospectus may be obtained in any State in which this announcement is circulated from only such of the underwriters, including the undersigned, as may lawfully offer these securities in such State.

Lehman Brothers

Kidder, Peabody & Co.

Blyth & Co., Inc.

The First Boston Corporation

Drexel Harriman Ripley

Eastman Dillon, Union Securities & Co.

Glore Forgan, Wm. R. Staats Inc.

Goldman, Sachs & Co.

Hornblower & Weeks-Hemphill, Noyes

Lazard Frères & Co.

Loeb, Rhoades & Co.

Paine, Webber, Jackson & Curtis

Salomon Brothers & Hutzler

Smith, Barney & Co.

Stone & Webster Securities Corporation

Wertheim & Co.

White, Weld & Co.

Dean-Witter & Co.

Paribas Corporation

Bache & Co. Bear, Stearns & Co.

A. G. Becker & Co. Alex. Brown & Sons

Dominick & Dominick

Equitable Securities, Morton & Co.

Goodbody & Co. Hallgarten & Co.

Hayden, Stone

E. F. Hutton & Company Inc.

W. E. Hutton & Co. Reynolds & Co.

Shearson, Hammill & Co.

Shields & Company

G. H. Walker & Co.

Walston & Co., Inc.

Weeden & Co.

NEED A 50KW AM
TRANSMITTER

that's high level & air cooled?

CONTACT CCA (WE MAKE THEM)

CCA ELECTRONICS CORP.
GLUCESTER, N.Y. 13061
(609) 456-1716

Broadcast advertising

John L. Taylor, VP and management supervisor, Benton and Bowles, New York, elected senior VP.



William J. Curtis, manager of market development, P. Ballantine & Sons, Newark, N. J., rejoins Sullivan, Stauffer, Colwell & Bayles, New York, as VP-marketing and account service.

Mr. Curtis

John T. Lazarus, network sales development representative, NBC-TV, New York, joins Foote, Cone & Belding there as network media supervisor. **Joseph Schrier**, director of program development, ABC-TV, New York, joins FC&B as network program supervisor.

Kelly O'Neill, VP and media director, Gardner Advertising Co., New York, named corporate media director.

Richard Baxter, executive art director, **S. Michael Collins**, account supervisor, and **Jules Schaeffer**, associate creative director, Marschalk Co., New York, elected VP's.



J. Law Epps, VP-television sales, Cosmos Broadcasting Corp., Columbia, S. C., and general manager of group's WIS-TV there, named VP-sales and development of Cosmos.

Mr. Epps

R. K. Wallace, merchandising supervisor, Needham, Harper & Steers, Chicago, joins Earle Ludgin & Co. there as VP and director of merchandising.

Erwin Rosner, general sales manager, WPEN Philadelphia, joins S. Jay Reiner Co., Lake Success, N. Y., reciprocal trade and barter company for radio-TV stations, as VP for radio and TV sales.

Bertrand A. Schloemer, executive VP, Stockton-West-Burkhart Inc., Cincinnati, elected president, succeeding **C. Thomas Martin**, now chairman of executive committee. **Leo F. McMullin**, head of research and media, named VP and treasurer.

John Pansuti and **Sy Goldis**, media directors, Doyle Dane Bernbach, New York, named VP's.

Bruce W. Johnson, media planner, Tatham-Laird & Kudner, Chicago, joins Geyer-Oswald Inc. there as media supervisor.

Donald M. Mullen, VP-group account supervisor, Zimmer, Keller & Calvert Inc., Detroit, joins Campbell-Ewald Co. there as VP-account supervisor.

Alfred M. Cascino, creative director, and **Andrew J. Purcell**, director of marketing services, Tucker Wayne & Co., Atlanta, named senior VP's. **Harold M. Brown**, **William W. Dixon**, **C. Knox Massey Jr.**, **Frederick S. Van Winkle** and **Theodore H. Will**, account executives, elected VP's.

Allan Zukerman, creative director, Ruben, Montgomery & Associates Inc., Indianapolis, named VP and becomes principal.

Robert E. Cody, VP of Security Pacific National Bank of Los Angeles, appointed to advertising advisory group of Foundation for Full Service Banks, Philadelphia. Foundation conducts \$2.5-million ad campaign in network TV and magazines, through Dancer-Fitzgerald-Sample, to educate public about full-service banking.

A. Richard Trapp, with Harrington, Righter & Parsons, New York, joins WROC-TV Rochester, N. Y., as national sales manager.

Aden J. McElveen, with WAAB and WAAF-FM Worcester, Mass., appointed general sales manager.

David K. Winston, with H-R Representatives Inc., Detroit, joins WWJ-AM-FM there as sales manager.

James A. Wiggs, account executive, KBRG(FM) San Francisco, joins KCBS-FM there as sales manager.

John Reno, local sales manager, WJRT-TV Flint, Mich., appointed to newly created position of regional sales manager. **Tom Hartman**, with WPRI-TV Providence, R. I., succeeds Mr. Reno. Both are Poole stations.

Henderson to D.C.

James M. Henderson, president, Henderson Advertising Inc., Greenville, S. C., has been appointed special assistant to Postmaster General Winton M. Blout. Mr. Henderson, who assumed his new post March 3, formed the ad agency after World War II and has guided it to billings that exceed \$20 million annually. A new chief executive officer of the agency will be named at the next meeting of the agency's board.

Theodore Leakas, account executive, WDAO(FM) Dayton, Ohio, appointed local sales manager.

Thomas D. Miller, manager of sales development, WVUE(TV) New Orleans, appointed local sales manager.

Media



Phillip D. Marella, assistant to senior executive VP, Rollins Inc., Atlanta, named to newly created position of VP of radio and television, broadcasting division.

Mr. Marella

Kenneth T. McDonald, general manager, KYW-TV Philadelphia, elected VP.

Harold A. Poole, controller, Gilmore Broadcasting Group, Harrisonburg, Va., name VP.

Ralph Barnes, director of sales, WOKY Milwaukee, named VP-general manager. He succeeds **Richard Casper**, who becomes director of general radio operations for parent Bartell Broadcasters Inc., and general manager of Bartell's KCBQ San Diego. **Rollie Abrams**, local sales manager, succeeds Mr. Barnes.

Edward O. Linville, regional sales director, WSOC-AM-FM Charlotte, N. C., joins wwok there as VP and general manager.

James Walsh, budget administrator for NBC, named manager, program budgets and financial administration, NBC, West Coast.



William E. Duke, executive assistant to Senator Jacob K. Javits (R-N.Y.), joins Corp. for Public Broadcasting, New York, as director of national affairs. He will be based in Washington.

Mr. Duke

Leonard N. Sable, VP and general manager, KCBQ San Diego, joins WJBK Detroit, as general manager.

Melvin E. Miller, program director, WMEX Boston, joins WEEI there as manager, broadcast operations.

Gerald D. Cohen, senior research analyst, ABC, New York, joins NBC-

owned Television Stations Division there as administrator of research projects.

Richard E. Reed, VP and general manager, WLWC(TV) Columbus, Ohio, joins WLWT(TV) Cincinnati in same capacity. **David Abbott**, sales manager at WLWC(TV), succeeds Mr. Reed. Both are Avco stations.



Roy M. Schwartz, operations manager, WHN New York, joins KGBS Los Angeles as general manager. He succeeds **Dale Peterson**, who resigns.

Mr. Schwartz, head of own New York consulting firm, joins Westinghouse Broadcasting Co. there as controller.

Roger W. LeGrand, VP and general manager, WITI-TV Milwaukee, elected president of Wisconsin Broadcasters Association.

Phillip W. Trammell, formerly general manager of KOMA Oklahoma City and WDGW Minneapolis, joins WQAM Miami Beach, Fla., in same capacity. All are

Storz stations.



Mr. Courson

Max Landes, sales manager, KVFD Fort Dodge, Iowa, named station manager. **Eve Rubenstein**, sales manager, KVFD-TV, named station manager.

LaRue M. Courson, manager of production department, National Association of Broadcasters, Washington, also designated manager of NAB's new headquarters building.

Programing

Art Frankel, VP and studio counsel, Screen Gems, Los Angeles, named VP in charge of studio business affairs. **Seymour Friedman**, VP and production supervisor, named VP and executive production manager. **Al Feder**, controller, West Coast, appointed controller and director of management information, West Coast.

Donald R. Boyle, with programing department, ABC-TV, New York, joins Paramount Television there as director of current programing.

Leo M. Brody, manager of special projects, Independent Television Corp., New York, joins Allied Artists Television Corp. there as eastern division sales manager.

George Wilson, program director, WOKY Milwaukee, named VP and national program director for parent Bartell Broadcasters Inc., New York.

Richard Bernhard, with Project 7 Productions, Hollywood, appointed VP in charge of business affairs.

Jack Duffield, director of national TV sales and marketing, RKO General, New York, joins Trans-General Inc., as manager of New York office.

Carl E. Warner, producer, joins Storer Studios Inc., Atlanta, as director of production.

William J. Hendricks, with Mutual Transit Sales, Detroit, joins Metromedia Producers Corp. as Midwest account executive and manager of new MPC office in Detroit.

George A. Burns, assistant general manager/program director, WSAI and WJBI(FM) Cincinnati, named director of programing, radio division, for parent Pacific and Southern Broadcasting Co. He will be based in Atlanta.

Al Dullnig, assistant manager, WDCA-TV Washington, joins KETV(TV) Omaha, as manager of program department. He succeeds **Jack S. Petrik**, who joins KDNL-TV St. Louis (not yet on air), as general manager.

Hewitt Griffin, promotion manager, WLBT(TV) Jackson, Miss., appointed program manager.

Gary Lockwood, with WSAM Saginaw, Mich., joins WLTV Fort Wayne, Ind., as assistant program director.

News

Roy Laurence, program director, WWBZ Vineland, N. J., joins WRCP-AM-FM Philadelphia, as news director.

Roy Wallace, special projects editor, WABC-TV New York, appointed editorial director.

Dr. Gerald D. Hursh, director of survey research for Democratic National Committee during 1968 campaign, joins CBS News election unit in newly created position of director of survey operations.

Frederick H. Treesh, UPI general news editor, New York, named senior editor.



1. Bill Buckler (left), chief photographer at WAGA-TV, and Jim Shirley, Treck PhotoGraphic of Atlanta. 2. WAGA-TV office and studio building, Atlanta.

Atlanta's WAGA-TV cuts film processing costs in half with Pako

"We used to pay 6¢ a foot for outside film processing," said **Bill Buckler**, chief news photographer at WAGA-TV, Georgia's leading color station. "But with our Pako 28EK Cine Processor, we've cut our costs in half."

"In the first 12 weeks with our 28EK, we processed nearly 177,000 feet of film at about half of outside cost—including

overhead," he added.

"Everything our Pako Distributor, Treck PhotoGraphic of Atlanta, said it would do, it does—and does it very well," **Bill** continued. "It's fast, dependable, and the quality is excellent... all the time."

See your Pako Distributor or write Pako Corporation for more information about the Model 28EK Cine Processor.



PAKO CORPORATION

6300 Olson Memorial Highway, Minneapolis, Minnesota 55440

PS Processing Systems for the Photographic, Graphic Arts, Motion Picture, Medical and Industrial X-Ray Industries.

NEED A QRK TURNTABLE
WITH INSTANT START?
CONTACT CCA (ONE OWN THEM)
CCA CCA ELECTRONICS CORP.
DORCHESTER CITY, N. J.
(609) 436-1716

Jim Jensen, news director, WCTM-AM-FM Traverse City, Mich., joins WWAM, WWTV-FM Cadillac, Mich., as news anchorman and special assignment reporter. **Wayne Kemp**, news correspondent, WJRT-TV Flint, Mich., joins WWTV-TV as news anchorman and night news editor.

Paul Molloy Jr., with WCLR Crystal Lake, Ill., named news director.

Guy Coates, KSLA-TV Shreveport, La., joins AP New Orleans bureau on broadcast desk. He succeeds **Don Cashio**, who moves to night broadcast desk.

Tom Read, news director, KWWL-AM-FM-TV Waterloo-Cedar Rapids, Iowa, joins WFBM-AM-FM Indianapolis, as news editor.

Ernest Anastos, with news staff, WCBS-TV New York, joins WRKO and WROR-FM Boston, as news writer-announcer.

Barry Hawkins, newsman, WCBM Baltimore, joins WBAL-TV there as reporter.

Scott Osborne, reporter, WCBS-TV New York, appointed correspondent.

Robert A. Lobel, director of student activities, University of Vermont, Burlington, joins WVNY-TV there as sports director.

Promotion

Charles L. Kelly, VP and general manager, WCKT-TV Miami, joins Hank Meyer Associates, Miami Beach, as head of new radio-TV division.

Harold Queen, manager, editorial services, RCA, New York, joins NBC there as director, corporate information.

E. Robert Nashick, promotion director, WTOP-TV Washington, joins KHJ-TV Los Angeles, as director of advertising and promotion.

Robert M. Smith, retired U. S. Army information officer, joins WATU-TV Augusta, Ga., as promotion director.

Penny Lewis, with WWVA Wheeling, W. Va., appointed promotion director.

Equipment & engineering

George Abitboul, VP, Audio Magnetics Corp., Los Angeles, elected president of newly formed subsidiary, Audio International, which will coordinate magnetic-tape manufacturer's operations abroad.

Dave Sinclair, chief engineer, KVFD-AM-TV Fort Dodge, Iowa, named VP in charge of engineering department.

James A. Phillips, treasurer, Visual Electronics Corp., New York, elected VP.

Paul S. Grip, corporate VP, Technicolor Inc., Hollywood, named VP and general manager.

Donald E. LeBrun, engineering laboratories manager, photo products group, Bell & Howell, Chicago, named director

of design engineering for video and audio products division.

Lee A. Daly, plant manager, Oak Electro-Netics Corp., Elkhorn, Wis., named VP, domestic production, Selectronics division.

W. Henry Johnston, business manager of New York office, National Educational Television, named general manager of network's technical center at Ann Arbor, Mich.

Bruce L. Birchard, VP, video-tape division, Sony Corp., Long Island City, N. Y., resigns to join Computer Image Corp., Denver, as executive VP.

Allied fields

Robert J. Elliot, **Robert M. Jeffers**, **Dennis J. Lehr**, **Jay E. Ricks** and **Arthur J. Rothkopf** join communications law firm of Hogan and Hartson, Washington.

George Dunn, Honig-Cooper & Harrington Inc., Los Angeles, joins Communications Research Center, San Francisco, marketing research consultancy, as executive VP.

Benjamin F. Holman, veteran broadcast newsman now with WRC-TV Washington, recommended by Attorney General John N. Mitchell for nomination as director of Community Relations Service, Department of Justice.

Captain Paul D. Miles, USN-Ret., chairman of Interdepartment Radio Advisory Committee, retired Feb. 28 after 42 years of government service, including service as chief of FCC's Frequency Allocation and Treaty Division, and from 1947 to 1952 as first chairman of the International Telecommunications Union, Geneva. As chairman of IRAC, Captain Miles was also deputy associate director of Office of Telecommunications Management, Executive Office of the President.

Richard B. Scudder, VP of WVNJ-AM-FM Newark, N. J., appointed civilian aide to Secretary of the Army Stanley R. Resor.

Forest Evashevski, director of athletics, University of Iowa, Iowa City, named chairman of television committee, National Collegiate Athletic Association.

Deaths

Nicholas M. Schenck, 87, one of founders of Metro-Goldwyn-Mayer Inc. and president for 28 years, died March 3 in Miami Beach, Fla., of stroke. Mr. Schenck also headed MGM's one-time parent company, Loew's Inc. He retired in 1956 after serving as chairman and honorary chairman of MGM board. One of Mr. Schenck's successors as president also died in Florida last week (see below). Survivors include his wife, Pansy, and three daughters.

Joseph R. Vogel, 73, president of Metro-Goldwyn-Mayer Inc. 1956-63, died March 1 at St. Mary's hospital, Palm Beach, Fla., of heart attack. During presidency Mr. Vogel guided MGM through stormy period of financial troubles and proxy fights. In 1963 he was unseated as president and elected chairman; four months later he retired. He is survived by his wife, Lena, and son.



Mr. L'Heureux

Mr. L'Heureux Chairman George C. McConaughy 1956-57, and was engaged in law practice with Mr. McConaughy 1957-61. He was general counsel of National Cable TV Association 1961-67, and later resumed private practice as partner in law firm of Smith, Pepper, Shack and L'Heureux. He is survived by his wife, Marguerite, and five children.

Norman C. Kal, 68, founder and chairman of Washington advertising firm of Kal, Ehrlich and Merrick, died March 2 in Washington, of heart attack. Mr. Kal founded agency in 1924. He was one of founders of WAAM-TV (now WJZ-TV) Baltimore, and served as executive VP of station. Survivors include his wife, Jean, son and daughter.

Harvey H. Smith, 74, retired advertising executive and novelist, died March 1 at Monadnock Community hospital, Petersborough, N. H. Mr. Smith was elected president of Anderson, Davis & Platte, New York, in 1949. When company merged with John A. Cairns & Co. following year he became head of creative department and president of Canadian subsidiary. Survivors include his wife, Margaret, two sons and daughter.

Larry Wolters, 69, retired radio-TV critic of *Chicago Tribune*, died Feb. 27 in Chicago, of heart ailment. Mr. Wolters, critic for 35 years, served for many years on Peabody Award Committee. He is survived by his wife, Flora, and two daughters.

Mrs. S. E. Bartley, 89, mother of FCC Commissioner Robert T. Bartley and sister of late House Speaker Sam Rayburn, died March 4 in Bonham, Tex., of cancer. She is survived by Commissioner Bartley.

Gene Sherman, 54, former Pulitzer Prize-winning journalist and West Coast radio-TV commentator, died March 5 in London, of heart attack. He is survived by his wife, Kay, two sons and two daughters.

