



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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CONCORDIA COLLEGE
CAR YLVISAK
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CONCORDIA
4/29

4A's hears proposal for 20% commissions on spot TV. p19

Westinghouse dumps cigarettes, MM faults FCC rule. p22

Justice interest causes MCA-WNBC to drop merger designs. p37

Little Report sees resurgence in nonnetwork TV product. p66

.....sure, there's
a radio station with
a bigger audience
than WMAL--but not
in Washington, D.C.*

*ARB for January-February, 1969, gives WMAL
the largest audience, total persons 12+, from 6:00
am to Midnight, 1/4 hour average and cumulative,
Monday thru Sunday.

(Data used is subject to the limitations on accuracy inherent in the method of survey and
should be considered estimates.)

wmal-radio

The Evening Star Broadcasting Co.

WASHINGTON, D.C.

National Representatives: McGovern-Guild-PGW Radio, Inc.



something new^s every minute

News is exciting . . . every minute . . . on Chicago's only all-news station.

A story breaks! New developments quickly add new dimensions! Conflict, drama, statements of newsmakers . . . all demand analysis by specialists, feature treatment by experts in urban affairs, or politics, or religion, or education, or race relations or science.

Weaving all of these news elements together . . . blending the immediacy of fact with the depth of analysis and the reality of on-the-spot reporting, is the full-time business of WBBM NEWSRADIO 78.

The result is an ever-changing, constantly fresh news treatment that supports the claim, "Something new^s every minute."

a new^s edition every minute

WBBM NEWSRADIO 78

A CBS Owned Station / Represented by CBS Radio Spot Sales

Your kind response to our request for time made possible an appropriate and fitting memorial program... a program with the quality that has brought us excellent response from both parents and students. Our thanks for the kind of help that Channel 13 has always given us in this school district.

5000 La Monte
Houston, Texas
April 2, 1969

Channel 13, KTRK-TV
5313 Westchester
Houston, Texas

Dear Sirs,
Thank you for presenting
the program on Formal General
Eisenhower life. The program
was good, sad, and educational
all at the same time.

Sincerely,
Linda Tittle

KTRK-TV
HOUSTON, TEXAS
CAPITAL CITIES
BROADCASTING
CORPORATION

A tale of two letters . . . NETWORK coverage was great, as usual, but the LOCAL children had something to add — and, as usual, our station was called to help them do it. Working together with the school system, our local-live memorial program was telecast directly into Houston school classrooms.

Justice moves again

Antitrust Chief Richard W. McLaren has endorsed two proposals pending before FCC that are aimed at curbing what he considers network domination of television programming. Mr. McLaren isn't embracing whole package contained in so-called 50-50 proposal, which has been under consideration since 1965. But, in letter to FCC Chairman Rosel H. Hyde last week, he endorsed provision that would prohibit networks from acquiring rights in TV programs produced by others—except right of exhibition—and would bar networks from domestic syndication.

Assistant attorney general also favored Westinghouse Broadcasting Co. proposal to prohibit stations in top-50 markets served by more than three stations from taking more than three hours of network programming between 7 and 11 p.m. Both, he said, would encourage development of independent sources of programming. Mr. McLaren's letter was received in same week networks filed report defending their practices (see page 66).

Lease on life?

Chance that Rosel H. Hyde will stay on as FCC chairman beyond now-scheduled June 30 retirement date cannot yet be ruled out. Sources say White House is having trouble finding qualified replacement and, therefore, might ask chairman to remain in office while longer, to provide more time for talent hunt. However, decision on this has not yet been made. As for chairman, it's assumed he would be more than agreeable to continue in harness. Mr. Hyde, member of commission since 1946, reaches mandatory retirement age of 70 on April 12, 1970.

Some White House sources discount reports that Commissioner Robert E. Lee will be elevated to chairmanship, with Hyde successor simply coming on board as commissioner. Chairmanship is bait that can be used to attract first-rate person from outside, the sources say.

Good and bad

Bullish reports on television business and not-so-bullish reports on Washington problems will be presented at board meeting of Television Bureau of Advertising at White Sulphur Springs, W. Va., today (April 28), following advertising-agency convention there (see page 19). Spot-TV sales, which advanced in first quarter, are said to have "come alive beautifully" in April. Wash-

ington issues proliferate. Two obviously on agenda are restrictions against cigarette advertising and issue of allowing commercials on cable-TV systems.

TVB's long-range research program is also on agenda, and report in this area is slated to include news that field work got under way last Friday night (April 25) on research aimed at "improving audiences" for TV advertising. Part of project is to determine relative influences of commercials and their surrounding programming in selling goods.

Beat goes on

Trafficking in broadcast properties, problem that absorbed major energies of House Investigations Subcommittee in last Congress, may make more headlines for panel this year. Subcommittee staffers are known to be scurrying around, as two committee sources put it, on new trafficking case. Subcommittee's usual tight security prevails, to extent that even most subcommittee members have no word on what's up. Probe comes before conclusion of final report on last big trafficking case, involving transfers by D. H. Overmyer interests.

Present investigation is said to have come as a result of direct instructions from Subcommittee Chairman Harley O. Staggers (D-W. Va.). Last week Chairman Staggers said subcommittee "had gotten completely away from that business [broadcasting matters in general]," but apparently investigators have at least one more string to their bow.

Surgical plan

Reorganization of FCC may be on list of White House things to do. At least, matter is understood to be under consideration by presidential aide. Reorganization can be sticky issue with Congress, which regards regulatory agencies as extension of its authority. But President's responsibilities in communications—and, therefore, his interest in why industry is regulated—continues to grow, particularly in international communications.

White House staffers are considering problem against background provided, in part, by report of former President Johnson's Task Force on Telecommunications Policy. President, meanwhile, is still mulling problem of whether it would be proper to release that report, since it was prepared for his predecessor. That seems to be only problem holding up publication of report, which has long since leaked to news media (BROADCASTING, Dec. 16).

Dropouts

National General Corp., Los Angeles-based theater exhibitor which has been gearing for full-scale move into TV production, commissioned Gilbert Youth Research to find out why 14-25-year-old age group watches TV less frequently than those over 50 or under 12. Capsule findings: "TV programming isn't one of the things youth wants to do. . . . For the most part [they think] it's unreal, phony, doesn't involve them, is the tool of the establishment, a victim of commercial interests at the expense of artistic and philosophic integrity."

Based on this and other studies, National General is out to create so-called "youth TV network," to be implemented eventually on nationwide basis after initial approach market-by-market. Disclosure of these developments, but no further details, is scheduled Wednesday (April 30) in New York when National General VP Malcolm C. Klein addresses advanced management research seminar in St. Regis hotel.

Added starter

Thomas P. F. Hoving, whose bias against commercial broadcasting has been well publicized via National Citizens Committee for Broadcasting, of which he is chairman, may have national platform to air his views this week. He's considered possible late entry in line-up of witnesses to testify before Senator John O. Pastore (D-R.I.) and his Communications Subcommittee on federal funds for noncommercial broadcasting (see page 56).

Incidentally, Mr. Hoving, who is director of New York's Metropolitan Museum of Art, is being mentioned prominently as Nixon choice for chairman of National Endowment for the Arts.

Last roundup

Station clearances for *Merv Griffin Show* which starts in August on CBS-TV in 11:30 p.m.-1 a.m. period are sure to be lively topic at CBS-TV affiliates general conference in New York May 20-21. Though network has 85% live clearance of show already assured, there are still number of affiliates in major cities holding back or thinking of accepting *Griffin* for delayed broadcast. Some of these stations, it's said, would prefer to run *Griffin* in some other time period and continue to run movies at 11:30—type of thinking that CBS officials wish to change.

Little Caesar wasn't shot to death. He was rerun to death.

Edward G. Robinson was great in "Little Caesar." But the seventeenth time around?

We at Group W think something should be done about programming like that.

So we're presenting 52 prime-time specials on our five TV stations this year. A different one every week.

We have specials on culture and the arts. News. Historical documentaries. Specials to make

people think. And specials to make them laugh.

Currently, it's "David Frost presents Tommy Cooper." As the world's worst magician, Tommy has been producing little, except laughter, for years.

Of course, we're taking a risk. Few people on this side of the Atlantic have ever seen Tommy.

But that's better than bringing back someone they've seen too often.



WESTINGHOUSE BROADCASTING COMPANY

WBZ • WBZ-TV BOSTON • WINS NEW YORK • KYW • KYW-TV PHILADELPHIA
WJZ-TV BALTIMORE • KDKA • KDKA-TV PITTSBURGH • WOWO FT. WAYNE
WIND CHICAGO • KPX SAN FRANCISCO • KPWB LOS ANGELES

American Association of Advertising Agencies, proposing 5% increase in spot TV commissions for agencies, charges TV with unjustified rate hikes while praising it for boosting ad man's pay, responsibility and stature. See . . .

Should agencies get 20% for spot TV? . . . 19

Westinghouse Broadcasting decides to drop cigarette advertising on all outlets in response to FCC request to boost anti-cigarette spots during prime time. See . . .

Westinghouse dumps cigarette ads . . . 22

Metromedia bucks FCC order to WNEW-TV New York to increase anti-cigarette spots during prime time and charges that by issuing order FCC revised fairness doctrine without rulemaking. See . . .

Metromedia faults FCC fairness . . . 22

Anti-cigarette forces, led by John E. Moss (D-Calif.), concentrate on stiffer cigarette pack label warnings and extending them to all advertising, at continued hearings of House Commerce Committee. See . . .

Smoking debate heats up on Hill . . . 23

Biggest industry marriage cancellation since ABC-ITT breakup—\$360 million merger of MCA and Westinghouse Electric—is called off when attempts to reach agreement with Department of Justice fail. See . . .

MCA-Westinghouse drop merger designs . . . 37

Check into relationships between WCCO-AM-TV Minneapolis and media throughout country is included in FCC inquiry into concentration of media control question included in stations' renewal applications. See . . .

FCC pinpoints media-control question . . . 49

At National Association of Broadcasters conference of state association presidents, presidential consultant Bud Wilkinson reveals plan to enlist disk jockies in anti-drug campaign. See . . .

Nixon seeks aid against drug abuse . . . 60

President of American Newspaper Publishers Association levels "serious threat to an efficient press" charge against FCC proposals to curb newspaper ownership of radio stations and CATV systems. See . . .

A blast at regulatory agencies . . . 62

Study by Arthur D. Little research firm on TV programming gives networks ammunition in demonstrating that sales outlook for competitors is optimistic and maintains FCC 50-50 proposal is unworkable. See . . .

Resurgence seen in nonnetwork product . . . 66

When House Banking and Currency Committee invites FCC to comment on proposed legislation to exert federal control over bank-based conglomerates, FCC's Johnson finds opportunity to expound on censorship. See . . .

Banks in media probed by House . . . 76

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	19
CHANGING HANDS	48
CLOSED CIRCUIT	5
DATEBOOK	12
EDITORIALS	98
EQUIPMENT & ENGINEERING	72
FATES & FORTUNES	82
FOCUS ON FINANCE	76
FOR THE RECORD	86
INTERNATIONAL	74
LEAD STORY	19
THE MEDIA	37
MONDAY MEMO	16

OPEN MIKE	15
PROGRAMING	66
WEEK'S HEADLINERS	10
WEEK'S PROFILE	97



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AT 3 A.M. THINGS ARE JUST GETTING STARTED.



While most of us are sleeping over here, a student riot might be starting in Japan. Or a volcano erupting in Italy. Or sextuplets being born in Australia.

WTOP Radio in Washington is paying attention—and reporting.

We report the news nonstop, dawn to dawn.

And because we never stop, we can report things as soon as they get started.

Whatever time it happens to be.

WTOP RADIO
NONSTOP NEWS
A Post-Newsweek Station

NBC-TV increases antismoking units

Prime-time shows will carry at least three new 30's

NBC-TV is adding three 30-second anti-smoking messages and one 30 on alternate weeks to its weekly prime-time schedule. NBC officials said new policy would bring ratio of cigarette commercials to antismoking spots in 7:30-11 p.m. NYT period up to five to one. Network is already carrying five one-minute antismoking spots weekly and one 30 on alternate weeks.

NBC's action Friday (April 25) was in wake of FCC policy directing stations to make effort to present antismoking spots during maximum-viewing hours (BROADCASTING, March 31) and came day after disclosure by Westinghouse Broadcasting Co. that it will no longer accept cigarette advertising on its stations after current commitments expire (see page 22).

ABC-TV said it was preparing statement on new policy on number of anti-smoking messages to be carried on that network in prime time. Network expects to inform affiliates of policy early this week.

CBS-TV has inaugurated its plan to provide affiliates with weekly reports on number of antismoking messages and cigarette commercials it will carry in following week. (Last Friday CBS-TV wired affiliates in such report that in current week, April 27 through May 3, network will carry 11 antismoking messages between 6-11 p.m., consisting of seven 10-second, two one-minute, one 20-second and one 30-second spots.) CBS's weekly report plan was conveyed to affiliates on April 17 (BROADCASTING, April 21).