As compiled by BROADCASTING, Feb. 26 through March 5 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

Final actions

■ *Demopolis, Ala. — Alabama Educational TV Commission, Broadcast Bureau granted UHF ch. 41 (632-638 mc); ERP 447 kw vis., 44.7 kw aur. Ant. height above average terrain 1,080 ft. P.O. address: 2101 Magnolia Avenue, Suite 512, Birmingham, Ala. Estimated construction cost \$583,402; first-year operating cost unavailable; revenue none. Geographic coordinates 32° 22' 01" north lat.; 87° 52' 03" west long. Type trans. GE TT-57A. Type ant. GE TY-106. Principals: James R. Swedenberg, president, et al. Action Feb. 28.

■ Marion, Ohio—Marion Television Corp., Broadcast Bureau granted UHF ch. 68 (794-800 mc); ERP 5.33 kw vis., 1,055 kw aur. Ant. height above average terrain 109 ft.; ant. height above ground 1,067.25 ft. P.O. address: c/o Raymond I. Kandel, president, 2588 Newport Boulevard, Costa Mesa, Calif. 92627. Estimated construction cost \$165,000; first-year operating cost \$33,200; revenue \$85,000. Geographic coordinates 40° 35' 17" north lat.; 83° 08' 08" west long. Type trans. RCA TTU-1B. Type ant. RCA TFU-6J. Legal counsel Mallick & Bernton; consulting engineer Sillman, Moffet & Kowalski, both Washington. Principals: Raymond I. Kandel, president, et al. Principals own WERT-AM-FM Van Wert, Ohio; KYVA Gallup, N. M.; KTUC and KFMM(FM) Tucson, Ariz., and WKLC-AM-FM St. Albans, W. Va. Action Feb. 28.

■ Victoria, Tex.—John J. Tibiletti, Broadcast Bureau granted PHF ch. 25 (536-542 mc); ERP 5.38 kw vis., 1.02 kw aur. Ant. height above average terrain 271 ft.; ant. height above ground 265.22 ft. P.O. address: Route 1, Box 2590, Victoria 77901. Estimated construction cost \$33,410.47; first-year operating cost \$37,400; revenue \$40,000. Geographic coordinates 28° 48' 13" north lat.; 97° 00' 23" west long. Type trans. RCA TTU-1B. Type ant. RCA TFU-6D. Legal counsel Philip J. Tibiletti, Victoria; consulting engineer John J. Tibiletti, Principal:

Mr. Tibiletti owns 34% of KTXN-FM Victoria, Tex.; 20 1/4% of TV equipment sales and rental firm and owns television station equipment leasing firm. Action Feb. 27.

Other actions

■ Review board in Montgomery, Ala., TV proceeding, Doc. 16984, granted request filed Feb. 28 by Cosmos Broadcasting Corp., extended to April 11 time to file exceptions to initial decision; extended to May 9 time to file reply briefs to exceptions. Action March 4.

■ Review board in Newark, N.J., TV proceeding, Docs. 18403-04, dismissed appeal from adverse ruling filed Jan. 24 by Ultra-Casting Inc. Action Feb. 27.

■ Review board in Tyler, Tex., TV proceeding Docs. 18427-28, granted request filed Feb. 28 by Tyler Television Co., extended to April 30 time to file responsive pleadings to Festival Broadcasting Co.'s motion to enlarge issues. Action March 4.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Tyler, Tex. (Tyler Television Co. and Festival Broadcasting Co.), TV proceeding, continued further prehearing conference to April 30, and by separate action continued evidentiary hearing to date specified at further prehearing conference (Docs. 18427-8). Action Feb. 28.

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co.) et al., TV proceeding, granted petition by Voice of the Orange Empire Inc., Ltd. for leave to amend application to show changes in positions and interests of principals (Docs. 18295-300). Action Feb. 26.

■ Hearing Examiner Forest L. McClennen in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.), TV proceeding, granted petition by Idaho Television Corp. for leave to amend application to modify financial proposal to show terms of new equipment contract with General Electric Co. and agreement of stockholders to endorse note as required under contract (Docs. 18379-80). Action Feb. 28.

Rulemaking petition

■ FCC in notice of proposed rulemaking proposed assignment of ch. 23 from Muncie to Marion, both Indiana, and deletion of ch. 31 at Marion. Action Feb. 26.

Rulemaking action

■ FCC assigned ch. 9 to Glendive, Mont., as proposed in notice of proposed rulemaking in amendment of TV table of assignments; proceeding terminated (Doc. 18281). Action Feb. 26.

Existing TV stations

Final actions

■ Broadcast Bureau granted mod. of CP's to

extend completion dates for following: *KEET(TV) Eureka, Calif. to Aug. 26; KPIC-TV Lake Charles, La. to Aug. 26; WNED-TV Buffalo, N. Y. to Aug. 26. Action Feb. 26.

■ WGR-TV, ch. 2, Buffalo, N. Y.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action March 3.

■ WRIK-TV, ch. 7, Ponce, P. R.—Broadcast Bureau granted CP to install auxiliary ant. at main trans. location. Action March 3.

■ *KWCS-TV ch. 18, Ogden, Utah.—Broadcast Bureau granted license covering changes. Action March 3.

■ *WVPT(TV) ch. 51, Staunton, Va.—Broadcast Bureau granted license covering new station; condition. Action March 3.

Other actions

■ FCC ordered oral argument for March 31 on requests by 11 permittees for additional time to construct UHF stations. Permittees to be heard are: KHER(TV) Longview, Tex.; WTML(TV) Miami; WMLK(TV) Janesville, Wis.; WONH(TV) Syracuse, N.Y.; WFNT(TV) Elgin, Ill.; WPCT(TV) Melbourne, Fla.; WPDT(TV) Florence, S. C.; WPNG(TV) Springfield, Ill.; WROA TV Gulfport, Miss.; KWID-TV Tulsa, Okla.; KTOV-TV Denver. Action Feb. 26.

■ FCC granted 10-day extension of time for filing comments and reply comments in proceeding on amendment of rules to provide for subscription TV service (Doc. 11279). With extension, comments will be due March 13 and reply comments, April 14. Action Feb. 26.

■ FCC notified TV networks that it finds no substantial basis to conclude they failed to give reasonable opportunity for presentation of contrasting viewpoints in coverage of Democratic National Convention, but it is continuing to investigate reports of distorting or staging news. Action Feb. 28.

■ FCC scheduled oral argument for July 21 on pending proposal to amend rules to limit network control of evening programming and to prohibit networks from domestic syndication of TV programs and from foreign market distribution of programs produced by others (Doc. 12782). Action Feb. 28.

Action on motion

■ Hearing Examiner Thomas H. Donahue in Panama City, Fla. (Bay Video Inc. [WBVI-TV]), TV proceeding, on motion by Bay Video Inc., extended to March 5 time to file proposed findings of fact and conclusions of law (Doc. 18301). Action Feb. 27.

Fine

■ KZTV(TV) Corpus Christi, Tex.—FCC notified of apparent liability forfeiture of \$1,000 for violation of rules in that the licensee began program tests with modified trans. prior to receiving authority. Action Feb. 26.

Rulemaking petition

■ Sarkes Tarzian Inc., Bloomington, Ind.—Requests amendment of rules to provide that, for TV receivers, the limit 500 uv/m be temporarily increased to 1,000 uv/m until Jan. 31, 1970; to provide that temporary limitation of 1,000 uv/m be extended and that 500 uv/m limitation become applicable to TV tuners at point of manufacture May 1, 1969, on TV receivers at point of manufacture or assembly Sept. 1, 1969, and on TV receivers at point of sale Feb. 1, 1970. Ann. Feb. 17.

Rulemaking actions

■ FCC authorized mod. of minimum indicating range requirements for type approval of TV aural frequency monitors in amendment of rules; terminated proceeding (Doc. 18258). Action Feb. 26.

■ FCC granted request by General Electric Broadcasting Co. for waiver of station identification requirements of rules to identify WRGB-TV, ch. 6, Schenectady, with Albany and Troy, all New York. Action Feb. 26.

Call letter application

■ WBAU-TV, Beta Television Corp., Buffalo. Requests WBBU-TV.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164

IE T

Applications

■ **Flora, Ill.**—Virginia Broadcasting Corp. Seeks 1530 kc, 1 kw, DA-D. P.O. address: c/o Richard K. Holt, Box 269, Centralla, Ill. 62801. Estimated construction cost \$54,645; first-year operating cost \$60,000; revenue \$60,000. Principals: James A. Mudd, president (20%) Richard E. Fister, vice president.

■ Springfield, Mo.—Great American Broadcasting Corp. Seeks 1550 kw, 1 kw-D, 100 O. address: c/o John L. Kelly, M.D., 113 Hathaway Lane, Landover, Md. 20785. Estimated construction cost \$1.380. first-year operating cost \$40,000; revenue \$60,000. Principals: Mary Jo Sidicane, secretary-treasurer (50%), John L. Kelly, M.D., president (33%), and John L. Kelly Jr., vice president (16%). Principals own applicant for

■ Pulaski, Va.—Great American Broadcasting Co. Seeks 1510 kc. 250 w. DA-D. P.O. address: c/o John L. Kelly, M.D., 313 Hath-

BROADCASTING. March 10, 1969

Summary of broadcasting

Compiled by BROADCASTING, Mar. 6, 1969

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,238 ¹	10	4,248 ¹	64	4,312 ¹
Commercial FM	1,939	31	1,970	172	2,142
Commercial TV-VHF	496 ²	10	506 ²	12	518 ²
Commercial TV-UHF	123 ²	52	173 ²	158	333 ²
Educational FM	361	7	368	37	405
Educational TV-VHF	71	5	76	1	77
Educational TV-UHF	70	2	98	13	111

Station boxscore

Compiled by FCC, Feb. 3, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,225 ¹	1,921	618 ¹	357	142
CP's on air (new stations)	15	36	61	6	32
Total on air	4,240 ¹	1,957	677 ²	363	174
CP's not on air (new stations)	67	181	170	37	14
Total authorized stations	4,307 ¹	2,138	847 ²	400	188
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	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.

away Lane, Wynnewood, Pa. 19096. Estimated construction cost \$14,500; first-year operating cost \$35,000; revenue \$50,000. Principals: Mary Jo Sidicane, secretary-treasurer (50%), John L. Kelly, M.D., president (33%), and John L. Kelly Jr., vice president (16%). Principals own applicant for new AM's at Steubenville, Ohio: Springfield, Mo., and Roanoke, Va. Mrs. Sidicane has interest in applicant for new AM at Yorktown Heights, N.Y.; her husband, Stanley H. Sidicane, is applicant for new AM at Monticello, N.Y. Messrs. Kelly are applicants for new AM at Stirling, N. J. Ann. March 4.

■ Roanoke, Va.—Great American Broadcasting Co. Seeks 1510 kc, 50 kw. DA-D. P.O. address: c/o John L. Kelly, M.D., 13 Hathaway Lane, Wynnewood, Pa. 19096. Estimated construction cost \$49,478; first-year operating cost \$40,000; revenue \$80,000. Principals: Mary Jo Sidicane, secretary-treasurer (50%), John L. Kelly, M.D., president (33%), and John L. Kelly Jr., vice president (16%). Principals own applicants for new AM's at Steubenville, Ohio: Pulaski, Va., and Springfield, Mo. Mrs. Sidicane has interest in applicant for new AM at Yorktown Heights, N.Y.; her husband, Stanley H. Sidicane, is applicant for new AM at Monticello, N. Y. Messrs. Kelly are applicants for new AM at Stirling, N. J. Ann. March 4.

■ Milton, W. Va.—Naseeb S. Tweel. Seeks 1600 kc, 5 kw-D. P.O. address: 900 10th Avenue, Huntington, W. Va. 25701. Estimated construction cost \$58,79.65; first-year operating cost \$54,000; revenue \$60,000. Principals: Naseeb S. Tweel, sole owner. Mr. Tweel owns 49% of WMOV Ravenswood, W. Va. He is also former vice president of Connie B. Gay Broadcasting Corp., group owner. Ann. March 4.

■ Weirton, W. Va.—Trendcom Corp. Seeks 950 kc, 500 w, DA-D. P.O. address: c/o Dan A. Marshall, Box 61, Parkersburg, W. Va. 26101. Estimated construction cost \$72,555; first-year operating cost \$40,000; revenue \$60,000. Principals: Dan A. Marshall, president, Robert L. Levenson, vice president, Herman Marshall, secretary-treasurer, and Donald W. Levenson (each 25%). Dan Marshall formerly held 50% interest in talent agency, night club and marine accessories sales firm. Robert L. Levenson owns 33% of wholesale furniture sales company, 25% of bank and has minority interest in investment holding company, restaurant and Wheeling Antenna Co., Wheeling, W. Va., CATV company. Herman Marshall owns 50% of land-development company and of commercial-development firm. Donald Levenson holds minority interest in investment holding company, Wheeling Antenna Co., machine shop, bank and wholesale furniture sales company. Ann. March 4.

■ San Lorenzo, P. R.—Luis A. Rodriguez-Pagan. Seeks 1460 kc, 1 kw. DA-D. P.O. address: Star Route 2, Box 100, Bayamon, P.R. 00619. Estimated construction cost \$38,881.91; first-year operating cost \$42,000; revenue \$48,000. Principals: Luis A. Rodriguez-Pagan, sole owner. Mr. Rodriguez-Pagan is vice president of bread and cake manufacturing plants and has interest in real-estate development company. Ann. March 4.

■ Frederiksted, St. Croix, V. I.—Carlos A. Lopez-Lay. Seeks 1090 kc, 500 w-D. P.O. address: Condominio Parque 407, Santurce, San Juan, P.R. 00912. Estimated construction cost \$41,100; first-year operating cost \$60,000; revenue \$72,000. Principals: Carlos Alberto Lopez-Lay, sole owner. Mr. Lopez-Lay is attorney. Ann. March 4.

Start authorized

■ KXRB Sioux Falls, S. D.—Authorized program operation on 1000 kc, 10 kw DA-D. Action Feb. 19.

Final action

■ FCC affirmed initial decision by Assistant Chief Hearing Examiner Jay A. Kyle (Docs. 17575-6) granting new AM for Gate City, Va., to Tri-Cities Broadcasting Corp., denying mutually exclusive application by Palmer-Dykes Broadcasting Co. for Kingsport, Tenn. Action March 4.

Other actions

■ Review board in Boynton Beach, Fla., AM proceeding, Docs. 18310-13, granted petition filed Feb. 25 by Broward County Broadcasting Co., extended to March 7 time to file reply to oppositions to petition to enlarge issues. Action Feb. 27.

■ Review board in Franklin, N.J., AM proceeding, Docs. 18251-57, denied motion to enlarge issues filed Jan. 8 by Lake-River Broadcasting Corp. Action Feb. 27.

■ Review board in Lexington, N.C., AM proceeding, Docs. 18385-86, granted request filed Feb. 28 by China Grove Broadcasting Co., extended to March 12 time to file reply to responsive pleadings to petition to delete/modify and enlarge issues. Action March 4.

■ Office of opinions and review in Bayamon, P.R. (Augustine L. Cavallaro Jr.), AM proceeding, granted request by applicant and extended to March 11 time to file petition for review of review board's decision released Jan. 22 (Doc. 16891). Action Feb. 25.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, granted petition by Community Broadcasting Co. of Hartsville and extended to April 14 for filing proposed findings of fact and conclusions of law and to April 24 for filing reply findings (Docs. 18198-9). Action Feb. 25.

■ Chief Hearing Examiner James D. Cunningham in Stirling, N.J. (K & M Broadcasters Inc.), AM proceeding, postponed pre-hearing conference to date later specified (Doc. 18292). Action Feb. 25.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, denied petition by Hudson Millar Jr. and James Jerdan Bullard for reconsideration and motion for stay (Docs. 18204-5). Action Feb. 26.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Su-

miton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, on request of Hudson Millar Jr. and James Jerdan Bullard, extended to Feb. 26 time to respond to motion in partial opposition to notices of taking depositions and request for protective order filed by Cullman Music (Docs. 18204-5). Action Feb. 26.

■ Hearing Examiner Millard F. French in Franklin, N. J. (Louis Vander Plate) et al., AM proceeding, dismissed petition by Mid-State Broadcasting Co. for leave to amend application to change financial proposal; granted petition by Radio New Jersey and extended to Feb. 19 time for exchange of exhibits, order directed entered Feb. 11, ordered nunc pro tunc (Docs. 18251-7). Action Feb. 27.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Kenneth S. Bradby and Gilbert L. Granger, Rosa Mae Springer and James River Broadcasting Corp.), AM proceeding, by three separate actions granted petition by James River Broadcasting Corp. for leave to amend application to include results of supplementary programing surveys and evaluations of suggestions received; granted petition by Kenneth S. Bradby and Gilbert L. Granger for leave to amend application to amplify statements concerning ascertainment of programing needs as contained in original application and to submit revised plan of financing; granted petition by Rosa Mae Springer for leave to amend application to include revised programing showing, current balance sheet and statement concerning plans to acquire control of WEEW Washington, N. C. (Docs. 17605-6, 18375). Actions Feb. 25.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lexington and China Grove, both North Carolina (Harry D. and Robert E. Stephenson, China Grove Broadcasting Co.), AM proceeding, granted request and authorized China Grove Broadcasting Co. to conduct proposed discovery; granted request by China Grove and extended to March 12 time to file replies to Stephenson's pending petition for leave to amend (Docs. 18385-6). Action March 3.

Designated for hearing

■ FCC designated for hearing mutually exclusive applications by New Era Broadcasting Co. for CP for new AM on 940 kc, 10 kw-D, and for renewal of license of KSUB both Cedar City, Utah. Action Feb. 26.

Existing AM stations

Applications

■ KWAK Stuttgart, Ark.—Seeks CP to change from 1240 kc, 250 w, U to 1240 kc, 250 w; 1 kw-LS, U. Ann. March 4.

■ WMAG Forest, Miss.—Seeks CP to change from 860 kc, 500 w-D to 850 kc, 10 kw DA-D. Ann. March 4.

■ KWYX Joplin, Mo.—Seeks CP to change from 1560 kc, 250 w-D to 1560 kc, 10 kw-D. Ann. March 4.

■ WEEW Washington, N. C.—Seeks CP to change to 1590 kc, 1 kw, 5 kw-LS, DA-N, U, change trans. location and install new trans. for daytime operation. Ann. March 4.

Final actions

■ FCC renewed license of KCHS Truth or Consequences, N. M. Action March 5.

■ FCC granted applications of NBC for renewal of licenses of KNBR-AM-FM San Francisco. Action Feb. 28.

■ Broadcast Bureau rescinded application by following station for renewal of license: KCFA-AM-FM Spokane, Wash. Action Feb. 28.

■ KBHS Hot Springs, Ark.—Broadcast Bureau granted CP to install new type trans. at main trans. location for auxiliary purposes only. Action Feb. 28.

■ KGLN Glenwood Springs, Colo.—Broadcast Bureau granted renewal of license. Action Feb. 27.

■ WCER Charlotte, Mich.—Broadcast Bureau granted license covering increase in power and installation of new type trans. Action Feb. 28.

■ WKHM Jackson, Mich.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Feb. 28.

■ WXXX Hattiesburg, Miss.—Broadcast Bureau granted CP to change ant.-trans. and studio location to between Rosewood Drive

PROFESSIONAL CARDS

JANSKY & BAILEY

Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006 296-6400
Member AFOEB

JAMES C. McNARY

Consulting Engineer
National Press Bldg.
Wash., D. C. 20004
Telephone District 7-1205
Member AFOEB

—Established 1926—

PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFOEB

GEORGE C. DAVIS

CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
783-0111
Washington, D. C. 20004
Member AFOEB

COMMERCIAL RADIO EQUIPMENT CO.

Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D. C. 20005
Member AFOEB

A. D. Ring & Associates

42 Years' Experience in Radio
Engineering
1710 H St., N.W. 298-6850
WASHINGTON, D. C. 20006
Member AFOEB

GAUTNEY & JONES

CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington, D. C. 20004
Member AFOEB

Lohnes & Culver

Munsey Building District 7-8215
Washington, D. C. 20004
Member AFOEB

KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D. C. 20006
Member AFOEB

A. EARL CULLUM, JR.

CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member AFOEB

GUY C. HUTCHESON

817-261-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

SILLIMAN, MOFFET & KOWALSKI

711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFOEB

GEO. P. ADAIR ENG. CO.

CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
2029 K St., N.W., 4th Floor
Washington, D. C. 20006
Telephone: (202) 223-4664
Member AFOEB

KEAN, SKLOM & STEPHENS

CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-447-2401
Member AFOEB

HAMMETT & EDISON

CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFOEB

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES

Sulte 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFOEB

CARL E. SMITH

CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFOEB

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
TWX 910-931-0514
DENVER, COLORADO
Member AFOEB

A. E. Towne Assoc., Inc.

TELEVISION and RADIO
ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
(415) 592-1394

PETE JOHNSON & Associates

CONSULTING am-fm-tv ENGINEERS
P.O. Box 4318 304-925-6281
Charleston, West Virginia

MERL SAXON

CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

WILLIAM B. CARR CONSULTING ENGINEERS

Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFOEB

RAYMOND E. ROHRER

Consulting Radio Engineers
317 Wyatt Bldg.
Washington, D. C. 20005
Phone: 347-9061
Member AFOEB

E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT

Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

JOHN H. MULLANEY and ASSOCIATES

Suite 71,
1150 Connecticut Ave., N.W.
Washington, D. C. 20036
Phone 202-223-1180
Member AFOEB

ROSNER TELEVISION SYSTEMS

ENGINEERS—CONTRACTORS
29 South Mall
Plainview N.Y. 11803
(516) 694-1903

Serving The SOUTHEAST FREDERICK A. SMITH, P.E.

Consulting Engineer
5 Exchange St.
Charleston, S. C. 29401
A/C 803 723-4775

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING CO.

PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, LaCade 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

TERRELL W. KIRKSEY

Consulting Engineer
5210 Avenue F
Austin, Texas 78751
(512) 454-7014

ORRIN W. TOWNER

Consulting Engineer
11008 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673

Telecommunication Consultants International, Inc. (TCI)

Offers Consulting Services in
Telecommunications & Electronic
Data Handling Systems
Gerald C. Gross, President
1028 Conn. Ave., NW, Wash. 20036
Phone: (202) 659-1155

TELCOM, INC.

Offering The Services Of
Its Registered Structural
Engineers
8027 Leesburg Pike
McLean Va. 22101
(703) 893-7700

and Pinnacle Road, Hattiesburg; delete remote control. Action Feb. 27.

■ WCRV Washington, N. J.—Broadcast Bureau granted CP to install auxiliary trans. at new main trans. location; remote control permitted. Action Feb. 28.

■ WUFO Amherst, N. Y.—Broadcast Bureau granted CP to change location of auxiliary trans. to same as main trans., and CP to reinstate expired permit for changes. Action Feb. 25.

■ WTHE Mineola, N. Y.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 21. Action Feb. 23.

■ WPYB Benson, N. C.—Broadcast Bureau granted license covering change in frequency, increase in power, and change in ground system. Action Feb. 28.

■ WKGX Lenoir, N. C.—Broadcast Bureau granted license covering new station; specify type trans. and specify studio location as same as trans. location. Action Feb. 28.

■ WEOL Elyria, Ohio—Broadcast Bureau granted mod. of license covering operation of main trans. by remote control; conditions. Action Feb. 28.

■ KWEO Clinton, Okla.—Broadcast Bureau granted remote control. Action Feb. 28.

■ KLPR Oklahoma City—Broadcast Bureau granted mod. of CP to make changes in ant. system; condition. Action Feb. 25.

■ WDX Orangeburg, S. C.—Broadcast Bureau granted renewal of license. Action Feb. 28.

■ KXRB Sioux Falls, S. D.—Broadcast Bureau granted CP to install new type trans. for auxiliary purposes only. Action Feb. 28.

■ KRME Hondo, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to June 15. Action Feb. 28.

■ WSLR Roanoke, Va.—Broadcast Bureau granted CP to install new trans. at main trans. location for auxiliary purposes only. Action Feb. 28.

Other actions

■ FCC rescheduled oral argument on grant of assignment of license of WCAM Camden, N. J., from City of Camden to McLendon Corp. for March 10; requests for briefs and reply briefs deleted (Docs. 18303). Action March 5.

■ Office of Opinions and Review in Washington Court House, Chillicothe and Wellston, all Ohio (Court House Broadcasting Co. and Family Broadcasting Co.) renewal of licenses of WCHO, WCHI and WKOV, granted request by Broadcast Bureau and extended to March 17 time to file exceptions (Docs. 17977-9). Action Feb. 24.

■ Office of Opinions and Review in Clifton Forge, Va. (Image Radio Inc.), renewal of license of WCFV, granted request by Image Radio Inc. and extended to March 5 time for filing reply to Broadcast Bureau's opposition February 20 to WCFV's petition for termination of proceeding (Doc. 17945). Action March 3.

Actions on motions

■ Chief, Broadcast Bureau in matter of amendment of rules (Doc. 18421) and request by KFAX San Francisco for waiver of rules concerning hours of operation by and applications for changed facilities by class II stations on I-A channels, ordered time for filing comments and reply comments Docs.

18421) extended to March 14 and March 28, respectively; time for KFAX to file request for waiver of rules to permit operation during hours from 10 p.m. to 3 a.m. PST and/or use of authorized daytime facilities during these hours extended to April 2; petition for extension of time filed by Agronaut Broadcasting Co. (KFAX) (Doc. 18421) granted to extent indicated and denied in all other respects. Action Feb. 27.

■ Hearing Examiner Millard F. French in South Charleston and Fayetteville, both West Virginia (William D. Stone [WRDS] and Claude R. Hill Jr.), AM proceeding, granted petition by Broadcast Bureau and dismissed for failure to prosecute application of Claude R. Hill Jr. (Docs. 18366-7). Action Feb. 25.

■ Hearing Examiner Arthur A. Gladstone in Gaithersburg, Md. (Nick J. Chaconas), renewal of license of WHMC, upon oral joint request of parties to proceeding, extended to March 10 time to submit stipulation referred to in order of Jan. 29 (Doc. 18391). Action March 3.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]). AM proceeding, granted petition by Sierra Blanca Broadcasting for leave to amend application (Docs. 17624-5). Action Feb. 28.

Fines

■ WHRF Riverhead, N. Y.—FCC notified of apparent liability forfeiture of \$1,000 for failure to comply with terms of license and rule violations, including failure to make certain logging entries. Action Feb. 26.

■ WREV Reidsville, N. C.—Broadcast Bureau notified of apparent forfeiture liability of \$200 for failure to enter trans. inspections in maintenance log since Sept. 18, 1968. Action Feb. 28.

■ WHRY Elizabethtown, Pa.—FCC notified of apparent liability forfeiture of \$750 for violations of rules including failure to maintain operating power within limits of 5% above and 10% below licensed power during period July 3-16, 1968, failure to make required equipment performance measurements at yearly intervals and failure to measure field strength at monitoring points as required. Action Feb. 26.

■ KWIQ Moses Lake, Wash.—Broadcast Bureau notified of apparent forfeiture liability of \$200 for failure to keep maintenance log up to date. Action Feb. 28.

■ WKYN-AM-FM San Juan, P. R.—FCC notified of apparent liability forfeiture of \$1,000 for rule violations including failure to provide data concerning equipment performance measurements and failure to make appropriate log entries. Action Feb. 26.

Rulemaking petitions

■ FCC in proposed rulemaking Proposed amendment of rules governing remote controlled stations with DA's to permit logging at remote control point of phase indications of currents in ant. towers and ease requirements for logging of meter indications at trans. Action Feb. 26.

■ FCC in proposed rulemaking proposed rules to require type-approved phase monitors at trans. of AM's with DA's: specify permissible deviation of relative phases of currents in elements of directional system; set standards for type approval of phase monitors. Action Feb. 26.

Rulemaking actions

■ FCC denied request by KTEA Ada, Okla., for waiver of station identification rule to permit identification as Ada-Ardmore, Okla., station. Action Feb. 28.

■ FCC denied request by Cascade Broadcasting Co. for waiver of rules to permit identification of KEPR-AM-TV Kennewick-Richland-Pasco, Wash., as Tri-Cities, Wash. Action Feb. 26.

Call letter application

■ KOLD, Old Pueblo Broadcasting Co., Tucson, Ariz. Requests KOPO.

Call letter action

■ *KWSC-AM-TV, Washington State University, Pullman, Wash. Granted *KWSU-AM-TV.

New FM stations

Applications

■ Estherville, Iowa—Emmet Radio Corp. Seeks 95.9 mc. ch. 240, 3 kw. Ant. height above average terrain 264 ft. P.O. address: c/o Barry R. Huntsinger, Box 706, Estherville 51334. Estimated construction cost \$31,649.44; first-year operating cost \$5,000; revenue \$15,000. Principals: Daniel D. Sanderson, president (25%), and Robert D. Ray, vice president (75%). Mr. Sanderson is attorney and has various interests in manufacturing companies. Mr. Ray is governor of Iowa. Messrs. Ray and Sanderson own 75% and 25%, respectively, of KILR Estherville. Ann. Feb. 27.

■ Carson City, Nev.—Western Inspirational Broadcasters Inc. Seeks 94.7 mc. ch. 234, 29 kw. Ant. height above average terrain 2,140 ft. P.O. address: c/o G. A. Storrs, Box 1417, Carson City 89701. Estimated construction cost \$16,250; first-year operating cost \$14,000; revenue \$36,000. Principals: G. A. Storrs, chairman of board of trustees, et al. Ann. March 3.

■ Syracuse, N. Y.—Eastern Associates. Seeks 100.9 mc. ch. 265, 1.15 kw. Ant. height above average terrain 73 ft. P.O. address: 161 Niven Street, Syracuse 13224. Estimated construction cost \$14,924; first-year operating cost \$20,000; revenue \$25,000. Principals: Steven L. Berlin, Bruce F. Elving and David M. Krause (each 33 1/3%). Mr. Berlin is employee of children's recreation center. Messrs. Elving and Krause are employees of *WAER-FM Syracuse. Mr. Krause is employee of WOSC-AM-FM Fulton, N. Y. Ann. Feb. 28.

Starts authorized

■ WELR-FM Roanoke, Ala.—Authorized program operation on 95.3 mc, ERP 1.25 kw, ant. height 320 ft. Action Feb. 25.

■ WTRS(FM) Dunnellon, Fla.—Authorized program operation on 102.3 mc, ERP 3 kw, ant. height 300 ft. Action Feb. 27.

■ WLBE-FM Leesburg, Fla.—Authorized program operation on 106.7 mc, ERP 40 kw, ant. height 210 ft. Action Feb. 11.

■ WMJM-FM Cordele, Ga.—Authorized program operation on 98.3 mc, ERP 3 kw, ant. height 300 ft. Action Feb. 20.

■ *WDGC-FM Downers Grove, Ill.—Authorized program operation on 88.3 mc, TPO 10 w. Action Feb. 27.

■ WNPQ(FM) New Philadelphia, Ohio—Authorized program operation on 95.9 mc, ERP 3 kw, ant. height 230 ft. Action Feb. 14.

■ WJMM-FM Lewisburg, Tenn.—Authorized program operation on 94.3 mc, ERP 3 kw, ant. height 115 ft. Action Feb. 19.

■ KSHN(FM) Sherman, Tex.—Authorized program operation on 96.7 mc, ERP 3 kw, ant. height 265 ft. Action Feb. 19.

Final actions

■ Del Rey Oaks, Calif.—FM-Park Lane Inc. Broadcast Bureau granted ch. 296, 3 kw. Ant. height above average terrain minus 165 ft. P. O. address: 200 Glenwood Court, Monterey, Calif. 93940. Estimated construction cost \$16,563.75; first-year operating cost \$12,000; revenue \$12,000. Principal: Sanford B. Weiss, sole owner. Mr. Weiss is in real estate, development, building, computer services and other diversified businesses. Action Feb. 24.

■ *Greensboro, N. C.—Trustees of Guilford College. Broadcast Bureau granted ch. 214, 10 w. Ant. height above average terrain 68 ft. P. O. address: c/o James C. Newlin, 5800 Friendly Avenue, Greensboro 27410. Estimated cost \$2,950; first-year operating cost \$600; revenue none. Principals: Board

Please send

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name Position

Company

☐ Business Address
☐ Home Address

City State Zip

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

SUBSCRIBER SERVICE

☐ 1 year \$10
☐ 2 years \$17
☐ 3 years \$25
Canada Add \$2 Per Year
Foreign Add \$4 Per Year
☐ 1969 Yearbook \$11.50
January Publication

☐ Payment enclosed
☐ Bill me

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

of trustees of Guilford College. Action Feb. 27.

Initial decision

■ Fort Wayne, Ind.—Fort Wayne Broadcasting Co. Hearing Examiner Charles J. Frederick in initial decision granted ch. 269A, 2.99 kw. Ant. height above average terrain 171 ft. P. O. address: WCMR Elkhart, Ind. 46514. Estimated construction cost \$4,000; first-year operating cost \$36,000; revenue \$45,000. Principals: Clarence C. Moore, sole owner. Mr. Moore owns WCMR and WXAX-(FM) both Elkhart and is permittee of WFWR Fort Wayne, all Indiana. Action Feb. 20.

Other actions

■ Review board in Tampa, Fla., FM proceeding, Docs. 17943-44, scheduled oral argument before review board March 20. Action Feb. 27.

■ Review board in Berwick, Pa., FM proceeding, Docs. 17884-85, effective date of memorandum opinion and order released Feb. 26 stayed without date. Action Feb. 28.

Actions on motions

■ Jay A. Kyle, Assistant Chief Hearing Examiner in Fort Smith and Hot Springs, both Arkansas (KFVW Broadcasting Co., KZNC Broadcasting Co. and Christian Broadcasting Co.), FM proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer in consolidated proceeding (Docs. 18241, 18387-8). Action March 3.

■ Hearing Examiner Forest L. McClenning in Port Jervis, N. Y. (Port Jervis Broadcasting Co.), FM proceeding, granted request by Port Jervis Broadcasting Co. and continued hearing to March 25 (Doc. 18267). Action Feb. 26.

■ Hearing Examiner Jay A. Kyle in Sheboygan, Wis. (WHBL Inc.), FM proceeding, granted petition by applicant for leave to amend application to show change in stock ownership tendered amendment accepted with provision that memorandum accepted and order does not purport to resolve any issues specified by FCC's designation order Nov. 12, 1968 (Doc. 18374). Action Feb. 28.

Rulemaking petition

■ Virgil A. Price and E. J. Milby, both Greensburg, Ky. — Request amendment of rules to allocate ch. 261A to Greensburg, Green county, Ky. Ann. Feb. 24.

Rulemaking action

■ FCC in first report and order (Doc. 18389) amending FM table of assignments assigned ch. 249A to Humboldt, Iowa; ch. 239 to Scooby, Mont.; ch. 270 to Bottineau, N. D. Action March 5.

Call letter application

■ Southern Illinois University, Edwardsville, Ill. Requests *WSIE(FM).

Designated for hearing

■ FCC designated for hearing mutually exclusive applications of Harvit Broadcasting Corp., Williamson, and Three States Broadcasting Co., Matewan, both West Virginia, for CPs for new FM's on ch. 243. Action Feb. 26.

■ FCC designated for hearing application by George T. Herrreich for CP for new FM in Fort Smith, Ark., and CP applications of Mr. Herrreich and Christian Broadcasting Co. for new FM in Hot Springs, Ark. (Docs. 18241-8). Action Feb. 26.

Existing FM stations

Final actions

■ *Middle Tennessee State University, Murfreesboro, Tenn.—Broadcast Bureau granted mod. of CP for new FM to change type trans.; install circular polarized ant.; ERP to 780 w. Action Feb. 25.