NBC-TV now runs one-minute anti-smoking messages after these programs but preceding network identification promo: *Huck Finn* on Sunday, *I Dream of Jeannie* on Monday, *Jerry Lewis Show* on Tuesday and both *Adam 12* and *Get Smart* on Saturday. It also runs 30-second antismoking spot on alternate weeks after *The Ghost and Mrs. Muir* on Saturday.

Effective May 1 (Thursday) and on Wednesdays, Thursdays and Fridays from then on, NBC will schedule additional 30-second antismoking announcements after close of *Virginian* on Wednesday, *Dragnet* on Thursday and *The Saint* on Friday. Also, 30-second spot after *Ghost* will be carried weekly instead of every other week. To accommodate new scheduling, NBC will shorten program elements.

NBC spelled out new scheduling in

wire sent by Raymond T. O'Connell, director of station relations, who said it was worked out after review "in light of recent letters from the commission suggesting that a greater effort be made to place them in periods of maximum viewing." He said network believed augmentation would meet FCC's requirement, noting also that commission "has consistently declined to establish . . . an appropriate norm" in ratio of commercials to antismoking cigarette spots, particularly in prime time.

Pro and con at hearing

Battle of statistics, their interpretation and validity, occupied center stage Friday (April 25) as House Commerce Committee continued hearings on cigarette advertising.

Speaking for Tobacco Institute was K. Alexander Brownlee, Fellow of Royal Statistical Society of London, who claimed conclusions from health organization reports were misleading. He also brought up previously undisclosed hypothesis that links smoking and heredity. He explained that certain people have inherent tendency to be smokers and to develop lung cancer and other diseases.

Dr. David D. Rutstein, head of department of preventive medicine, Harvard Medical School, Cambridge, Mass., reiterated public health statistics of number of deaths caused by lung cancer and other diseases. He urged Congress to enact law to make cigarette warning stronger and have it included in all advertising. He concurred with Representative Bob Eckhardt (D-Tex.) who equated advertising of cigarettes with advertising of Russian roulette.

W7-Kinney set date

Merger of Kinney National Service Inc. and Warner Bros.-Seven Arts Ltd. will become effective, for all practical purposes, if approved by shareholders of two companies June 10.

Kinney Friday (April 25) set its meeting for 2 p.m. (EST) at Summit hotel in New York and Warner Bros. for 1 p.m. (MST) in Calgary, Alberta. W7 shareholder meetings traditionally are held in Canada, since Seven Arts was incorporated there. In Securities and Exchange Commission registration of stock exchange for merger, government regulatory agencies indicated they

would not raise objections to merger if approved by shareholders of both companies. Marriage has been approved by boards of both firms (BROADCASTING, March 17).

Says spot is slanderous

American Society of Bariatrics, composed of physicians who treat overweight, issued warning Friday (April 25) to radio and TV stations that have received public service spot from National Institute of Mental Health.

Society claims that one of series of "drug abuse" announcements (see page 61) "slanders physicians who specialize in treating the overweight." Spokesman said stations that broadcast announcement may be held responsible for damages. It noted that NIMH TV-radio announcements, prepared by Grey Advertising, New York, are scheduled for broadcast today (April 28).

Gerald N. Kurtz, NIMH communications director, said Friday that no official request had been received to withdraw overweight spot. "We feel," he said, "that the message is a responsible message and is important to the health of the people of the United States."

TV prime mover for change

Television has produced "most monumental change of all" in American social life, Leo Cherne, executive director of Research Institute of America, New York, told American Association of Advertising Agencies Friday (April 25) at annual meeting (see page 19).

Before nationwide TV, he said, individual communities had been able to preserve their own values and systems as they wanted them to be, but after advent of coast-to-coast television they could no longer do so. Television, he said, changed "the way we perceive and the way we think and, most importantly, what we think well of."

He rated change produced by nationwide television as greater than that resulting from such other developments as industrial revolution, heart transplants and "the pill."

Television, meanwhile, was given at least indirect absolution as vital factor in violence today. Dr. John P. Spiegel, director of Lemberg Center for Study of Violence, Brandeis University, told 4A's convention that despite present concern, violence now is not worst in U.S. history.

He cited six prior cycles of violence since Revolutionary War and noted that in labor unrest that started in 1890's,

Week's Headliners



Mr. Rule



Mr. Shafto

Elton H. Rule, president of ABC-TV, elected group VP of ABC Inc. Mr. Rule, who will report to Simon B. Siegel, ABC executive VP, was elected network president after serving as VP and general manager of ABC-owned KABC-TV Los Angeles. He joined ABC in 1953 as general sales manager of KABC-TV; seven years later he was made general manager and in 1961 he was elected VP of ABC. Mr. Rule replaced Thomas Moore as network president in January 1968.

G. Richard Shafto, chairman of executive committee of Cosmos Broadcasting Corp., resigns chairmanship (while remaining on committee) and day-to-day direction of group operation, effective April 30. Mr. Shafto remains member of Cosmos board and is newly elected to board of parent Liberty Corp. Mr. Shafto became Cosmos chairman in 1968 after four years as president of group. He joined Cosmos's w/o Columbia, S.C., in 1932 as general manager, subsequently served in several capacities before being named group president in 1964. Mr. Shafto remains president of Television Cable Co., which operates CATV's in Myrtle Beach and Conway, both South Carolina. Charles A. Batson is president of Cosmos.

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

for example, disturbances spread very rapidly "without the aid of television." He suggested this fact be kept in mind in view of tendency to blame media when strife spreads.

In other convention developments, winners of Hollywood Radio and TV Society international commercial awards were shown, along with selection of local TV commercials by Television Bureau of Advertising in sessions Thursday night and Friday afternoon (BROADCASTING, April 21).

In closed session Richard W. Tully, chairman of Foote, Cone & Belding, said his agency had found cable TV to be ideal field for diversification because,

among other things, "it was an opportunity for us to get into a spectacular new industry on a ground-floor basis" and still stay within area "for which our know-how as an advertising agency is meaningful: franchise acquisition, promoting subscriptions and local programming."

He also emphasized what CATV could mean to agencies in terms of advertising and marketing-research applications and in "feedback" to agency creative people from CATV programming and experimental studio work. FC&B's is already, he said, "a successful venture—in fact, more so than required by our original objectives and specifications."

Adler up for NCTA post

M. William Adler, CATV consultant with interests in five West Virginia cable systems, is official nominee to be national chairman of National Cable TV Association, to succeed Robert Beisswenger, president of Jerrold Electronics Corp., Philadelphia.