■ FCC granted application by Pacifica Foundation for renewal of licenses of *KPFA-(FM) and *KPFB(FM), both Berkeley, and *KPFF(FM) Los Angeles, all California. Action Feb. 28.

■ FCC denied requests by Shepard Broadcasting Co. (WLAV-FM Grand Rapids, Mich.) and Charles H. Chamberlain, permittee of new FM at Bellefontaine, Ohio, for call letters abandoned last year by other local stations. Action Feb. 26.

■ Broadcast Bureau granted licenses covering following new stations: KLOM-FM Lompoc, Calif.; KNIR-FM New Iberia, La.;

VJNS-FM Yazoo City, Miss.; WLAG-FM La Grange, Ga. Actions Feb. 28.

■ KABL-FM San Francisco—Broadcast Bureau granted mod. of SCA to make changes in programming. Action Feb. 28.

■ VXOS(FM) Plantation Key, Fla.—Broadcast Bureau granted request for SCA on sub-carrier frequency 67 kc. Action Feb. 27.

■ WDOL-FM Athens, Ga. — Broadcast Bureau granted CP to install new type trans., new type ant.; ERP to 50 kw. ant. height to 230 ft.; remote control permitted; condition. Action Feb. 27.

■ *VVSH(FM) Huntington, Ind.—Broadcast Bureau granted CP to change ant. trans. and studio location to corner of McGahn and Poplar Streets, Huntington; make changes in ant. system, ant. height to 110 ft., ERP to 920 w. Action Feb. 27.

■ WBCM-FM Bay City, Mich. — Broadcast Bureau granted remote control. Action Feb. 28.

■ WEEC(FM) Springfield, Ohio — Broadcast Bureau granted CP to change ant. trans. and studio and remote control location to 2348 Troy Road, Springfield; make changes in ant. system. Action Feb. 27.

■ *KBOO(FM) Portland, Ore. — Broadcast Bureau granted CP to change studio and remote control location to 3rd and southwest Salmon. Portland; install new type trans.; change ERP to 3.5 kw. ant. height to 740 ft. Action Feb. 25.

■ KPFF(FM) Portland, Ore. — Broadcast Bureau granted CP to install new type trans.; new type ant.; ERP 100 kw horiz., 40 kw vert.; ant. height to 980 ft. Action Feb. 27.

■ *WHKW(FM) Chilton, Wis. — Broadcast Bureau granted mod. of SCA to change sub-carrier from 41 kc to 28.5 kc. Action Feb. 27.

Other actions

■ Following FM stations notified FCC of stereophonic operation: KEYN-FM Wichita, Kan.; KFAM-FM St. Cloud, Minn.; KNWS-FM Waterloo, Iowa; KSOM-FM Ontario, Calif.; WAAF(FM) Worcester, Mass.; WAEB-FM Allentown, Pa.; WAFB-FM Baton Rouge; WAKR-FM Akron, Ohio; WKAQ-FM San Juan, P. R.; WORS-FM Ferndale, Mich.; WTIM-FM Taylorville, Ill.; WTOS-(FM) Wauchesa, Wis.; WVFM(FM) Lakeland, Fla.; WWSW-FM Pittsburgh; WWTV-FM Cadillac, Mich.; WXPB(FM) Philadelphia. Ann. Feb. 27.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Albany, N. Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting Inc. and WPOW Inc.), FM proceeding, on unopposed motion of Regal Broadcasting Corp. extended to March 11 date for exchange of further exhibits (Docs. 18210-2). Action Feb. 26.

■ Hearing Examiner Forest L. McClenning in San Antonio, Tex. (Bexar Broadcasting Co., Turner Broadcasting Corp. [KBUC-FM]). FM proceeding, granted motion by Bexar Broadcasting Co. for leave to amend application to specify new ant. site (Docs. 18238-9). Action Feb. 28.

■ Hearing Examiner Jay A. Kyle in Sheboygan, Wis. (WHBL Inc.), FM proceeding, granted petition for leave to intervene on behalf of WKTS Inc. (WKTS[F]) and made it party to proceeding (Doc. 18374). Action Feb. 26.

Call letter actions

■ KBMS(FM). KBMS Inc., Los Angeles. Granted KWST(FM).
■ WFNC-FM, Cape Fear Broadcasting Co., Fayetteville, N. C. Granted WQSM(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KAFI(FM) and KAH1 both Auburn, Calif.; KAJQ Grants Pass, Ore.; KAVL Lancaster, Calif.; KBEA Mission, Kan.; KGBC Galveston, Tex.; KINY Juneau, Alaska; KIT Yakima, Wash.; KKIS Pittsburg, Calif.; KLUR(FM) Wichita Falls, Tex.; KODL The Dalles, Ore.; KPQ Wenatchee, Wash.; KRDG Redding and KRED Eureka, both California; *KRRC-(FM) Portland and KRVC Ashland, both Oregon; KSNN Pocatello and KTFI Twin Falls, both Idaho; KUAI Elele, Hawaii; *KWCR-FM Ogden, Utah.

■ Broadcast Bureau granted renewal of li-

censes for following stations and their co-pending auxiliaries: KOGO-AM-FM San Diego and KERO-TV Bakersfield, all California. Actions Feb. 26.

■ Broadcast Bureau granted renewal of licenses for following: KAST Astoria, Ore.; KBRV Soda Springs, Idaho; KNPT Newport, Ore.; KSOM Ontario, Calif.; KTW Seattle; K'NG Coos Bay, Ore.; KAOR Oroville, Calif. Actions Feb. 28.

Other actions, all services

■ FCC granted new rules barring use of CP for financial gain through transferal before holder builds and operates station. Action March 5.

■ Broadcast Bureau notified following stations they have incurred apparent forfeiture liabilities in amounts indicated for failing to timely file their renewal applications: KTOT Big Bear Lake, \$25.00; KAVA Burney, \$100.00; KECR(FM) El Cajon, \$100.00; KAMP El Centro, \$100.00; KARM Fresno, \$25.00; KARM(FM) Fresno, \$25.00; KEAP Fresno, \$100.00; KBIF Fresno, \$200.00; KBMS(FM) Los Angeles, \$200.00; KPAL Palm Springs, \$200.00; KBLF Red Bluff, \$100.00; KRDC Redding, \$200.00; KRCK Ridgecrest, \$200.00; KJML(FM) Sacramento, \$100.00; KDIG(FM) San Diego, \$100.00; KVFM(FM) San Fernando, \$100.00; KSLY San Luis Obispo, \$100.00; KVRE Santa Rosa, \$25.00; KNJO(FM) Thousand Oaks, \$100.00; KICU-TV Visalia, \$200.00; KDFM(FM) Walnut Creek, \$25.00; KRBT(FM) Woodland, \$200.00; KSYC Yreka, \$25.00; all California. Action Feb. 28.

■ Broadcast Bureau granted licenses covering changes in following: WMSK Morganfield, Ky.; WATZ Alpena, Mich.; WFLY-(FM) Troy, N. Y.; WCHL Chapel Hill, N. C. Actions Feb. 28.

Processing line, all stations

■ Following application is ready and available for processing: NEW, Kealakekua, Hawaii, Kona Coast Broadcasting Co., Req: 790 kc, 1 kw, U. Action Feb. 26.

Translator actions

■ FCC granted mod. of CP for UHF translator K78CK Monterey and Salinas, both California, to increase trans. output power to 1 kw, change frequency from ch. 78 to ch. 79. Action March 5.

■ W83AG Greenville, Pa. — Broadcast Bureau granted CP to make changes in ant. system of UHF translator. Action Feb. 24.

■ K13AB Kadoka, S. D.—Broadcast Bureau granted mod. of license of VHF translator to change name to Kadoka Community Betterment Association. Action Feb. 28.

■ K13AB Kadoka, S. D.—Broadcast Bureau granted license covering operation of VHF translator. Action Feb. 28.

■ K13IJ Odessa, Wash. — Broadcast Bureau granted CP to replace expired permit for changes in VHF translator. Action Feb. 28.

CATV

Other actions

■ FCC extended time for filing comments and reply comments in proceeding on amendment of rules relative to CATV systems and inquiry into development of communications technology and services (Doc. 18397). Action Feb. 26.

Action on motion

■ Hearing Examiner Herbert Sharfman set certain procedural dates and scheduled further prehearing conference for May 19, and continued hearing scheduled for March 26 to date to be set at further prehearing conference, in matter of petition by Dimension Cable TV Inc., Morrisonville, N. Y. to stay construction or operation of CATV system near Plattsburgh, N. Y., by AuSable Valley Telephone Co. Inc. and AuSable Communications Inc., both Keeseville, N. Y. (Doc. 18435). Action March 3.

Ownership changes

Applications

■ KLYD Bakersfield, Calif. — Seeks assignment of license from Kern County Broadcasting Co. to Lincoln Dellar & Co. for purpose of corporate reorganization. No consideration involved. Principals: Lincoln

and Sylvia Dellar, each 50%. Principals own KLYD-TV Bakersfield. Ann. Feb. 27.

■ **KCST(TV)** San Diego and **KAUZ-TV** Wichita Falls, Tex.—Seek transfers of control of Western Telecasters Inc. and Bass Brothers Telecasters Inc., respectively, wholly owned subsidiaries of Bass Brothers Enterprises Inc. (48.42%) and Perry E. Bass (51.58%), from Perry R. Bass, trustee (25% before, none after), to Robert M. Bass (none before, 25% after). No consideration involved. Assumption of ownership upon reaching majority. Principals own KFDW-TV Amarillo, Tex., and satellites, KFDW-TV Clovis, N. M., and KFDO-TV Sayre, Okla. Ann. Feb. 26.

■ **KICM** Golden, Colo.—Seeks assignment of license from Norman Broadcasting to Mt. Tabor Radio Co. for \$1 and assumption of advertising contracts. Sellers: George I. Norman Jr. and Philip E. Rosenthal, jointly 100%. Sellers own KSVN Ogdon, Utah. Buyers: S. H. Patterson, sole owner. Mr. Patterson owns 33% of inactive Golden Gate Broadcasting Corp., and is vice president of licensees of KTW-AM-FM Seattle and KBIF Fresno, Calif. Ann. Feb. 27.

■ **WONS** and **WBGW(FM)** both Tallahassee, Fla.—Seek assignment of licenses from Donald C. Price to Publishers Broadcasting Corp. for \$399,000. Seller: Donald C. Price, sole owner. Buyers: Publishers Company Inc. sole owner. Edgar A. Merkle, chairman of board, Charles W. Lockyer, president, et al. Publishers Company is holding company with interests in Washington printing plants and computer service firms. Ann. Feb. 27.

■ **WMRO** Aurora, Ill.—Seeks transfer of control of WMRO Inc. from Vincent G. Cofey (70% before, none after) and Charles V. Hunter (30% before, none after) to Stevens Broadcasting Corp. (none before, 100% after). Consideration: \$315,000. Sellers: Mr. Cofey owns 10% of WMRO-FM Aurora. Buyers: Dale W. Stevens, president, and Richard W. Hakanson, secretary (each 50%). Mr. Stevens is employee of WIND Chicago. Mr. Hakanson is attorney. Ann. Feb. 27.

■ **WRBE** Lucedale, Miss.—Seeks transfer of control of Allen Broadcasting Co. from T. C. Peck (20% before, none after), R. Roberts

(16.7% before, none after) and A. H. Embury (46.6% before, 30% after) to D. Luce (16.7% before, 53.3% after) and R. C. Cook Jr. (none before, 16.7% after). Consideration: \$16,000. Principals: Mr. Embury owns 50% of WFSH Niceville, Fla. Messrs. Embury, Luce, Peck and Roberts own 30%, 17%, 20% and 17%, respectively, of WHHT Lucedale. Ann. Feb. 27.

■ **KORE-AM-FM** Springfield-Eugene, Ore.—Seeks assignment of license from McKenzie Broadcasting Co. to Radio Wonderful Williamette land Inc. No consideration involved. Repossession in default of payments. Principals of McKenzie: Paul Lansdowne, acting president, et al. Principals of Radio Wonderful Williamette land: Glen M. and Helene N. Stadler, president and vice president, respectively (jointly 50.99%), et al. Mr. and Mrs. Stadler own KGAL Lebanon, Ore. Mr. Stadler is Oregon state senator. Ann. Feb. 27.

■ **KBRZ** Freeport, Tex.—Seeks assignment of license from Radio Brazosport Inc. to Summit Broadcasting of Texas Inc. for \$200,000. Consideration includes sale of KLTJ(FM) Lake Jackson, Tex. Sellers: Sue B. Haigrove, president, et al. Sellers own KLTJ(FM); sale pending FCC approval. Buyers: Wayne Marcy, president, and Summit Broadcasting Co. (each 50%). George A. Mayoral, vice president, votes stock of Summit Broadcasting Co. Mr. Marcy owns 50% of WBOX Bogalusa, La., 50% of church bookkeeping firm and is manager of radio and TV manufacturing and sales company. Mr. Mayoral owns 84.2% of WJMR-AM-FM-TV New Orleans. Messrs. Marcy and Mayoral own 20% and 80%, respectively, of broadcast equipment sales firm. Ann. Feb. 27.

■ **KJLT(FM)** Lake Jackson, Tex.—Seeks assignment of license from Texas Audio Electronics Co. to Summit Broadcasting of Texas Inc. for \$200,000. Consideration includes sale of KBRZ Freeport, Tex. Principals: See KBRZ above. Ann. Feb. 27.

■ **WFTR** Front Royal, Va.—Seeks assignment of license from Sky-Park Broadcasting Corp. to WFTR Inc. for \$200,000. Sellers: Kenneth Gordon (25%), et al. Buyers: Charles B. Britt, president-secretary (90%), and Donald L. Pelkey, vice president-treasurer (10%). Messrs. Britt and Pelkey own 75% and 10%, respectively, of WIRY Plattsburgh, N. Y. Ann. Feb. 18.

■ **WKOW** Madison, Wis.—Seeks assignment of license from Midcontinent Broadcasting Co. of Wisconsin Inc. to Midcontinent Enterprises Inc. for purpose of corporate reorganization. No consideration involved. Principals: N. L. Benton, president, et al. Principals own WKOW-TV Madison. Ann. Feb. 27.

Actions

■ **KHAT** Phoenix—Broadcast Bureau granted assignment of license from Radio K-HAT Inc. to R. & R. Broadcasting Co. for \$210,000. Sellers: Harvey Odom, sale owner. Buyers: Ralph Robert Rust, president and Christopher W. Remington, vice president (each 50%). Mr. Remington is salesman for TV film syndication firm. Mr. Rust is former assistant general manager of WSBK-TV Boston. Action Feb. 28.

■ **WLAE(FM)** Hartford, Conn.—Broadcast Bureau granted transfer of control of Paulson Broadcasting Corp. from Paul and Doris T. Disavino, jointly 100% before, none after, to Nassau Broadcasting Co. (none before, 100% after). Principals: Herbert W. Hobler, president (36.99%) et al. Principals own WHWH Princeton and WTOA(FM) Trenton, both New Jersey. Consideration: 19,500 class A common shares of Nassau Broadcasting Co. stock. Action Feb. 28.

■ **WWCO-AM-FM** Waterbury, Conn.—Broadcast Bureau granted assignment of license from Northeast Broadcasting Inc. to January Enterprises Inc. for accounting purposes. No consideration involved. Principal: Mervin Griffin, sole owner. Mr. Griffin is Westinghouse Broadcasting Co. personality and owns WMID Atlantic City, N. J., and 80% of WENE-AM-FM Endicott, N. Y. Action Feb. 28.

■ **WSDR** Sterling, Ill.—Broadcast Bureau granted transfer of control of Blackhawk Broadcasting Co. from Sam and Lillian T. Bartlett, Robert Cailligan et al. (as a group 100% before, none after). Principals: Thomas L. Davis, president (40%), Robert M. Baker, secretary, George J. Jansen, treasurer (each 15%) et al. Messrs. Davis, Baker and Jansen hold CP for WESP(FM) Charlotte Amalie, V. I. Mr. Davis owns 50% of KLEE Ottumwa, Iowa, and 50% of WGLB-AM-FM Port Washington, Wis. Consideration: \$450,000. Action Feb. 24.

■ **KWNS-AM-FM** Pratt, Kan.—Broadcast Bureau granted transfer of control of KWNS Inc. from Wilmer E. Huffman (51% before,

17% after) to William J. Young (17% before, 51% after). Consideration: \$34,000. Action Feb. 28.

■ **WXXX** Hattiesburg, Miss.—Broadcast Bureau granted transfer of control of Echo Broadcasting Corp. from B. J. Allison (25% before, none after) to Edd Cantrell (50% before, 75% after). Consideration: \$6,000. Action Feb. 25.

■ **KFEQ** St. Joseph, Mo.—Broadcast Bureau granted assignment of license from Panax Corp. to KAYS Inc. for \$565,000. Sellers: John P. McGoff, president, Michael L. Dow, vice president, Ned S. and Dorothy D. Arbury, et al. Sellers own KQTV(TV) St. Joseph and WSWM(FM) East Lansing, Mich. Sale of KQTV(TV) is pending FCC approval. Mr. and Mrs. Arbury own 98.24% of WQDC(FM) Midland, Mich. Buyers: Ross Beach, president (50.66%), and Robert E. Schmidt, vice president-treasurer (49.33%). Messrs. Beach and Schmidt own KAYS-AM-TV Hays and KLOE-AM-TV Goodland, all Kansas, and KCOW Alliance, Neb. Action Feb. 27.

■ **WMID** Atlantic City, N. J.—Broadcast Bureau granted 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 80% of WENE-AM-FM Endicott, N. Y. Action Feb. 28.

■ **WRAN** Dover, N. J.—Broadcast Bureau granted assignment of CP's from Lion Broadcasting Co. (100% before, none after) to Jersey Horizons Inc. (none before, 100% after). Consideration: \$1. Purpose for corporate reorganization. Lion Broadcasting is wholly owned by Jersey Horizons. Principals: John Smart, president (28%), et al. Action Feb. 27.

■ **WPAW** East Syracuse, N. Y.—Broadcast Bureau granted transfer of control of Wide Water Broadcasting Co. from William H. Lynch, Albert R. Webb, Claude A. Parton et al. (as a group 100% before, none after) to Bruce A. Houston (none before, 100% after). Principal: Mr. Houston is former assistant manager of Chicago office of Robert E. Eastman & Co., radio station representative. Consideration: \$145,000. Action Feb. 27.

■ **WJTN-AM-FM** Jamestown, WDOE Dunkirk, WGOO Salamanca, all New York; WWOY and WOFM(FM), both Erie, Pa.; WOHF Bellefontaine, Ohio, and WMT Burlington, Vt.—FCC granted transfers of control of Jamestown Broadcasting Co. from Reginald A. Lenna (43.16% before, none after) to Simon Goldman (43.16% before, 75.93% after), et al. Consideration: \$675,000. Mr. Lenna's stock is being retired from company and the percentages held by the remaining stockholders are being adjusted accordingly. Action Feb. 28.

■ **WWOK** Charlotte, N. C.—Broadcast Bureau granted assignment of license from WWOK Inc. to Mission Charlotte Co. for \$500,000. Sellers: Frederick A. German, president, et al. Buyer: Jack Roth, sole owner. Mr. Roth owns KONO and KITY(FM), both San Antonio, Tex., and WRIZ Coral Gables, Fla. Sale of WRIZ is pending FCC approval. Mr. Roth also owns applicant to purchase WAME Miami and applicant for new FM at Miami. Action Feb. 28.

■ **KPSO** Falfurrias, Tex.—Broadcast Bureau granted transfer of control of Regional Broadcasters Inc. from Carl E. Frye (50% before, none after) to Donald K. Funkhouser (50% before, 75% after) and I. Clinton Miller (none before, 25% after). Consideration: \$27,000. Seller: Mr. Frye has interest in mobile home firm. Buyers: Mr. Funkhouser is manager of WSGM Mt. Jackson, Va. Mr. Miller is attorney. Action Feb. 27.

■ **KRME** Hondo, Tex.—Broadcast Bureau granted assignment of CP from Medina Broadcasting Co. to William E. Berger for \$1,434.14. Seller: Ben J. Conroy Jr., sole owner. Buyer: William E. Berger, sole owner. Mr. Berger is commissioner of Texas Water Rights Commission, owns 98% of newspaper chain and 28% of printing company. Action Feb. 28.

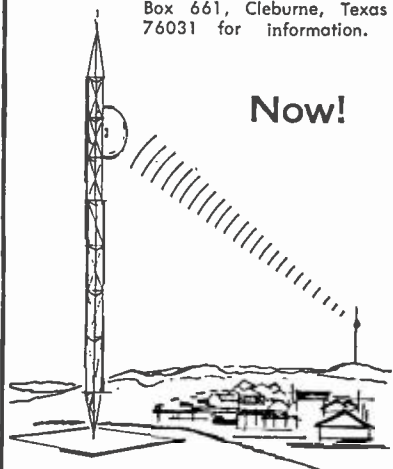
■ **KPKX** Liberty, Tex.—Broadcast Bureau granted transfer of control of Liberty County Broadcasters Inc. from Jesse C. Russell, vice president-treasurer (80% before, none after) to C. L. Wilson Jr., president (20% before, 100% after). Principal: Mr. Wilson is employee of business/radio college. Consideration: \$1,200. Action Feb. 28.

(Continued on page 92)

STL Inter-City Relay

STEREO * REMOTE CONTROL
MONAURAL TELEMETRY

* With two separate STL systems, there is no measurable amount of cross talk between channels. The dual system also offers protection against loss of air time. Additionally, this system has the capability for transmission of remote control and SCA multiplex subcarriers. Write Box 661, Cleburne, Texas 76031 for information.



Now!

MARTI Electronics
A DIVISION OF MARTI, INC.

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

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.

Wanted: Asst. Mgr., Announcer, Salesman, and also secretary for N.C. small mkt. Box C-43, BROADCASTING.

Working manager needed for small, single market station in southeast. \$125.00 weekly, plus travel, insurance, share of profits. Stock available to right man if interested in working interest. Write Box C-52, BROADCASTING.

Sales manager for Washington, D. C. top 40-rocker—salary open. Immediate opening. Box C-137, BROADCASTING.

Proven, regional and national sales manager. Address all information to Box C-142, BROADCASTING.

Wanted—Station manager for east coast, one station growing market. Salary plus commission on net profit. Possibility of future ownership. Send complete information to Box C-155, BROADCASTING.

Aggressive, proven, local sales manager for number one station. Write all details to Harvey Hudson, WLEE Radio, Richmond, Virginia

Sales

Aggressive small market salesmen: Opportunity to advance to medium Eastern market and to sales manager of additional stations now being acquired. Guarantee plus commission. Travel and entertainment expenses. Complete employment history and billing record first letter. Box C-40, BROADCASTING.

Going to 1 kw—need salesmen who likes to work, fish! Play! Top commission. North Louisiana. Send specifics to Box C-64, BROADCASTING.

California market has immediate opening for experienced salesman to replace man who moved up. Take over active account list and billing. Guaranteed salary plus commission. Send resume to Box C-112, BROADCASTING.

Account executive—an outstanding opportunity—opening immediate—national radio sales with management growth potential. Good pay—good company benefits—good position. Write brief summary. Box C-156, BROADCASTING.

Experienced Salesman—some announcing. KHIL—Willcox—Arizona.

Will guarantee you what you are worth. Will consider salesman or experienced radioman wishing sales. Dale Low, KLSS/KSMN, Mason City, Iowa 50401.

Aggressive—Productive radio salesman for a growing organization with openings in two Virginia markets. One, four station market, and one, eleven station market. Our young hard hitting organization is on the move, and looking for men who are on the move too. We'll pay well for your experience... let me know what you need, it's a good bet we'll guarantee it, and also pay top commissions. WENZ is the metro market station, broadcasting 24 hours-a-day, and one of Richmond, Virginia's top three Pulse rated stations. Both stations use a top RGB format. If you're looking for a great future and high income, write or call: Gary L. Green, Sales Manager, WENZ Radio, 111 North Fourth Street, Richmond, Virginia 23219, phone 703-643-7437.

Adult-contemporary needs 2 salesmen with sales-management goals. WSNY Schenectady.

Sales management your goal? Join WSNY/Schenectady, sales, promoting from within.

Salesman for single station market. AM and new 25 kw stereo FM station with separate programming. Ideal living conditions, home of Ole Miss. WSUH-WQOR, Oxford, Miss

Sales—(continued)

Think you're a good salesman? We've got two jobs—both with immediate possibility of becoming sales manager in growing three station company built on aggressive salesmanship and good radio concepts and service. Don't apply if you don't like hard work, don't have confidence in your ability to make it on a livable base and excellent incentive, and don't want to be a part of a dynamic young broadcasting firm. Call Herb Hobler—609-924-3600, Nassau Broadcasting Company, Princeton, New Jersey.

Wanted—Man experienced in Sales-announcing. Must be dependable. Also active in civic affairs. Must be able to furnish good credit references. References will be checked thoroughly. Must also be capable of moving into position of responsibility. Good salary. Call 703-935-2816.

Salesman needed. Salary plus-commission. Permanent. Full/part time. 219-563-4111.

Announcers

Mature, experienced, modern format, country music personality with major market track record. Tape, picture, resume salary expected to Box B-125, 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.

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-324, BROADCASTING.

Top pay offered for bright, experienced announcer by established, full time kilowatt in pleasant, prosperous Illinois city. Professional staff, gracious living away from Metropolitan pressure yet near big city. Best working conditions, sparkling up beat programming, company fringe benefits. Brand new, modern building, exceptionally well equipped. Send tape resume and photo to Box C-8, BROADCASTING.

Experienced small market Top 40 announcer ready to move up to competitive medium market: sales opportunity if desired. Salary commensurate with experience and ability. Box C-42, BROADCASTING.

New Jersey: Experienced announcer who can also write local news for MOR station. \$175 per week. Send tape and resume. Box C-47, BROADCASTING.

Southeast group has openings for announcers, engineers, salesman and combo men. Salary range \$100-\$150 plus paid family insurance. Prefer men with small market experience. MOR formats. Send photo, resume to Box C-53, BROADCASTING.

Modern country personality for top 20 market. Must have top 40 or rock country experience. Top rated 24 hour country swinger needs young aggressive man who is ready to carve out a future with a fast growing chain in large, important markets. Send resume, air-check, photo and letter telling us why you're our man. Box C-83, BROADCASTING.

Mature announcer for Ohio station in community of 25,000. Must have at least 2 years experience. Send complete resume including tape, picture and salary requirements. Box C-100, BROADCASTING.

Mid-day personality with homemaker appeal. Contemporary and mid-road music combination. We are interested in various presentations from strong personality to minimum of ad-lib. Show us what you do best. Prefer substantial experience but will consider unusually capable applicants regardless. Good earnings and fringes for truly responsible person. Great Lakes area. Tape, photo, resume will be returned. Box C-110, BROADCASTING.

Major market station looking for first phone rock jock. If you want to work in S.E. Florida we want you. Send tape and resume to Box C-153, BROADCASTING.

First phone experienced announcer, permanent position, mid-western station. Only complete air check and resume considered. Box C-165, BROADCASTING.

Announcers—(cont'd)

\$150 per week for qualified announcer at MOR station in southeastern New York. Box C-165, BROADCASTING.

Best, the very best fulltime 5 kw regional in the Northeast requires pro mid-day personality with keen production savvy. Full-time newsmen and engineers at your service. Best jokes, promotions, commercials, equipment and a traffic girl that's not crabby. Progressive chain. Top 40. Send resume only. Box C-189, BROADCASTING.

Announcer-with first phone. Small market station near metropolitan New York. Send tape, resume to Box C-190, BROADCASTING.

Beautiful, warm, sunny Tucson, Arizona has immediate openings for top professional announcers for the only personality, middle of the road, contemporary station. Send tape and resume to KCUB Radio, P. O. Box 5158, Tucson, Arizona 85703.

KIGO, St. Anthony, Idaho needs announcer with first class license. Beginner or experienced. No maintenance.

Salesman-Announcer rapidly growing market 40 miles from Kansas City. FM soon. Minimum 2 years experience. Good pay, working conditions. Personal interview necessary. Call Ralph Meador... KLEX, 516-259-3232 Lexington, Missouri.

Growing Chain... Major market... west... KOY, Phoenix needs all night man. 3rd. Very bright MOR.

Soul jock—Number 1 soul station in Texas needs strong, heavy, tight soul jock. Send tape and complete resume. Dick Oopenheimer, KYOK, 613 Preston, Houston, Texas 77002.

Expanding. Need two announcers. Creative personality for morning MOR format, and staff announcer for separate FM operation. Experience a must, third endorsed required. Send audition tape and background resume to WASA, Havre de Grace, Md. 21073.

Wisconsin AM-FM. Experienced combo to learn part time sales and assist news. WBKV, West Bend.

Modern country AM-FM operation has immediate opening with good future for right man! Must run tight, bright show and like country music, be permanent! Send tape, resume, salary desired to Jack Rodgers, WDEB, Macon, Georgia.

Chicago suburban: 1st class. Complete information and tape to WEAU, Evanston, Illinois.

Northeast FM needs announcer, morning man personality with first phone, excellent salary. Write WFMN, P.O. Box J, Newburgh, New York 12550.

A good job is open at a good radio station for an announcer with a first class license. Maintenance work is at a minimum. Regular shift is six days a week, but three-week vacation, hospitalization and life insurance plan. Starting salary \$135 up depending on the individual. Voice and production ability very important. References will be investigated. H. M. Thayer, WCHQ Kingston, N. Y.

Look for our display ad under Help Wanted Announcers—WGMF, Watkins Glen, N. Y.

Mid-day, ten year man has moved to top five market. If your solid, mature, contemporary man, send tape, photo, resume and salary. Manager, WLS-AM-FM, 600 W. Cavanaugh, Lansing, Michigan 48910.

WMMW Radio needs a program director. We need a no-nonsense take charge spirited leader. If you're our man, we offer security and a doorway to our other three owned stations. Send MOR, music-news tape, resume and recent photo to Norman Lewis, General Manager, WMMW Radio, Meriden, Connecticut.

Join the Tittletown-Team on radio station WNFL. We need MOR-first phone announcer. No maintenance. Excellent working conditions, top fringe benefits and stability. Send tape, resume, photo and salary requirements to Hugh Boice, Jr., General Manager, WNFL, Box 520, Green Bay, Wisconsin 54301.

Announcers—(cont'd)

Good job. Opening immediately, general announcing, strong on news, no beginners unless mature and well qualified. WOCH, North Vernon, Indiana, call 812-349-8421.

Announcer with mature voice, at least three years experience. Salary range: \$7300-\$900. MOR, community-minded station in suburban Cleveland. WPVL, Painesville, Ohio.

Wanted, announcer with production and promotion ability: Twenty-four hour country operation. Send tape, picture, resume and minimum salary requirements to: Jim Wilkie, Operation Manager, WTID Radio, Suite 500 Golden Triangle, Norfolk, Virginia 23510.

Ohio MOR AM-FM wants announcer. Will consider limited experience or qualified beginner. Must have 3rd with endorsement. Send tape and resume to Program Director, WTNS, Coshocton, Ohio 43812.

Technical

Immediate opening experienced chief engineer, 1,000 w directional. Midwest. Fringe benefits. Replies confidential. Box B-217, BROADCASTING.

Chief Engineer wanted for 1 kw AM operation. If you're a competent engineer, tired of filling in as an announcer, salesman or janitor, and would be happier with full time repair and maintenance contact Box B-282, BROADCASTING.

Chief engineer for northwest AM directional, experienced in complete maintenance. Rush background, availability, references and salary expected. Box C-72, BROADCASTING.

Immediate opening. Transmitter engineer. Age no barrier. WAMD, Aberdeen, Md. 21001.

Immediate opening for experienced first class radio engineer. Permanent position, good pay, good working conditions, excellent benefits. Call Dan Griffin, WBIG Radio, Greensboro, N. C., Area Code 919-283-4131.

Engineer—First ticket—immediate opening. Will train beginner. Excellent pay; attractive benefits. Call Carl Davis, WEAM, Arlington, Virginia 703-534-8300.

Chief engineer for long established Michigan 5000 watt directional AM and 3 kw FM. Excellent permanent position either for man with chief experience or qualified staff man wanting to move up to chief position. Contact general manager WPAC, Ann Arbor, Michigan.

Young engineer on way up has excellent opportunity to grow with suburban Detroit station. Write or phone WSDS, Ypsilanti, Michigan 313-434-1450.

Engineer needed at once, some announcing, for central Florida AM-FM. Excellent working conditions. Must maintain all new equipment. We are located on the lake where you can enjoy the good things in life. Call now: WSEB, Sebring 513-335-5151.

A native Texan with first phone license to train for TV engineering at this central Texas color equipped and network affiliated VHF station. Call 713-846-7777.

NEWS

News Director, major university town, Northeast. Good pay for go-getter. Box C-97, BROADCASTING.

Immediate opening for experienced newsmen. Send tape, photo, resume and salary. Manager WLS-AM-FM, 600 W. Cavanaugh, Lansing, Michigan 48910.

Experienced, mature-sounding newsmen needed at once for central Florida's leading radio news team. Send tape, photo, resume and salary requirements to Bob Raymond, News Director, WDBO, P.O. Box 1333, Orlando, Florida.

Immediate opening for radio-TV reporter. Must have experience or will consider journalism grad. Complete company benefits with station in midwest. Call Manager 219-523-1960, days.

Interested in news and feature writer for Southern College with 3100 students and faculty-staff of 1000. Journalism degree or experience. Also interested in second person to handle electronic section of college information bureau. Send credentials to Information Bureau, J. J. Johnson III, Tuskegee Institute, Alabama.

Programing, Production, Others

Program-production director for Eastern contemporary in competitive market. If you can produce spots that sell, create sales and station promotions and are a better than average announcer, an excellent future in an expanding organization is available. Complete details first letter, tape and resume. Box C-41, BROADCASTING.

Traffic. Operations and continuity position opening in Midwestern UHF-TV station. Prefer girl with experience but will train girl with TV or radio background. Send resume to Box C-162, BROADCASTING, or call 312-739-2204.

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 259, Swainsboro, Georgia 30401.

Situations Wanted

Management

Seeking California or western challenge. Currently with major group, management level. Top broadcaster references. Box B-312, 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 C-95, BROADCASTING.

Radio general manager available. Four years experience VP & GM AM-FM outlet in major market. Possess a broad experience in all phases radio broadcasting—local and national sales. Fully knowledgeable in general management, sales management, program management, personnel administration, commercial announcing and labor negotiations. Also working knowledge of television. Currently on special assignment and objective to relocate in general management. Resume on request. Geographical location no barrier. Box C-101, BROADCASTING.

Big fish!! Los Angeles sales manager desires change from small fish in big pond to big fish in small pond 15 years experience—all phases, all formats. 1st phone. BA in television, thrice sales manager (twice in Los Angeles), extensive advertising agency experience, former program director, civic leader, good habits. Prefer southern California but not a must. \$20,000 plus money isn't everything, but must eat! Box C-118, BROADCASTING.

Harvard Business School student (MBA) seeks summer employment in the Chicago area. Heavy experience in small station management. Draft-exempt. Two years Peace Corps. Interested in position which may lead into full time employment and or equity position beginning June, 1970. Box C-125, BROADCASTING.

Present station manager-General sales manager, small market, desires career opportunity in Atlantic coastal or southeastern states. Married, college, first ticket, civic minded, industrious, aggressive, young. Box C-127, BROADCASTING.

Highly regarded large market General manager wants to improve his future by association with responsible and progressive owner. This young veteran broadcaster, with a successful record of achievement, has excellent personal and professional credentials. A can-do individual worthy of your consideration. Absolutely confidential. Box C-136, BROADCASTING.