Other nominations, with election scheduled to be held at NCTA convention June 22-25 in San Francisco: Ralph L. Weir, Junction City, Kan., vice president; Monroe M. Rifkin, American Television and Communications Corp., secretary, and W. Randolph Tucker, Cypress Communications Corp., treasurer.

Nominated for eight vacancies on 21-man board of directors were Richard Gamble, National Trans-Video Inc.; G. H. Dodson, Sayre, Okla.; Glen Scallorn, Communications Inc.; L. W. Kliever, Hampton, Va. (who is vice president-operations of WVEC-TV that city); A. E. Patlove, Athena Communications Corp. (Gulf and Western); Joel Smith, Nation Wide Cablevision Inc.; William Brazeal, Community Television Inc.; George Barco, Meadville, Pa.; Richard Surprenant, National Teline Corp., and George Sisson, Westerly, R. I.

Burnett drops Swift

Leo Burnett Co., Chicago, Friday (April 25) resigned \$2 million in Swift & Co. business which it has handled since 1958. Allsweet and Lazy Maple brand portions of account are in radio-TV.

Telco practices due hearing

New York Telephone Co. faces FCC hearing as result of one of many complaints New York state CATV systems have filed in connection with its construction of CATV channel facilities.

Commission hearing is on New York Telephone's application for approval to build channel facilities in Hyde Park and was ordered on complaint of Better

TV Inc., of Dutchess County.

Specifically, New York Telephone was charged in complaint with delaying grant of pole-attachment contract to Better TV while rushing to grant channel service to rival CATV operator, U.S. Cablevision Corp.

Commission said hearing will determine policies and practices of New York Telephone in granting or denying pole-line attachment arrangements with CATV operators in Hyde Park, whether there is undue or unreasonable prejudice or disadvantage, and whether public convenience and necessity require proposed facilities.

Commission turned down Better TV request for investigation of practices of both New York Telephone and its parent, AT&T, in furnishing CATV channel service and pole-line attachments to CATV systems. Commission noted that alleged unlawful anticompetitive pole-line attachment practices and antitrust violations on part of Telco and AT&T are under scrutiny in current consolidated proceedings. Commission said it would permit Better TV to intervene in them.

Commission also rejected request for deferral of action on all Bell system applications for approval to build CATV channel facilities. Better TV had alleged unlawful construction for intended local, state and national monopoly.

However, commission said petition "fails to make the kind of prima facie showing necessary to establish the existence of any such predatory objective."

In setting hearing on Better TV complaint, commission noted that number of other New York Telephone applications to provide channel service are under attack by CATV systems throughout state. "It appears," commission said, "that some or all of these applications may be designated for hearing after preliminary processing is completed."

Commission said AT&T and 14 New York CATV systems would intervene in proceeding.

Fraim fears news chains

There are danger signs in Congress and in regulatory agencies that free flow of news will be "shackled" by government censorship, John P. Fraim, chairman and president of Mutual said Friday (April 25). Addressing Beverly Hills Business and Professional Club, Mr. Fraim urged that citizens be on guard lest certain bills in Congress threatening public's right to know be enacted. He's also disturbed that FCC, "after years of saying that its function does not include censorship of what is aired is considering barring, by administrative fiat, cigarette advertising."

THE SESAC WORLD OF MUSIC

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RECORDINGS

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BACKGROUND MUSIC

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One of the world's foremost music licensing organizations, SESAC INC. represents and licenses the performance, mechanical and synchronization rights in an extensive repertory of outstanding music contained in both American and International publisher catalogs. Through its world-wide activities, it promotes the works of its established affiliates and assists its new members in gaining global recognition and exposure. A member of the International Confederation of Societies, Authors and Composers, SESAC supplies the world's entertainment industry and listening audiences with a repertory unsurpassed in quality and diversification.



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May 4th, Suite 1753, Shamrock Hilton Hotel, Houston, Texas

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*Reg. U.S. Patent Office.

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Datebook

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

April

April 28—Special shareholders meeting, *Chris-Craft Industries Inc.* Pier 66 hotel, Fort Lauderdale, Fla.

April 28-30—Annual meeting, *Canadian Association of Broadcasters*. Speakers include Murray Cherkover, president of CTV television network; Harry J. Boyle, vice chairman, Canadian Radio-Television Commission; Charles Templeton, editor, *MacLeans* magazine; Paul L'Anglais, president of the Association Canadienne de la Radio et de la Television de Langue Francaise; and Keith Campbell, vice president, marketing, CTV. MacDonald and Lacombe hotels, Edmonton, Alberta.

April 29—Ninth annual institute, with theme of "communications and the family," of *New York State College of Home Economics*, Ithaca, N. Y.

April 29—Annual stockholders meeting, *Reeves Industries Inc.* Roosevelt hotel, New York.

April 29—Annual stockholders meeting, *Storer Broadcasting Co.* Bay Harbor Theater, Miami Beach, Fla.

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—New deadline for comments on two FCC proposed rules that would permit sharing of UHF channels 14-20 with land-mobile radio, and would authorize additional land-mobile frequency space in 806-960 mc band. Previous deadline was March 31.

April 30-May 1—Meeting of *National Association of Broadcasters television code board*. NAB headquarters, Washington.

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

May

May 1—Annual stockholders meeting, *Admiral Corp.* Chicago.

May 1—Annual shareholders meeting, *Scripps-Howard Broadcasting Co.* WCPO-TV Cincinnati.

May 1—Symposium of "The Reardon Report and the News Media," *Massachusetts Bar-Press Committee and Boston University School of Law*, Boston University, Boston.

May 1-2—Spring meeting, *Washington State Association of Broadcasters*. Speaker: Robert Cahill, FCC. North Shore Convention Center and Motor hotel, Coeur d'Alene, Idaho.

May 1-2—Fifteenth annual public utilities marketing seminar, co-sponsored by public utilities section of *American Marketing Association* and Cincinnati chapter of the association. Speakers: Charles K. Murdock, vice president and general manager, WLW Cincinnati and Edward L. Hearn, manager, Radio Advertising Bureau. Stouffer Inn, Cincinnati.

May 1-2—Spring meeting of *New York State Cable Television Association*. Speaker: Representative James S. Hastings (R-N.Y.). Holiday Inn, Elmira-Horseheads.

May 1-3—Meeting of *Pennsylvania AP Broadcasters Association*. Allenberry, Bolling

Spring, Pa.

May 2—Deadline for comments on FCC's inquiry and rulemaking proceeding on applications for channel service by telephone companies to affiliated CATV systems.

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 or rules is July 2.

May 2—New deadline for comments on all portions of FCC's proposed CATV rules, except those dealing with program origination and diversification.

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

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

May 3—Annual dinner of *White House Correspondents Association*. Washington Hilton hotel, Washington.

May 3—Regional conference of *Radio-Television News Directors Association*. Speakers include Representatives Hale Boggs (D-La.) and Bob Eckhardt (D-Tex.); Eddie Barker, KRDL-TV Dallas, RTNDA president, and J. W. Roberts, Time-Life, Washington. Astrodome, Houston.

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.

May 5—Annual stockholders meeting, *Wometco Enterprises Inc.* Byron Theater, Miami Beach, Fla.

May 5-7—Annual conference of the *Association of Canadian Advertisers*. Speakers include Eugene Hallman, vice president and general manager of English-network broadcasting for the Canadian Broadcasting Corp., and Pierre Juneau, chairman of the Canadian Radio-Television Commission. Toronto.

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

May 6—Deadline for comments on FCC's proposal to ban cigarette advertising on radio and television.

May 6—Annual stockholders meeting, *RCA*.

TVB meetings

Television Bureau of Advertising regional sales clinics:

April 30—Hotel Roosevelt, Jacksonville, Fla.

May 2—Downtowner Motor Inn, Durham, N. C.

May 5—Sheraton-Malibu Airport Inn, Denver.

May 7—Cheshire Inn, St. Louis.

May 9—Northstar Inn, Minneapolis.

May 12—Wilshire Hyatt House, Los Angeles.

May 14—Jack Tar hotel, San Francisco.

May 16—Sheraton motor inn, Portland, Ore.

May 19—Sheraton-Peabody hotel, Memphis.

May 20—Pick Congress hotel, Chicago.

May 21—Royal New Orleans hotel, New Orleans.

May 23—Sheraton-Biltmore hotel, Atlanta.

May 26—Sheraton-Gotham motor inn, Syracuse, N. Y.

June 2—Sheraton-Plaza hotel, Boston.

June 4—Sheraton-Baltimore inn, Baltimore.

June 9—Sheraton-Gibson hotel, Cincinnati.

June 11—Statler Hilton hotel, Cleveland.

June 13—Howard Johnson motor inn, Detroit.



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Audimax is an automatic level control years ahead of the ordinary AGC. It automatically maintains appropriate volume levels and eliminates distortion, thumping and pumping.

Volumax outmodes conventional peak limiters by controlling peaks automatically with-

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With this winning combination, we guarantee increasing your maximum program power as much as 8 to 1. You reach a bigger audience with a more pleasant sounding program.

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CCA is the only major FM equipment supplier who uses modern zero bias triodes in a grounded grid configuration. We've only lost three tubes in over 100 installations and some of these tubes are in operation after 20,000 hours. CCA tube cost is almost negligible. CCA FM Transmitters don't require neutralization. They're superstable and extremely reliable. They are very efficient and draw less power from the line than any competitive transmitter.

Compare — you'll agree with your fellow broadcasters. CCA FM transmitters cost less to buy, less to operate, are unsurpassed for reliability.



CCA Electronics Corp.
716 Jersey Avenue
Gloucester City, N. J. 08030
Telephone: (609) 456-1716

Madison Square Garden Center, New York.

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

■ May 6-8—Spring meeting, *Pennsylvania Community Antenna Television Association*. Whitehall.

May 7—Annual shareholders meeting. *Magnavox Co.* Fort Wayne, Ind.

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

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

ton, Ky.

May 8—Annual stockholders meeting, *Cowles Communications Inc.* Waldorf-Astoria hotel, New York.

May 8—Spring meeting. *Connecticut Broadcasters Association*. Wesleyan University, Middletown.

■ May 8—Annual stockholders meeting, *Reeves Broadcasting Corp.* New York.

May 8-10—Annual convention, *Kansas Association of Radio Broadcasters*. Statler-Hilton Inn, Salina.

May 8-12—Tenth annual *American TV & Radio Commercials Festival*. New York.

■ Indicates first or revised listing.

OpenMike

Local TV canvassed

EDITOR: In my opinion you really tapped the local TV story in your April 14 issue ("Local TV Takes its Place in the Sun"). Over the years I've come to expect good reporting and crisp copy in *BROADCASTING*—and this one was just that. With local TV (retail) growing at such a rapid clip, *BROADCASTING* will become even more necessary to those concerned with the field in order for them to keep pace.—*Louis M. Sirotta*, sales manager, *HF/TV*, New York.

Plaudit for CBS stance

EDITOR: CBS-TV is to be commended for its professional attitude in canceling the Smothers Brothers. Tommy may think that artists should usurp the network's managerial authority, but those who know the legal and historical aspects of broadcasting reject that contention.

Programming by advertisers was radio's curse of the 1930's, when some network officials relinquished control to the whims of sponsors with limited social intelligence and even more limited understanding of broadcasting's public-service role. Viewers and the FCC hold CBS-TV responsible for what it airs. And with responsibility goes programming authority.

Censorship has nothing to do with it. Tommy can cry on his mother's knee. But he should do so in private, not in public.—*Marvin Alisky*, professor of political science, *Arizona State University*, Tempe, Ariz.

Takes it back

EDITOR: The story in *BROADCASTING*, March 31, headed "Without TFE, Syndication Traffic is Good," quotes a spokesman for Paramount Television. I was that spokesman, and I did not intend to convey the dissatisfaction with the convention that your story implies. After all it was Paramount Television

that instigated the initial joint studio participation with the National Association of Broadcasters.

Our relationship with the NAB has been most pleasant and the annual convention has always been worthwhile from our viewpoint.—*Robert M. Newgard*, vice president, *Paramount Television*, Hollywood.

Research credibility gap?

EDITOR: *BROADCASTING* on Jan. 31, 1966 mentions a study by Trendex in which "Radio emerges as the dominant source of news. Radio is shown as by long odds the major source of news for people upon arising, throughout the morning and throughout the afternoon. Even from 6 p.m. to bedtime, when TV moves into top position as a news source, radio continues to outrank newspapers."

In your March 31, 1969 issue a Roper study says: "TV maintains its lead as the primary source of news, 59%, as against 49% for newspapers and 25% for radio. TV now outranks newspapers in believability by more than two to one . . . 44% of the respondents ranked TV most believable, 21% named newspapers, and 8% radio."

BROADCASTING on March 24 this year referred to a study by the National Opinion Research Center of the University of Chicago: "Radio and television were generally seen as the first sources of spot news; radio for local, television for national. No single medium was seen as the source of news information."

Which study is the most believable? —*Frank Jones*, extension information specialist, *radio-TV*, University of California, Davis, Calif.