General manager—assistant general manager—general sales manager for station in small medium market. 15 years successful experience sales and sales management with top organizations. Capable developing property and producing profitable financial results. Available at NAB convention in Washington for interview appointments. Box C-146, BROADCASTING.

Experienced, intelligent Program Director who knows that the secret of small station success is hard work and community involvement is looking for first opportunity in management. Lower five figures with room to grow. Willing to invest to \$10,000. Box C-161, BROADCASTING.

Sales

Management material who can sell, engineer, announcer, news. College graduate, experienced. 618-57-4312 Dutch. Box C-96, BROADCASTING.

Heavy experience sales & management. Seeking position in medium market. Mature. Confidential to Box C-143, BROADCASTING.

Sales oriented engineer, announcer, newsmen desires sales leading to management position. Dutch 618-57-4312 or Box C-158, BROADCASTING.

Sales—(continued)

Salesman desires position with good potential in Northeast Florida. Solid radio background including management—seven years with one station. Box C-164, BROADCASTING.

Announcers

Negro announcer, broadcasting school graduate, third phone endorsed. beginner. Box B-83, BROADCASTING.

Sportscaster, experienced—baseball, football, basketball—also newsmen. Box B-134, BROADCASTING.

Hottest personality in radio-TV now available. If you can afford the best. Charisma personified—Unlimited credentials—music or talk. Box B-155, BROADCASTING.

1st Phone. D.J. Sales. Copy. Experience all formats. Box B-286, BROADCASTING.

Experienced announcer—chief engineer. Very competent. First ticket. Box B-293, BROADCASTING.

Graduate School student seeks part-time employment in Northeast Ohio 3rd endorsed. Morning—Nite—Weekends experienced FM. Box C-15, BROADCASTING.

Tall, dark and talented—beginner with third, draft exempt, broadcast grad, desires top 40 or MOR. Box C-23, BROADCASTING.

DJ/Announcer. Beginner, determined and eager. Broadcast School. Third Endorsed. Desire Top 40 or RGB. Will relocate. Box C-30, BROADCASTING.

Disgruntled, experienced MOR personality wants underground or progressive rock. East. Box C-98, BROADCASTING.

Young Negro jock experienced real swinger, will travel anywhere, 3rd endorsed. RGB, Top 40. Box C-103, BROADCASTING.

First phone—announcer/dj/news. Close to one years' experience. Prefer MOR or good music station on L. I., N. J. or nearby upstate area. Starting no less than \$125.00, no selling or maintenance. Box C-111, BROADCASTING.

Experienced dj-announcer-news-caster, 3rd endorsed, tight board, good production. Box C-114, BROADCASTING.

Sportscasting—experienced hockey, football, basketball play-by-play. Family: 25. Enthusiastic. Great knowledge of sports. Box C-117, BROADCASTING.

Professional available now—any format—any location. I want permanent position, \$8,500.00 annually. Box C-120, BROADCASTING.

Experienced announcer/1 year programing experience—desires job in small-medium market where talent in both will be utilized. Box C-121, BROADCASTING.

Announcer, experienced, mature, married, third endorsed and working on first. Ideas that will make you money. Must be permanent position with chance for advancement. Prefer medium market. Box C-128, BROADCASTING.

College student, first-phone seeking summer employment. 2 years part-time experience. Want lots of work. Willing to work long hours seven days a week. Worked (not run) everything from classical to hard rock. News and sports writing, reporting, and announcing with live interviews. Last Christmas vacation I proved to myself I could make it, let me prove it to you this June. Box C-141, BROADCASTING.

Sports announcer, excellent play-by-play, baseball, basketball, and football. College graduate, married, 4 years experience, stable. Seeking sports directors position or play-by-play in a major market. Minimum \$150 per week. Box C-149, BROADCASTING.

DJ, tight board, good news commercials, 3rd phone. Box C-151, BROADCASTING.

Major market! Available April 1, first phone day or night . . . 5 years announcing 1 1/2 years sales. Mature voice, good news, production, and tight board. Married—One child . . . 3A . . . for resume and tape write Box C-154, BROADCASTING.

DJ with a sense of humor seeks position preferably within 500 miles of NYC MOR or rock. Also available for weddings and Bar Mitzvahs. Box C-159, BROADCASTING.

Available now—jock with 4 1/2 years medium market experience. Looking for a bright future at a great MOR station. Age: 23, 3rd, draft exempt, married, car. All replies and areas considered. For tape, resume and excellent references write Box C-169, BROADCASTING.

Talented, versatile, experienced professional, and modest, MOR, 200 plus to start. Box C-170, BROADCASTING.

Announcers—(cont'd)

D.J./Announcer will graduate Midwestern Broadcasting School mid-March. Soul Brother, 25, married, veteran will relocate. Box C-172, BROADCASTING.

Mod sound—boss, top 40, pd/dj, experienced, 3rd class now. Box C-173, BROADCASTING.

1st phone up tempo-MOR jock newsman also play-by-play. 29, married, West Coast preferred, good tape. Write Box C-174, BROADCASTING.

Conscientious Broadcast school grad. 3rd endorsed, Wis.—Ill. area. Box C-178, BROADCASTING.

First phone announcer, six months full-scope experience, on maintenance will relocate. Write Box C-182, BROADCASTING.

Announcer—recent broadcast school graduate, third phone, military fulfilled. Eager to learn, will relocate. Box C-183, BROADCASTING.

Two years experience, third, some college, draft deferred Box C-184, BROADCASTING.

Disc jockey—announcer, experienced, creative, adaptable, dynamic, authoritative newscaster; dependable, tight-board, third phone endorsed, will relocate. Box C-185, BROADCASTING.

Gone too far, too fast. Youngest in sixth market. Lack solid small and medium experience—would like to get it. Not being pressed. Contemporary or upbeat MOR preferred. All offers considered, provided they're realistic. Any location. Box C-186, BROADCASTING.

Personality—Experienced: Programing, Production, News. Top 40. MOR. Married, 22, service completed, dependable, versatile, professional approach. \$125.00 minimum. 3rd endorsed, working on first ticket. Looking for permanent position. Will relocate. All offers considered. Box C-187, BROADCASTING.

Combo man—available late March—1st phone—youth, aggressive, looking for college town top 40, hot MOR. 404-874-8947, R. Tee'ers, 17 Avery Dr., N.E., Atlanta, Ga.

Experienced announcer/new director seeks small to medium market, MOR or CW. Prefer Colorado. Veteran. Call Bill Croghan, 303-545-2238.

Broadcast journalism major seeks announce or news summer employment in northeastern Ohio. Experienced in commercial writing-production as well as news. Have 3rd. Tape, resume available. 1 year experience. Glen Miller, Box 1040, Elyria, Ohio.

Announcer seeking air personality position with MOR station. Bright, happy sound. Strong on news. College and broadcasting school graduate. 27, veteran, married, 3rd endorsed, 2 years experience. Prefer Florida or West Coast, consider all replies. Max C. Bunyan, 1003 Parkway Dr. Apt. 8, Boone, Iowa 50036. Phone 515-432-2612 after 3 p.m.

First phone announcer-dj. Top ratings and billings. Mature, sober, community minded. CGW, MOR, top 40, Midwest. Phone 314-586-6098 after 2:00 p.m. CST. Write P.O. Box 40, DeSoto, Missouri 63020.

Available April 1st . . . Pulse rated #1 in middle market CGW, military obligation completed, currently holding down DJ-PD position and looking for more money. Prefer either CGW or contemporary in south, southwest, or northwest. 6 years experience, 3rd endorsed. Ron Crowder, 131 James Dr., Iowa Park, Texas 817-592-4925 after 5:00 p.m.

Interested in broadcasting—beginner—College grad.—Post grad. studies—Experience in music, theatre, night-club singing—enrolled in broadcasting course—24 years old—draft exempt—will relocate. Contact: Nicholas P. Reale, P.O.B. 44, Manville, N. J. 08835.

Young announcing school graduate. 3rd and endorsed, tight board, good voice, Bob Pascoe, 342 Terrace Street, Bridgeville, Pa., (412) 221-3540.

Broadcast school grad 3rd/endorsed, draft exempt. Mature voice, tight board, will relocate. Michael McCafferty, 3123 Shadeland Ave., Pgh., Pa. 15212, 412-761-5895.

Graduate of broadcast school. Now working in major market news room, but desire personality air shift. Have 3rd. endorsed. Salary: \$400 monthly. Mark Rodenfels, 159 S. Westmoor Ave. Columbus, Ohio 43204. Call weekdays after 4:30 p.m. or all day Saturdays . . . (614) 279-3479.

Top 40 jock: Drake or personality; I can adapt. (212) JA 3-6562.

Top 40 jock/production, major market experience. first phone, draft exempt. Call (303) 777-2165. Call noon to 6:00, Denver time.

Announcers—(cont'd)

Dial a pro—616-927-1591. Company problems make a mature, dependable, 10 years experienced broadcaster immediately available. College graduate—married—no problems. Currently Operations Manager, 5 kw AM-FM Midwest station. Definitely not a drifter. Excellent recommendations. Executive ability plus MOR, good music—talk airman. Third endorsed. Call, or write D. H. Langfield, 1290 Superior, Benton Harbor, Michigan 49022.

Situations Wanted

Technical

Top early a.m. air personality combination chief engineer desires immediate change to an adult minded station in northeast. Box C-32, BROADCASTING.

Chief engineer—BG music installer. Family, 5 figures. Box C-102, BROADCASTING.

Combo-engineer; first phone, experienced, college graduate, veteran, single. Prefer west. Box C-123, BROADCASTING.

"Big time" out of my system. Engineer, presently at #1 good music station in the nation, wants to relocate in Maine, N. H., Vt. or Canada. Very good maintenance, excellent production, hard worker and best of references. Looking for a permanent CE spot at a comfortable station. Box C-138, BROADCASTING.

Experienced first phone, 18 years in the business, age 52, presently chief AM. Can handle board shift. Prefer Arizona or So. California. References. Box C-180, BROADCASTING.

AM-FM stereo-DA two-way—I have the experience as a chief and as a major market engineer. If you have the position at \$185, let's get together. Phone 313-484-0113.

NEWS

News director . . . big delivery. Bright, twelve year record. Can build news winner. Large city. Box C-26, BROADCASTING.

Experienced draft-free newsmen. Single, mature, has own transportation. Able to adapt to all formats. Anywhere east coast. Box C-107, BROADCASTING.

Emerson College student desires summer employment at new conscious New England station. Experienced and aggressive. Box C-108, BROADCASTING.

Newsman-announcer . . . 7 years experience in radio and television, college graduate. Presently employed in medium market. Box C-130, BROADCASTING.

Energetic, experienced, educated. Known as a hard worker. Check me out. Box C-134, BROADCASTING.

Mature, reliable newsmen. Anxious to move up. Family man. Prefer Kentucky-south-southwest. Box C-144, BROADCASTING.

Top 20 markets—If you don't have a comment provoking daily sportscast to round out your station's personality, you need me! Mature professional will bring colorful commentary, interviews with famous sports figures and in-depth sports reporting to your operation. Box C-147, BROADCASTING.

Seek news or general spot. BS degree, 29, third class, northern Illinois or Indiana, 887 Wentworth, Calumet City, Ill. 60409.

Programing, Production, Others

Experienced announcer/1 year programing experience—desires job in small-medium market where talent in both will be utilized. Box C-122, BROADCASTING.

Current music director at MOR/ROCK station. Single, 22, 3rd phone. Looking for something moving in college town on east coast. Box C-124, BROADCASTING.

Do you need a good right arm? Are you frustrated by losing time and money because you're tied up with inside, operational problems? I am a professional broadcaster . . . university degree and 10 years experience in Radio/TV. Dependable, honest and mature, 29 years old, I worked my way through school and have never been afraid of hard work. I do fear stagnation and a dead end in advancement. Experienced PD, operations manager, good air man—MOR, good music, talk, Third endorsed. Interested in any size market. Married. No problems. I am expensive (min. \$10,500) but I earn it. If I can take problems off your hands, please write Box C-166, BROADCASTING.

Major market heavyweight, gets along with everybody. P.D. or Prod. Mgr. 5 figure a must. No sales. Box C-171, BROADCASTING.

Programing, Production, Others

Others—(continued)

Top 40 music director with a track record as consistent as Eddie Arcano. Tight jock, but heaviest with music. I can make you #1 with my music system. When's your next Pulse. (212) JA 3-6562.

Ten years college/professional sports casting: football, basketball, baseball, golf. Doubled in sales, news, talk show. Would welcome TV opportunity. 7 1/2 kws in present job. Call my boss, 602-622-3344 . . . or me, Larry Myers, 1611 Camino Seco, Tucson, Arizona 85710 . . . 602-298-7213.

Program director (top 40) boss sound, MOR, aggressive, experienced 3rd-class (air shift) (specialize—new or changing to top-40) 513-631-5428 after 5:00 p.m.

TELEVISION—Help Wanted

Management

Assistant Commercial Manager with sales know-how and administrative ability for VHF in good Southwest market. Box B-276, BROADCASTING.

Sales

Broadcasting salesman with proven ability for South Texas station. Box B-277, BROADCASTING.

Wanted: Radio salesman to take over active account list on Rocky Mountain station soon to go to 50 kw. Enjoy great living in the Rockies and still make money. Send resume to Box C-61, BROADCASTING.

Are you a top local salesman seeking management opportunity? Excellent midwest VHF station, approximately 50th market, is looking. Good earnings, profit sharing, other benefits. Send full resume to Box C-129, BROADCASTING.

Account service-production knowledgeable gal to service accounts for new closed circuit TV operation in midwest metro market. Must have production experience. Salary open. Write Box C-191, BROADCASTING.

Announcers

Staff announcer-Midwest group owned VHF station with Network affiliation is looking for a young and aggressive staff talent capable of handling booth, news, sports, and weather. Base salary, salary requirement first letter. Box C-167, BROADCASTING.

Sports Director for all color NBC-TV affiliate. Emphasis: pro football, outdoor and high school sports. Send audition materials to: Program Director, WFRV-TV, 1181 East Mason Street, Green Bay, Wisc. 54031.

Wanted: Experienced staff announcer for all color VHF station. Must have good voice, appearance, smooth on camera delivery. Send videotape, resume, and salary requirements to Lee Hintz, Operations Manager, WJRT-TV, 2302 Lapeer Road, Flint, Michigan 48503.

Technical

Opportunity for reliable, well-qualified assistant Chief Engineer. Texas VHF. Box B-278, BROADCASTING.

First phone engineer capable assuming responsibility for studio maintenance, southwestern full color VHF. Salary to \$10,000. For further information, qualified applicants please reply to Box C-36, BROADCASTING.

Broadcast engineer with first class license. Some TV experience preferred. Midwest group owned VHF station with network affiliation. Send complete resume, photo and salary requirements first letter. Box C-99, BROADCASTING.

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.

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

Summer relief positions for technicians available now for full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625. Tel: 312-593-5000.

Technical—(continued)

Several CATV Management-technical positions in mid-west. New systems, spring construction. Good pay with group operation. Apply by letter only, Bob Zellmer, Regional Manager, Marshall Cable Inc., Marshall, Minnesota 56258.

Help Wanted: Television maintenance technician for CCTV state-of-the-art university operation. Requires strong background in all phases of TV maintenance, experience with 1-inch Ampex slant video tape machine helpful. Contact State University College, Oneonta, New York 13320. Phone: 607-431-3314.

Help Wanted: Television engineer to be in charge of all engineering matters in CCTV state-of-the-art university operation. Direct activities of engineers and technicians within engineering and technical services operation. Contact State University College, Oneonta, New York. Phone: 607-431-3314.

Studio Engr., all color TV ABC Station, good climate, working conditions, pay. Call Charles Upton, 303-632-1515.

Technical supervisor for State ETV network. Require five (5) years experience with TV systems and color VTR, FCC 1st phone, University benefits. Send experience, references, and salary requirements direct in c/o James Potter, Indiana Higher Education Telecommunication System, 1100 West Michigan Street, Bowers Building, Indianapolis, Indiana 46202.

NEWS

News Woman—for group owned Midwest VHF network affiliated station. Must be capable of handling hard news and features on-camera. Duties will also require writing, editing and general program production. Send photo, resume and salary requirements with first letter. Box C-168, BROADCASTING.

Immediate opening: Experienced news reporter for on-camera assignments, capable of anchoring newscasts. Good writing a must. Some photography knowledge. AFTRA station in top 50 market. Send VTR and resume to Luke Choate, News Director, WJRT-TV, 2302 Lapeer Road, Flint, Michigan 48503.

Programing, Production, Others

Professional Meteorologist—Top 10 market TV station seeks qualified Meteorologist for on-air work. Broadcast experience desired but not essential. AMS seal required. Box B-305, BROADCASTING.

Cameramen wanted by major southeastern station. Experience desirable but not necessary if technical and practical education requirements are met. Virtually no department turn over, these are newly created jobs. Liberal employee benefits. Please tell all in letter to Box C-126, BROADCASTING.

Producer-director—top 40 market seeking creative, hard working, dependable man. Commercial TV experience necessary. Generous salary, plus full fringe benefits. Include details of experience. Box-C-150, BROADCASTING

Art Director with creative ability, experience and enthusiasm needed at major western network television station. Send portfolio, resume and photograph with first letter to Box C-175, BROADCASTING.

TELEVISION

Situations Wanted—Management

Program executive, 17 years experience. AM-FM-TV, presently employed in top 10 market, looking for new challenge as program or station manager. Mature, family man. Excellent references. Box C-113, BROADCASTING.

Sales

Male—27, veteran. B.S. in R&TV & Marketing. Married, successful selling background in 3 station TV market. Seeks position in larger progressive station. Box C-83, BROADCASTING.

General Sales Manager with record of growth performance. Medium market at present. Can put planning and organization to work for a profitable operation at your station. Particularly strong in local sales. Complete resume. Box C-179, BROADCASTING.