Rebuttal on WFMT

EDITOR: I cannot allow your misleading editorial, "The real violence in broadcasting" [*BROADCASTING*, March 24], to go unanswered, especially since you

picked me as the personal target for your abuse.

I was indeed an "unsuccessful bidder" for WFMT(FM). I make no apologies for that, nor have I tried to hide it. It also happens that I believe strongly in preserving diverse ownership of the media. I trust that you will acknowledge that genuinely felt personal views can coincide with those that might advance one's financial interests.

Today the Citizens Committee to Save WFMT filed its proposed findings of fact and conclusions of law with the FCC [BROADCASTING, April 21]. After you have read it, I look forward to your reconsideration of the statements that "the hearing adduced no evidence that would seriously question the right of WGN to buy the FM" and that our efforts represent "dilettantism at its worst."—Charles Benton, president, Films Inc., Wilmette, Ill.

(BROADCASTING sticks by its original assessment of the committee's case. Mr. Benton is a member of the committee which has asked the FCC to prohibit WGN Continental Broadcasting, commonly owned with the Chicago Tribune, from buying WFMT(FM) Chicago.)

Change in the figures

EDITOR: Rollins's recent two-for-one stock split was not reflected in your record of leading broadcast stocks (BROADCASTING, April 21) and this does a disservice to your readers. Instead of the Dec. 31 closing price for Rollins of 76%, you should have shown an adjusted 38¼, which when compared with 35¼ at April 10 represents a downward fluctuation of only 7.9% rather than the 54% you published in two separate instances. This is about half the average of the major broadcast issues which you reported as being off 15.3%.

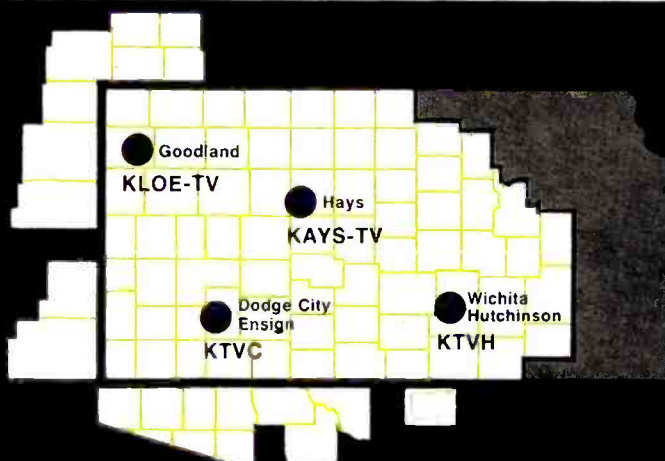
We believe that the financial community has long recognized Rollins's outstanding growth record by the price-earnings ratio afforded the company's stock.—Tim Crow, vice president, publications, Rollins Inc., Atlanta.

EDITOR: I read with great interest "Radio-TV Stocks Drop as Earnings Soar" (BROADCASTING, April 21). However, your table reporting the "record for leading broadcast stocks" is inaccurate because it does not take into account our three-for-two stock split of March 1969.

The figures (adjusted for the stock split) should show Wometco closing at 22½ on Dec. 31, 21½ on April 10, a —4.4% change with per-share earnings at 88 cents for 1968 and 84 cents for 1967.—Gerald F. Whaley, director of public affairs, Wometco Enterprises Inc., Miami.

(The editors regret that the two-for-one stock split of Rollins and the three-for-two split of Wometco since Jan. 1, 1969 were not reflected in the report.)

ONE BUY DELIVERS \$3.5 BILLION KANSAS TELEVISION MARKET



KANSAS BROADCASTING SYSTEM OFFERS ADI EQUAL TO 46th NATIONAL MARKET RANKING

The combined ADI markets of the KBS stations deliver a 68 county major market reaching 52% of the Kansas population plus over 166,000 viewers in neighboring states.

AREA OF DOMINANT INFLUENCE

	TV HH	WOMEN	MEN	TEENS	CHILD
Wichita-Hutchinson	297,800	313,700	286,100	113,300	180,700
Hays-Goodland	19,500	22,500	21,900	8,800	13,800
Dodge City-Ensign	11,300	13,400	12,300	4,600	7,300
KBS ADI	328,600	349,600	320,300	126,700	201,800

Total area covered by the KBS as defined by ARB includes 405,400 television homes and 1,223,800 population in a 92 county market.

4

Independently owned stations with local leadership
ONE ORDER—ONE INVOICE—ONE CHECK

KANSAS BROADCASTING SYSTEM

KTVH
Wichita
Hutchinson

KAYS-TV
Hays

KLOE-TV
Goodland

KTVC
Dodge City
Ensign

CBS Affiliates

Represented by Blair Television

The prospects for pay TV

There have been some amazing changes in the last 30 years.

It's inconceivable that so many things could have happened in that period of time. Two major war involvements, the advent of television and transplants, computers and conglomerates, jet-powered airplanes, space flights to the moon, freedom marches, presidential assassinations and many, many other amazing episodes in our world of today.

I don't know any more than you do about what's going to happen between now and the year 2000—let alone what's going to happen next week.

But let there be no doubt. There will be some changes made, and the rate of change probably will accelerate faster than the last 30 years.

As a matter of fact, many of these changes are already underway. And most of us know it, but perhaps we aren't ready to admit it or don't recognize change. The power to recognize or to foresee is a great gift. Remember the epitaph on the grave of the hypochondriac which read: "I told you I was sick!"

When to change or how to react to change is always a perplexing problem.

Some people think that the communications industry is unchangeable, that it exists by some divine right.

But the knowledgeable experts and the progressive thinkers are predicting and planning plenty of change for the not too distant future—not 30 years from now, but perhaps only 10 or 15 years from now.

Some of those experts tell us that in that fairly short period the method of newspaper delivery will change radically.

Instead of newsprint at your doorstep, the newspaper will probably get into the home via some electronic process.

These experts say that in the future all homes will have a little box, similar to a Xerox machine, and newspapers will be transmitted to the box. Then, when a reader desires a section of the paper, all he needs to do is press a button and up-to-the-minute, live news will be reproduced on a sheet of paper.

This all sounds Buck Rogerish, but 30 years ago we wouldn't have believed that, some day, practically every home would have a television set.

But what do all these predictions

mean to you?

There will always be a market for news, information and entertainment. And the same applies to advertising.

The factors which will change are: the methods of gathering news, its packaging, its circulation or distribution, the collection of funds for these services and the degree of government regulation.

There will also be more segmentation of audiences, not only for specific types of news, information and entertainment, but also for specific types of advertising.

What about pay TV?

Chances are there will never be 100% subscription-paid TV with the possible exception of sports events. We don't have 100% subscription-paid newspapers or 100% subscription-paid magazines.

Obviously, radio and TV started quite differently. They have been 100% supported by advertising. And up to this date, all efforts to launch 100% pay TV have been unsuccessful.

As cable TV systems continue to evolve, however, there will be combination "pay-TV home communication centers" heavily subsidized by advertising, just the same as print communication media.

We all pay hundreds of dollars a year for print communications—for news, information, entertainment—and advertising information, too—because we want to know what's going on and what's new and available to satisfy our needs and wants.

So we pay for newspapers and magazines today. The only difference 10 or

15 years from now will be how we receive the same information, entertainment and advertising elements.

I'm sure that in the major population centers, cable TV systems will broaden their services. Today they exist to transmit local-station signals for clearer reception and to import signals of distant stations. In some cases, they are beginning to originate their own programs.

But in the future they may play their most important role yet. And that will be to rent unused channels—in common-carrier fashion—to transmit or circulate "tele-newspapers" or "tele-magazines" into the home or office.

The economic facts of life are obvious. Pay-TV or home communication centers can never pay their own way without some help or subsidy. It will come from either the government or private business.

And there are enough of us interested in the fields of marketing and communications—that I'm convinced private industry will assure the future of news and advertising communications—in one form or another.

So make certain between now and AD 2000 that you're there as a communications packager or common carrier—in one form or another.

If you plan ahead, there's a new era of excitement that awaits you in the application of electronics to your role in the communications industry.

And remember, change should not be looked upon as an adversary, but instead as an ally. Or stated in more contemporary terms, don't make war. Make love.



Sheldon Moyer is president of D. P. Brother & Co. He joined the agency as a vice president in 1955 after 12 years in the newspaper, advertising and public relations fields. During the last 14 years, Mr. Moyer has been the principal contact on the Oldsmobile account of D. P. Brother & Co. He had been executive vice president of the agency from October 1965 until January 1968, when he was elected president. Formerly he had been with Kenyon & Eckhardt and Grant Advertising.



"We make sure kids today know more than we did"

If world events are often confusing to adults, imagine what they're like to children. In 1964, Fetzer television stations in Lincoln and Grand Island, Nebraska decided to do something about it. They originated a series of regularly scheduled children's newscasts to help youngsters better understand the events shaping their future.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

WWAM
Cadillac

Second Sunday

"A significant illustration of radio's too rarely used capability of bringing understanding and illumination of the current scene. Not confining itself to the usual surface reporting of day-by-day events, NBC Radio News devoted 'Second Sunday' in 1968 to the in-depth exploration each month of an important area of revolutionary social change presented so as to develop insight and stimulate thought."

29th Annual George Foster Peabody Awards.

"Time and again, in all its program categories, 'Second Sunday' has turned its expert reportorial ear toward the issues which perplex most Americans, enabling us to hear and to better understand the revolutionary challenges and responses of contemporary times. As such, these powerful social documents comprise NBC's consistently best effort at radio education . . ."

1969 Ohio State Award.

NBC Radio Network

Should agencies get 20% for spot TV?

AAAA hears that suggestion, praise for gains by advertising and hints of business expansion

Television was alternately blamed and praised last week as the American Association of Advertising Agencies held its 52d annual meeting Thursday through Saturday (April 24-26) at the Greenbrier, White Sulphur Springs, W. Va.

It was also urged to raise the agency commission on spot-TV business from the historical 15% to 20%.

It was credited with raising the agency media man's stature, responsibility—and pay. And it was accused of raising its own rates without justification, of operating on a rate card that is utterly negotiable and, because it has made agency media departments bigger and busier and more expensive, of helping to lower agency profits to a record bottom.

Mixed in with the praise and criticism were also a prediction that the media salesman, as such, will become extinct, and a contention that the agency use of outside media-buying organizations might eventually destroy "the whole agency process."

The call for an increase in agency commissions on spot-TV business came from Richard A. R. Pinkham, senior vice president of Ted Bates & Co. Although he told the meeting he wanted "an armed guard" to escort him back to his room after making the suggestion, he said later he made it seriously because he saw no more realistic way for agency media departments to recoup some of the costs of doing business.

Even a 20% commission, he said, would not cover the costs of processing spot-TV advertising.

He said he did not know how the higher percentage might be achieved and that he had decided to "throw it out" at the AAAA meeting in hope support might develop for the idea. He said he had discussed it with some station representatives but they had not been overly receptive.

The proposal was not mentioned by subsequent speakers on the panel or in the question-and-answer session that followed.

The agency leaders and their advertiser and media guests also heard a critique of advertising, based on predominantly favorable findings of consumer surveys, in which the brunt of criticism seemed to fall on TV and radio commercials—and on the people who write and place them.

Other highlights of the two-and-a-half-day meeting included:

- Retiring AAAA Chairman Edward L. Bond Jr. of Young & Rubicam advised his colleagues to "stow the garbage" spread by "prophets of gloom" and "take a moment to count our blessings." Advertising, he said, "is every boyhood dream come true—as colorful as the circus, as exciting as the rodeo, as full of promise as the road show come to town."

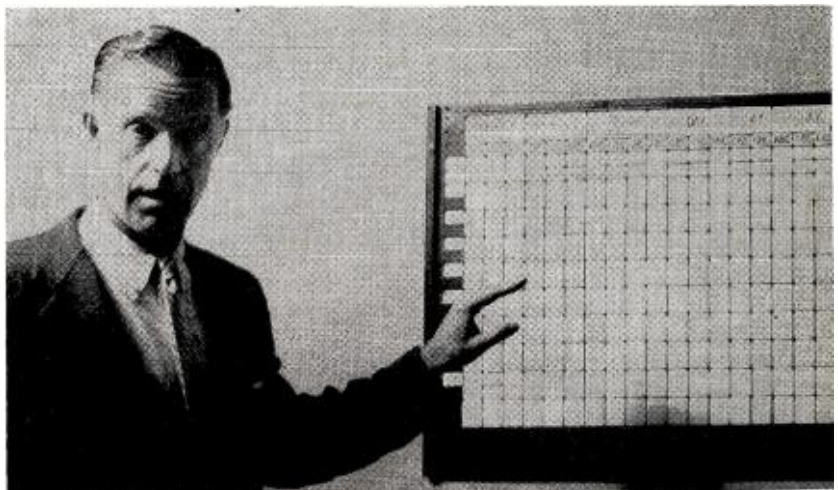
- Some of the problems and perils of—but nevertheless progress in—measuring the effectiveness of advertising were presented by Paul E. J. Gerhold, president of the Advertising Research Foundation, and Benjamin Lipstein of Sul-

livan, Stauffer, Colwell & Bayles, chairman of the AAAA research committee.