Announcer

41-year-old dignified, hip, major market staffman, performer, newsmen, seeks more active position in humanistic company, VTR or visit if serious and pay offer sufficient. Box C-119, BROADCASTING.

Technical

Do you need a Chief? Perhaps I can help you. Over 20 years and last 5 as leader. Western States preferred. Write Box B-260, BROADCASTING.

Situations Wanted

Technical—(continued)

Asst chief or maint. supv.; first phone. 6 years in radio and TV color and mono operations and maintenance, ten more in related experiences. Presently overseas on teacher-advisor contract. Tech school grad, plus 2½ years college, married, children, draft exempt. Excellent refs. Desire position of challenge with company having responsible management. Available August 1, 1969. Box C-139, BROADCASTING.

Engineer TV, CREI Graduate. First phone, exp., radio/Wash. D. C. area part-time. 202-396-0219.

NEWS

Vietnam—major market newsmen desires Vietnam assignment, five years experience. Pro all the way, Single. Box C-31, BROADCASTING.

Young, fast-moving on-air newsmen needs new challenge. Shoot film, write and edit. Currently doing prime-time news in 500,000 market five evenings. Nine years experience in all phases radio and television news. Box C-105, BROADCASTING.

Executive news producer—top ten market. 12 years experience, including networks. Top references. Married. Employed. Available immediately. Prefer management position. Box C-115, BROADCASTING.

I quit my secure job 2 years ago to get more education. I'm ready to do your newscasts now that I've met most of the requirements for the Master's degree. Six years radio and TV experience back me up, so do a lot of references. Box C-133, BROADCASTING.

Sports director—guaranteed excellence in daily sportcasts and production of special-colorful commentary, live and film interviews with top names in-depth reports and features. Box C-149, BROADCASTING.

Ten years in broadcasting. College graduate, married, seeking job with professional news team. Box C-181, BROADCASTING.

Programing, Production, Others

Creative services team. Two polished professionals eager to solve your television audience and sales promotion, public relations, graphic and scenic problems. Box C-28, BROADCASTING.

Director, available immediately. Currently employed top ten market. Seeks like position, same type market. Four years experience. BA communications. 27. Married. Box C-39, BROADCASTING.

San Francisco area—Thoroughly professional. 14 years radio and TV talent. Extensive creating, directing, and managing TV production past four years. Excellent references. No floater. No health or habit problems. A unique opportunity to obtain a top quality, creative talent. Reply Box C-79, BROADCASTING.

Production manager, 13 years in television. Will organize, train, and coordinate dynamic department. Offers administrative and creative talent. Excellent references. Box C-109, BROADCASTING.

Production executive, major market and network experience, 15 years technical, 7 years producing, directing. Extensive experience—mobile specials, promotion, program creation, administration and sales. Box C-145, BROADCASTING.

10 years solid TV production experience includes: Producer-Director top 5 market, Program Director top 10 market independent. College graduate. Desires challenging career position. Box C-176, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 KW & 10 KW AM and FM transmitters No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Program and pre-amps for Gateway Audio board. Box C-131, BROADCASTING.

Need FM antenna tunable to 91.1 mc/s. at least 6 bays horizontal, Western Bible Institute, Box 9332, Denver, Colorado 80209. 303-297-6826.

Urgently required. Two used Mark Ten Ball bearing headwheel panels for Ampex videotape machine. Write, wire or phone Ed Ries and Associates, 414 N. Alfred Street, Los Angeles, 90048, 213-651-5080.

FOR SALE—Equipment

Coaxial cable—Heliak, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list S-W Ele 1, Box 4663 Oakland Calif 94623 phone 415-632-3527.

FOR SALE—Equipment

(continued)

Best deals—Spotmaster Scully Magnecord. CBS Audimax—Volumax Amega film equipment. Lange vin, Fairchild, QRK Russo. Other top brands. Lease trade, finance. Audiovox, Box 7066-55 Miami, Florida 33155.

CBS Audimax III 10 months old, \$550. CBS Volumax 6 months old \$550. Box C-57, BROADCASTING.

1 Gates diplomat console like new—used just a few months before going stereo \$2995.00. 3 Gates monophonic turntable pre-amps \$75.00 each. 1 Model 600 Fairchild Conax \$250.000. 1 Ampex 350 mounted in beautiful console \$750.00. 1 Andrews 4-bay V antenna tuned to 96.3 mc plus 400 feet rigid 1/8 coax. Make offer. Box C-74, BROADCASTING.

11 new Magnetron Raytheon 2J56A tubes, \$650.00 FOB Flint, Mich. Box C-116, BROADCASTING.

For Sale: Various studio components. Send for listing. Box C-132, BROADCASTING.

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.

Gates 10 w BFE-10C FM transmitter, 1 yr. old, perfect condition. Tuned to 91.1 mhz. Stan Smart, WGGL-FM, Mich. Tech. University, Houghton, Michigan 49931.

Gates 250 Watts University owned. On air nine years—Model 250-A, 1952 vintage. Call Dean Thompson, University of Cincinnati, 513-475-4684.

Two Dumont B&W TV cameras—for parts—sell both \$300 or trade for audio console. John Phillips, 4724 Winslow Rd., Washington, D. C. 20021.

M.W.I. all-steel desk console and three space slanted top section. Standard 19-inch panel mounts. Perfect for broadcasting or recording applications. Excellent condition. \$500 when new. First reasonable offer accepted. Telephone: 317-962-0054.

Used AM and FM transmitter CCA Electronics offers used transmitters obtained in trade. If unhappy with equipment within 90 days, CCA will apply full credit against purchase of new CCA AM or FM Broadcast Transmitters. AM transmitters—250 Watt GE-BT-20A1 at \$845.00; 250 Watt RCA-ET-4250 at \$500.00; 1000 Watt Gates Vanguard I at \$3,000.00; 5 KW Western Electric Air Cooled at \$1,500.00; FM Transmitters: 1 KWITA FM-1000A at \$750.00; ITA FM-1000B at \$2,500.00; 1 KW Collins 8300 at \$4,000.00; 1000 RCA BTF-1C at \$1,000.00; 5 KW Gates FM-8B 2/Stereo Exciter & Generator at \$6,500.00; 5 KW Collins at \$7,500.00; 7.5 KW ITA-7500B at \$6,500.00; Tape Equipment: 1 Play ZRP Collins at \$695.00; 2 Play—ZRP Gates at \$700.00; Gates Cartrigette II Play at \$175.00; Phone (609) 456-1716.

19" enclosed rack cabinets 13 ea, most with rear door, 15 ea, 7, 3 ea, 6, need paint, outside storage, good structural condition. Pictures on request. Take all 13 \$400.00, delivered L. A. or Bay area. Markarian Bros., 209-237-7733.

Immediately available. Tektronix 527 and 529 waveform monitors, 526 Vectorscopes, Conrac monochrome and color monitors, four channel audio board, lighting equipment and many other bargains in high quality broadcast equipment. For details write, wire or phone Ed Ries and Associates, 414 North Alfred Street, Los Angeles, Calif. 90048—(213) 651-5080.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00 Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif 95338.

Current Comedy—70 new, original, topical one-liners each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Avenue, S.E., Washington, D. C. 20003.

Don't guess! Over 1000 of the past decade's contemporary hits alphabetized and dated. Free details. Box C-140, BROADCASTING.

"Jokes for locks" over 2,000 one liners, definitions and funny bits. \$10.00. Box 7815, Atlanta, Ga. 30309.

INSTRUCTIONS

F. C. C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

INSTRUCTIONS—(cont'd)

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully CI approved. Elkins Institute in 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 Institute in 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 Institute in 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, jockcasting, sportsasting, 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 8th Ave. South, Nashville, Tennessee. 297-8084.

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 OS 5-9245. Training for Technicians Combo men, and announcers.

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools 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 509 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 plus one week personal instruction in Boston, Detroit, Atlanta, Seattle, Denver, New Orleans, Portland. Five years of proven results. Bob Johnson License Training, 1060 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.

INSTRUCTIONS—(continued)

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.

100% placement of Don Martin Graduates!!! Wonder why? Highly qualified beginners are needed by good stations all over the U.S.A. These stations call the Don Martin School for their new personnel. Our graduates are thoroughly trained, confident, versatile, proficient individuals. New classes start the 1st of each month. Graduates are available to these stations each month. For additional information call or write: Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3291.

RADIO—Help Wanted

Management

OWNERSHIP-MANAGEMENT!!!

Group owner of N.E. Suburban stations will give ownership in station to pavement pounding Manager. (Interview at own expense).

Box C-104, Broadcasting.

Announcers

ANNOUNCER-SALESMAN

Are you looking for a permanent-well paying position, in a location where the air is clean, and countryside is breathtaking? Would you like to live and work in one of the nation's most famous resort areas in the beautiful Finger Lakes of New York State? Would you like to raise your children in a town with an outstanding school system? Do you have a mature voice, and are you willing to play good, but not dead middle of the road music? Are you aggressive enough in sales to earn a top dollar? If you can answer "yes" to all of these questions, then you may be looking for us—because we are looking for you. Contact Mr. Squiers.

WGMF RADIO
WATKINS GLEN, N.Y.
607-535-2779

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 April 1st, 1969. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3291.

Announcers

(cont'd)

MORNING MAN

Experienced MOR DJ with third phone for number One Station, full fringe benefits plus profit sharing. Send resume, aircheck, salary to

WCAP
Lowell, Mass. 01852

Technical

CUSTOMER CONSULTANT

ATC Division/Gates Radio Co. has opening for energetic young engineer to fill broad responsibilities—including field checkout of broadcast automation systems. Excellent over-all technical background and friendly, outgoing personality required. Salary commensurate with ability and experience. College graduate preferred. Write or phone: Andy Rector, Manager, Customer Service, ATC Division/Gates Radio Company, Bloomington, Ill. 61701, 309-829-7006.

An Equal Opportunity Employer

Sales

MARKETING AND ENGINEERING OPPORTUNITIES

Broadcast Television Cameras and Recorders

International Video Corporation has steadily growing requirements for experienced sales and marketing service professionals as well as experienced video design engineers. In an effort to fill some of these immediate openings, we will be conducting confidential interviews in Washington, D.C. on March 23-26. Interview appointments may be arranged by calling or writing, prior to March 21.

D. L. Horn
(408) 738-3900



INTERNATIONAL VIDEO CORPORATION

675 Almanor Avenue
Sunnyvale, California 94086

an equal opportunity employer

NEWS

Radio Newsmen

CBS owned station needs top newsmen with strong delivery and heavy experience in news writing and street work. Top salary, fees and fringe benefits. Rush tape and resume to:

News Director
WEBC Radio
Boston, Massachusetts 02199

Program, Production, Others

Traffic Manager

for a major N.Y. FM station. Some related experience preferred, but we would train someone who has demonstrated flair for organization and detail. Send a letter or resume to:

Box C-160, Broadcasting.

Situations Wanted Management

TELEVISION AND/OR RADIO STATION

General Manager or General Sales Manager. Twelve years in television, eighteen years in radio and completely rounded broadcast background with emphasis on sales. Includes networking, national rep office management, rep sales, station management, station sales management and programming. Under no immediate pressure but interested in making the RIGHT move. Obviously fiftyish; but if mature business judgement, imaginative knowledgeability, a wealth of experience, and a vigorous and aggressive practice of these skills interest you more than an angry young man, a meeting can be mutually profitable.

Box C-94, Broadcasting.

RADIO PROGRAM MANAGEMENT

Experienced in L.A., San Francisco, etc. Tireless worker who enjoys winning. Will consider offers only from established companies with good reputations. Will treat your inquiry with strictest confidence. Good track record.

Box C-157, Broadcasting.

Management—(continued)

TOP MIDWEST STATION MANAGER AVAILABLE

Small-medium market wanted. Excellent track record with low gross stations making them profit makers. Familiar with all phases, especially strong in creative sales and programming to make money. Will personally handle major part of billing. Can make your station a profit maker or a bigger profit maker.

Box C-16, Broadcasting.

Announcers

LOOKING FOR AN ANNOUNCER?

Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.



Columbia School
of Broadcasting

4444 Geary Blvd., San Francisco 94118
Telephone: (415) 387-3000

(Not affiliated with CBS, Inc. or any other institution)



We May Have
The Man
or
Woman
You Need!

- Announcers • Disc Jockeys
- Newscasters • Sportscasters

Our placement department is ready to serve you . . . internationally! Tell us the qualifications you seek and we'll send you the Career graduate who can meet them. We have filled thousands of positions for stations coast-to-coast and across the oceans. We can do the same for you!

CAREER ACADEMY

International Placement Center

Career Building, 611 E. Wells Street
Milwaukee, Wisconsin 53202
Phone: (414) 272-4822



TELEVISION

Help Wanted Management

MANAGEMENT

We need an ambitious college graduate with a degree in Business Administration or Marketing and a minimum of 2 years TV or Radio experience to present our recruiting services to station owners. Limited travel. \$12,000 base plus commission with potential of \$25,000 per year. Send resume to:

Ron Curtis, President, Nationwide Management Consultants, 645 N. Michigan Avenue, Chicago, Illinois 60611.

*Nationwide has the contacts and experience
to help you fill important job openings*

CALL 312 337-5318

Nationwide Management Consultants
645 North Michigan Avenue, Chicago, Illinois 60611
Specialists in Executive Recruitment

TV And Radio Management

Group broadcaster needs top notch personnel for management positions in major markets. Sales background necessary. Excellent opportunity for advancement. Age open, but preference will be given to applicants in the 28-35 category. Send resume and salary requirements in confidence to

Box C-152, Broadcasting.

VICE PRESIDENT & GENERAL MANAGER

We want to employ a Vice-President & General Manager to operate a new independent UHF station in a major Midwest market (Top 20) and to produce profits. This will require outstanding sales and administrative ability, as well as experience, and the faculty for motivating competent subordinates. The man selected for this position will receive ample benefits, including an ownership interest. If qualified, send full particulars to Box C-106, Broadcasting. Replies will be held in strict confidence, and interviews may be arranged during the NAB convention in Washington.

Programing, 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.
Equal Opportunity Employer

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:

Box B-227, Broadcasting.

WRITER-PRODUCER DOCUMENTARY FILM UNIT

Requires MA in communications or equivalent experience. Must be capable of doing research, writing & supervising film editing. Quality of work must be top level. Network owned VHF in top 10 market. Send a detailed resume of experience, credits and salary requirements to:

Box C-189, Broadcasting.

TRAFFIC MANAGER TOP TEN INDEPENDENT TV

We are looking for a capable and experienced traffic manager to join one of the most outstanding and fastest growing stations in the industry. Excellent working and living conditions and pay in line with market standards. Send resume to:

Box C-137, Broadcasting.

MISCELLANEOUS

your own station NEWSLETTER!

Created to spark retail radio sales and new interest in your station!

Liberty, two color format edited for radio "sell". Low quantity prices enables you to circulate all retail radio prospects, customers.

*Excludes monthly SPOT calendar

*Excludes hot-line news for retailers

*In use by 67 stations

Don Klock

marketing
P.O. Box 373
Lima, Ohio

New
Sales
Idea for
Radio!

BUSINESS OPPORTUNITY

OWNERSHIP OPPORTUNITY

Small midwest FM, which is the only radio service in the county, has 50% of stock available to owner-operator who has little capital but lots of will and know-how. Contact Chapman Assoc., 2045 Peachtree Rd., N.E., Atlanta, Ga. 30309.

FOR SALE—Equipment

FOR SALE

- 4 RCA TK-31B, 3" I.O. cameras with H/F cradle heads, tripods, dollies and studio lens compliments
- 1 ZOOMAR super Universal Zoom Lens
- 1 ZOOMAR Studio Zoom Lens
- 1 RCA TR-11, Monochrome VTR—2 speed
- 1 Portable 75KVA power generator on two wheel trailer
- 1 Custom Ford mobile unit.

MANY OTHER EXTRAS— WILL SELL ALL OR PART

General Television Network
901 Livernois Avenue
Ferndale, Michigan 48220
(313) 548-2500

WANTED TO BUY—Stations

Wanted To Buy RADIO STATION

Group owner with stations in four Mid-west states is now ready to expand. Excellent credentials. All replies confidential.

Reply to: Mr. Hart N. Cardozo, Jr.
President, Communications Properties, Inc.
W-1152 First National Bank Bldg.
St. Paul, Minnesota 55101



Bob Graham will make over \$48,000 this year.

Bob owns a Columbia School of Broadcasting franchise. He has over 3 years of broadcast education experience and a university degree.

He is the calibre of individual that has made Columbia School of Broadcasting No. 1 in the Broadcast Education field.

We have remaining a few major markets in which we have no enrollment facilities. These areas are available to qualified broadcast principals only. We require a minimum of 5 years broadcast experience, impeccable moral character and a sincere desire to help young men enter broadcasting.

If you feel you meet these requirements, we suggest you write to us, on company letterhead, asking for our free booklet entitled A COLUMBIA SCHOOL OF BROADCASTING FRANCHISE. It's free and tells the whole remarkable story of the No. 1 broadcast school in the country.

The minimum investment required begins at fifteen thousand dollars.

Please attach coupon to letterhead.

To: Mr. Wm. A. Anderson,
President Columbia School
of Broadcasting
4444 Geary Boulevard
San Francisco, CA 94118

Please forward a copy of:
A Columbia School of
Broadcasting franchise.

Name _____

Street _____

City _____

State _____ Zip _____

Not affiliated with Columbia Broadcasting System, Inc. Or any other institution.

FOR SALE—Stations

Fix Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
245-3430

WHY BUY AN FM?

Build your own.

Hundreds of open frequencies. Operate \$1,000 mo. fixed expense using our unique plan. If you have capital call 213-980-4000, or write:

Tape Networks, Inc.
12148 Victory Blvd.
North Hollywood, Calif. 91606

Confidential Listings RADIO—TV—CATV N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 • 213/469-1171
BROKERS-CONSULTANTS

AM RADIO STATION

90% int. daytimer or parent corp. with tax loss available. IKW in 156,000 area of Central Pa.

Box C-177, Broadcasting.

CHAPMAN ASSOCIATES
media brokerage service

LOCAL SERVICE: Dave Malson CORVALLIS, ORE.; Frank Flynn SAN DIEGO.

NATIONWIDE COVERAGE: Dick Kozacko MINN./ST. PAUL; Bill Kepper CHICAGO; G. Paul Crowder NASHVILLE; Beverly Baker ITHACA, N.Y.; Keith Horton ELMIRA, N.Y.; Bob McKendrick DETROIT; Bob Noel ATLANTA; Berne Whitaker Bill Chapman; Randolph Gretes MEDFORD, N.J.

South	small	AM & FM	\$235M	29%	Midwest	small	daytime	\$200M	terms
Fla	small	profitable	65M	terms	N.E.	small	profitable	160M	29%
S.W.	small	profitable	115M	terms	Midwest	medium	AM & FM	200M	terms
N.E.	single	profitable	600M	terms	Midwest	metro	FM	140M	terms
South	major	daytime	925M	merger	S.W.	major	FM	275M	nego

CHAPMAN ASSOCIATES
media brokerage service*

2045 Peachtree Road

Atlanta, Ga. 30309

**GIVE
UNITED
CEREBRAL
PALSY**

C/P

(Continued from page 84)

■ **KCLR** Ralls, Tex. — Broadcast Bureau granted transfer of control of KCLR, Inc. from Galen O. Gilbert, Phil Crenshaw and W. R. Bentley (as a group 100% before, none after), to Franklin T. Wilson (none before, 100% after). Principal: Mr. Wilson is manager of *New Braunfels* (Tex.) *News*. Consideration: \$140,000. Action Feb. 28.

■ **KEFC(FM)** Waco, Tex.—FCC granted transfer of control of Centex Radio Co. from Miriam C. Smith (60% before, none after) to Morbro Inc. (none before, 60% after). Consideration: \$8,100. Seller: Miriam C. Smith, president. Buyers: Delwin W. Morton, president, O. L. Kimbrough, vice president, Texas Capital Corp. (each 30%) and Goodson McKee, vice president (10%). Buyers own KAWA Waco. Messrs. Morton and Kimbrough each own 50% of KEES Gladewater and 25% of KDOX Marshall, both Texas. Mr. Morton owns KCAD Abilene. 25% of KYAL McKinney, both Texas, and 20% of KRGO Salt Lake City. Mr. Kimbrough owns cattle farm. Action Feb. 28.

■ **KXRO** Aberdeen, Wash.—Broadcast Bureau granted 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: \$65,000. Seller: Mr. Clapp owns 50% of KUEN Wenatchee, Wash., and KFQD Anchorage. Buyer: Mr. Robertson has respective interests in KUEN and KFQD. Action Feb. 27.

■ **WTRF-FM-TV** Wheeling, W. Va.—FCC granted assignment of license from WTRF-TV Inc. to Forward Tele-Productions Inc. for \$7,250,000. Sellers: Robert W. Rerguson (10%), Albert V. Robert C. Raymond E. and Gordon C. Dix (each 22.5%). Messrs. Dix each own 20% of WWST-AM-FM Westster, Ohio, and as group own WRAD Radford, Va., and WKNI-AM-FM Kent, Ohio. Buyers: Forward Communications Corp. (100%). Buying corporation is headed by John C. Sturtevant, chairman, and publishes *Marshfield* (Wis.) *News Herald*. Buyers own WSAU-AM-FM-TV Wausau, WMTV(TV) Madison, WKAU-AM-FM Kaukauna, all Wisconsin, and KCAU-TV Sioux City, Iowa. Action Feb. 28.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through March 5. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ **Long Beach, Calif.**—The nonexclusive franchise of Signal Hill Cable TV Inc. has been transmitted to Times Mirror Co.

■ **Morgan Hill, Calif.**—Nation Wide Cablevision Inc. (multiple CATV owner), a wholly owned subsidiary of Kaufman & Broad, has been awarded a franchise.

■ **Saratoga, Calif.**—Nation Wide Cablevision Inc. (multiple CATV owner), a wholly owned subsidiary of Kaufman & Broad, has been awarded a franchise.

■ **Baxter Springs, Kan.**—Nationwide Cable Television Corp. has applied for a 20-year franchise. The firm would provide free installation to each public school and to the city. The company would pay 2% of its gross receipts. If construction is not begun within 90 days after the franchise is granted, it will be declared null and void.

■ **Burlington, Mass.**—Colonial Cablevision Corp., Woburn, Mass., has applied for a franchise. Officers of the firm are Samuel Smith, president, and George Duffy, vice president. The company already holds a franchise in Woburn.

■ **Mine Hill, N.J.**—WRAN Dover, N.J. has applied for a franchise. The station already has been given a franchise in Dover.

■ **Norwood, N.J.**—Alpine Geophysical Associates Inc., a diversified company engaged in applied oceanography, has agreed to sell its interest in Alpine Cable Television Inc. to Jerrold Corp., Philadelphia (multiple CATV owner). The nonrecurring gain from the sale of the interest will be about \$430,000, or about 30 cents per share.

Late-late viewers lately may have come across, and network-movie followers may recall, a 1953 release titled "Destination Gobi," starring Richard Widmark. They are hereby advised that the movie was based on a real-life World War II secret mission of an intelligence/sabotage outfit called SACO, featuring if not starring Edward M. Cramer, now rounding out his first year as president of Broadcast Music Inc.

Mr. Cramer looks back on the SACO adventure—a year-and-a-half stint in China, often behind Japanese lines and sometimes worse yet between warring Chinese factions—as a unique and, in the safe light of retrospect, sometimes pretty funny experience, but not terribly pertinent except that it gave him his first contact with radio communication—he was the outfit's communications officer.

SACO is worth a quick look, however, for background on the man who now heads the performing-rights organization that licenses over half of all music played on radio and probably half of that on television, not to mention music in night clubs, movies, other gathering places as diverse as concert halls, skating rinks, circuses and football games.

SACO stands for Sino-American cooperative organization. Mr. Cramer, then in the Navy, was picked to "volunteer" for it, but the duty was so secret nobody would tell him what it was. He volunteered anyway, and discovered that SACO was a joint Chinese-American command in China. It operated completely independent of all other armed forces, and it had three principal missions: to gather and transmit information on weather along the Chinese coast, in a respect being a kind of land-based forerunner of the "U.S.S. Pueblo"; to train Chinese guerrillas and to conduct espionage and sabotage against the Japanese.

SACO men wore no uniforms or insignia and hence were liable to execution if captured. When not ranging up and down the coast, spying and sabotaging, cursing the food (American food was off-limits to SACO) and trying to outsmart both the enemy and the U. S. Army (which was not supposed to know what they were doing), Mr. Cramer and associates encountered other excitements, such as being pinned down by cross-fire between two Chinese bands fighting for a cave stocked with money. They overcame that last problem by improvising and hoisting an American flag very hurriedly—as hurriedly, that is, as possible under a meticulous commanding officer who insisted, despite the shellfire all around, that each star of the flag be given five precise points.

Mr. Cramer is himself a meticulous man, but not that meticulous. Not surprisingly, given the SACO background,

He's giving the beat to BMI's ever-growing sound

he also has a certain degree of toughness. This quality was perhaps most tellingly displayed a few months ago when he negotiated the biggest increase in radio music-license rates in BMI history: a contract that could raise BMI's revenues as much as 26%, or \$2.1 million a year, over a five-year span (BROADCASTING, Dec. 2, 1968).

Mr. Cramer achieved that contract not by toughness alone but also by convincing radio-station representatives that radio's use of BMI music has increased to the point—about 55% of all music on radio—where the higher rate is justified (especially since they are still lower than those charged by BMI's only major competitor, the American Society of Composers, Authors and Publishers).

Mr. Cramer and associates could also cite need as a reason for higher fees, be-

cause BMI not only has been successful but is one of those rare organizations where success can be disastrous. The more its music is played the higher the royalty payments it must make; when income is fixed and out-go keeps rising, the squeeze can become pretty tight.

But writers and publishers, who get the royalties, are BMI's stock in trade, and Mr. Cramer intends to build the stock, not let it be squandered. That does not necessarily mean he will now seek to increase BMI's TV-station rates. He acknowledges that broadcasters currently and historically contribute the major share—some sources estimate 85% to 90%—of BMI's revenues. But that, he notes, is because many are not paying anything: juke boxes, for instance, and educational stations and cable-TV operations, among others. Assuming a reasonable resolution of basic copyright issues—currently still hung up in Congress—he expects all these and other users to pay a fair price.

Although he was not widely known among broadcasters when he became BMI president, Mr. Cramer has been intimately identified with BMI as a lawyer since 1953. He was a key figure in representing the organization in all major congressional, FCC and court proceedings throughout that 15-year span, and he also played a leading role negotiating the consent decree that terminated an antitrust suit against BMI in 1966.

In his first year in office he has spent about 25% of his time traveling to get better acquainted with broadcasters and other music users and to visit BMI branch offices in (Hollywood, Chicago, Miami, Toronto, Montreal and Vancouver, B. C., plus Nashville, which he regards not as a branch but as an extension of the New York headquarters) and to strengthen BMI's ties in Europe (where it has affiliations with more than 30 performing-rights societies). He's not at home as much as he used to be, but he still tries to reserve a night a week for tennis with his family when he is not on the road. He does a lot of concert-going, too, but that is not new. He says he likes virtually all kinds of music ("and I'm not saying this to be tactful"). More than the diversity of his own tastes, however, he values the diversity of music itself. It's a diversity that BMI can claim prime credit for developing.

The diversity of its music is to him one of BMI's biggest strengths, both now and for the future: "When people say 'they're playing our song,' they're not talking about Irving Berlin any more. No, they're talking about the contemporary sound in music—the music that's represented by, say, the Beatles. It's going to be even more so in the future. And BMI has the contemporary sound."

Week's Profile



Edward Morton Cramer—president, Broadcast Music Inc.; b. May 27, 1925, Haverstraw, N. Y.; attorney with Rosenman Goldman Collin & Kaye (now Rosenman Colin Kaye Petschek Freund & Emil), New York, specializing in BMI, general copyright and broadcast matters, 1951-60; partner, Cramer & Hoffinger, New York, and special counsel to BMI, 1960-68; president, BMI, since March 31, 1968; m. Henrietta Pantel of South Fallsburg, N. Y., Sept. 7, 1947; children—daughters Evin Joyce, 20, and Majorie, 16; son Charles, 15.

Minispots, maxiproblems?

By last October, according to the latest figures from the Television Bureau of Advertising, 53.3% of all brand announcements on television were in the 30-second length, either piggybacked or isolated. Obviously the 30 has replaced the 60 as the standard unit for TV advertisers, and although broadcasters still sell more 60-second positions, the trend in selling free-standing 30's is growing rapidly—and so, recently, has been the concern of many broadcasters about where it all will lead.

Their fear is that, as 60's were first broken into 30-30's, so next will the 30 be broken into 15-15, 10-20 or even 10-10-10 combinations—and once that happened, what next? Mathematically, the ultimate would have to be subliminal advertising, and although that seems an unlikely result, it is at least the direction in which the trends have been running. Already more and more advertisers are putting two products into a single 30.

Meanwhile, we have been hearing more and more complaints that "too many commercials" are making TV hard to watch. We are not speaking of the critics who have always made this complaint, but of people in television who are confessing it privately, usually in reference to a few specific programs—notably movies, both network and local.

We have no way of knowing whether there is a relationship between fractionalization and complaint, and that fact, we think, describes the whole basic problem. There is a great need for thorough research, to learn whether "over-commercialism" exists in the minds of viewers generally and, if it does, to define it and so far as possible determine where it begins to occur. Absent that research, broadcasters can only ask themselves whether their commercial acceptance and scheduling policies are in their viewers'—and hence their own—best interests.

These times

As this is written Apollo 9 is in orbit in the latest feat of man's conquest of space. So far it has worked like a charm and hopefully will end that way in Thursday's scheduled splashdown.

Last week President Richard Nixon became the first head of state ever to be covered by satellite television, in color, on his eight-day whirlwind visit to five Western European countries. He topped it off 48 hours after his return with a 55-minute prime-time news conference.

During these events there were other happenings swirling about the mass media—mainly television. There were reports, hearings and comments on violence, real or imagined, on nit-picking about programing generally, on fairness and political coverage. All attested the importance of the broadcast media. Simply by talking about TV politicians get attention.

There was also another communications development in Washington. It attracted practically no attention because it had neither glamour nor excitement. The International Telecommunications Satellite Consortium is meeting at the call of the State Department. Its job is to try to establish a permanent organization to implement a global satellite-communications system. As always, the Soviet Union is a nonmember, trailed by 22 other "observer" countries in its sphere of influence. All are being implored to join in a "single global system" to control the allocations, design, equipment and traffic in space. Intelsat has 67 members.

What does Intelsat mean in this age in which we live?

Leonard Marks, communications attorney, director of the United States Information Agency under President Johnson, and now head of the U. S. delegation, in his keynote defined it this way:

"I can think of no more important step we can take toward reducing world tension than that of broadening the communications links between powerful nations representing different political systems."

And so it is. Our broadcasters are pilloried in the loose talk of the politicians for giving our people the kind of programing they want. Eavesdropping on these expletives are the representatives of nearly 100 nations who admire our expertise, who buy those same entertainment programs because their audiences like the action too, and who also witnessed in full color (many of them for the first time) the remarkable coverage, by satellite, of the Nixon European mission. Small wonder then that they find it hard to understand how American politicians can threaten television one day and embrace it the next.

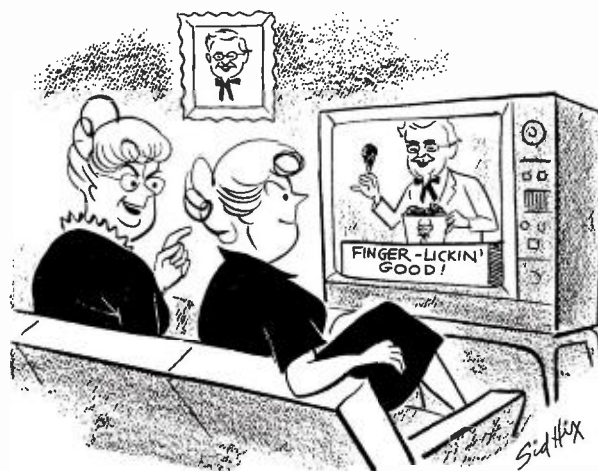
The investigation of TV violence was played up and will get at least as much attention for some time. But the Intelsat deliberations, to implement advances of science and technology that involve the fate of new generations, go practically unnoticed.

Backfire

During a recent social evening with friends outside the business, a broadcaster we know was told that the anti-smoking messages now seen on television were certainly effective. As one guest put it: "Those American Cancer Society commercials are good, and I'm glad television is using so many of them." As an afterthought he added: "I guess you must be making a lot of money out of them."

Pow! as Tom Wolfe would write. Smack in the kisser.

Maybe broadcasters would be smart to accompany every antismoking spot in all that free time with an audio or visual announcement that it is being carried at the broadcasters' own expense in response to a government order that is unique in advertising history.



Drawn for BROADCASTING by Sid Hix

"You should have seen the look on his face when I brought a tub of it home for Sunday dinner!"

AT KPRC-TV WE CAN DO ANYTHING THAT IS **Remotely Possible!**



There are currently six television stations in Houston . . . and 19 color television cameras. The unusual fact is that **eight** of these color cameras are owned by KPRC-TV. Couple them with the South's finest live, tape and film production facilities; add the new five-van remote unit shown here and the experienced men who operate them and you have the makings of maximum versatility and efficiency . . . and uncommon ability!

NBC takes advantage of this set-up regularly by contracting with KPRC-TV to pick up such events as baseball and football games from the Astrodome, space coverage from NASA's Manned Spacecraft Center and, last November, sent us to Montgomery, Alabama, for election night coverage from the George Wallace headquarters.

With such network caliber remote equipment as five color chains, three 18-to-1 zoom lenses, high-band videotape, a 50kw portable generator and a Videograph, it's no wonder that KPRC-TV gets the difficult assignments.

KPRC-TV has the machines and the manpower to produce anything you can devise. Or, to say it another way, KPRC-TV can produce **quality television programs or commercials at affordable prices!** Give us a try . . . Call Paul Huhndorff, Operations Manager, at 713/622-2950, for complete details.

KPRC-TV



in Houston

P.O. Box 2222

Houston, Texas 77001





APPROPRIATELY
BY
RUST CRAFT TELEVISION

TURNED
ON
BUT
NEVER
SWITCHED

MERV GRIFFIN
LOCAL NEWS
WEATHER - SPORTS
HUNTLEY - BRINKLEY
TRUTH OR
CONSEQUENCES

IN CHATTANOOGA . . .

from 5:00-7:30 p.m., Monday thru Friday, WRCB-TV delivers almost twice as many homes as its competitors combined!* How? Thru the combination of good programming, good performance and good promotion. How else could its 6:00 LOCAL NEWS be the Number One show in the market . . . its 6:15 WEATHER and SPORTS, Number Two . . . HUNTLEY/BRINKLEY, Number Three . . . and TRUTH OR CONSEQUENCES, Number Five?** It's just another example of Rust Craft Broadcasting's ingenuity in the markets it serves.

*ARB Nov. '68 **NSI Nov. '68 Audience estimates which may or may not be accurate.

WRCB-TV  3



RUST CRAFT BROADCASTING

WSTV-TV-AM-FM—Steubenville, WROC-TV-AM-FM—Rochester, WRCB-TV—Chattanooga, WRDW-TV—Augusta, WJKS-TV—Jacksonville, WPIT-AM-FM—Pittsburgh, WRCP-AM-FM—Philadelphia, WSOL-AM—Tampa, WWOL-AM-FM—Buffalo.