- Leo Cherne, executive director of the Research Institute of America, New York, saw the possibility of "a kind of rolling recession" later this year and into 1970. He said this was a more bearish view than he held even a few days ago and stemmed from, among other things, a newly developed fear that currently proposed controls may not disinflate the economy sufficiently.

Mr. Pinkham's proposal for higher commissions on spot-TV business came in a session on "straight talk from the media man," in which he said that television had been the main reason for the rise of agency media people from "pretty much clerks" 20 years ago to roles "pivotal to planning."

"Television," he said, "produced an explosion of information which has required a whole new breed of media men. It generated new universes of research, and each medium produced a blizzard of research to counter the



The American Association of Advertising Agencies last week heard Richard A. R. Pinkham, senior vice president of Ted Bates & Co., suggest that the agency profit picture might be improved by raising agency commissions from

15% to 20%. Pointing out that pivotal planning of today's agency executive was of utmost importance to advertisers, Mr. Pinkham also proposed more special fees, separate organizations for agency media and planning services.

deadly thrust. In media, we had to absorb it all and make it meaningful.

"At Bates, for example, we have more than doubled our expense for research provided by outside suppliers in the last eight years. And we have had to install a computer and a substantial EDP staff to organize this voluminous data so we can address it to our clients' problems."

Because it is "a negotiable medium," Mr. Pinkham said, TV elevated the media man's status: "Any clerk can buy media by the rate card, but in television the rate card is as obsolete as the brontosaurus. It has become the media man's function to negotiate the best deal out of his knowledge of the rates and his instinct for a bargain. Unfortunately, the price tag on a man like that can get bigger and more expensive than ever, and we are certainly one reason why agency profits have reached a low."

To improve the agency profit picture, Mr. Pinkham speculated that agencies might charge more special fees, spin off their media and planning services, increase computerization or let the client absorb more of the agencies' media functions. But he thought "most clients are too smart" to take on the expense of absorbing agency functions, and he regarded the other suggestions as "not very appetizing." Increasing TV media commissions was to him the most realistic approach.

The idea that media salesmen, as such, are destined for extinction was suggested by Lee Rich, consultant to Leo Burnett Co. and head of Lorimar Productions, who thought this would be the inevitable result of increasing computerization of media data.

"There has been a lot of talk and speculation about the establishment of electronic communications between the various media, the media research services and advertising agencies," he asserted. "While there are still a lot of problems to be solved, it is only a matter of time before any piece of information about any advertising medium will be obtainable instantaneously without having to go through a salesman intermediary. There will no longer be a need to have the media salesman per se on the other side of the desk."

To survive, Mr. Rich said, media salesmen will have to "be idea men and marketing men first and salesmen second. As the media world becomes increasingly complex, and full of facts and figures, media representatives in the true sense of the word will be needed who can interpret the data for their individual media and help agencies solve specific marketing problems through creativity and imaginative thinking."

Other panelists seconded Mr. Rich's motion that rep salesmen in all media must be more than messengers with

lists of availabilities. Some suggested that the extent to which salesmen will survive will depend on the extent to which stations and other media give them full rights and authority, so that in negotiating—whether on price, program, or position—they will not continually have to say: "I'll have to get back to you later."

An attack on agencies' use of outside media-buying services came from Herbert D. Maneloveg, vice president and media director of BBDO, New York. Agency managements who patronize such services, he said, are "concentrating only on half the job, inadvertently saying that media can be outside the agency spectrum."

"And if allowed to continue," he added, "what they're really doing is probably destroying the whole agency process."

Mr. Maneloveg also called upon agency management to give more attention to media. The message is important, he said, "but it becomes pretty much a waste if it goes to the wrong prospect or isn't heard or seen enough times in relation to competition. Allowing the agency to build campaigns without a foundation of soundly directed media weight is like fashioning artistic sand castles which can be washed away by the first wave from a rival brand."

He also stressed the importance of media in "a world beset by inflation," where brands are "proliferating faster than rabbits" and "the number of commercials on the air actually jumped 25% in just one year because of the pell-mell dash to 30 seconds." He said:

"We're facing a public that's drawing a boredom barrier and credibility gap between themselves and advertising. To face up to these threats, it is mandatory that agency management pay more attention toward utilizing media as a chief weapon in the arsenal of marketing."

Mr. Maneloveg said he was "frustrated" by the "lackadaisical attitude" that many agencies show toward media practices such as the raising of TV rates: "If we were in manufacturing, we'd never permit prices to rise as they have without a sound justification for same. But when network or spot television blithely pumps up prices while at the same time actually losing audience, we all look the other way."

Harold Miller, vice president and media director of Grey Advertising, New York, also had some "straight talk" to offer, dealing primarily with communications—or lack of communications—between media departments and other departments of many agencies. "Copy people," he said, "may well be working on spreads while the media department is planning a campaign calling for single pages."

The "boredom barrier and credi-

bility gap" that Mr. Maneloveg warned against were explored in detail in a Saturday-morning session devoted to findings of AAAA-sponsored studies of consumer attitudes conducted in 1964 and 1967 and published last year by the Harvard Business School's research division as a 474-page book titled "Advertising in America: The Consumer View" (BROADCASTING, April 27, 1964; July 15, 1968).

Although the study found that the public has nothing against advertising in general, Daniel H. Lewis of D'Arcy Advertising, New York, was slated to point out that this did not mean that people do not object to many individual commercials or prints ads.

Thus, he said in a speech prepared for delivery Saturday, 84% of the ads seen or heard "made absolutely no impression" and 29% of the rest were considered "offensive" (5%) or at least "annoying" (24%).

Worse yet, he continued, when the public listed pet annoyances, "TV and radio commercials" ranked third on the list, accounting for 8% of the mentions and topped only by "inconsiderateness" (22%) and "noise" (13%).

"Imagine," Mr. Lewis urged his audience, "unprompted top-of-mind responses resulted in a score for radio and television commercials that was roughly four times the size of 'world problem,' 'bad roads' or 'unemployment.' Radio and television commercials bugged people twice as much as traffic problems, twice as much as cats and dogs, and even more than the government!"

In addition to commercials, "TV programs" tied for 15th place on the list of annoyances, getting 2% of the mentions.

"A great many people feel advertising needs immediate attention and change: 15% of all respondents, to be exact," Mr. Lewis continued. "Furthermore, 20% of people with a college education fall into this category—and I don't have to tell you that those are the people who matter the most to us."

What people found most annoying about ads and commercials was "intrusiveness," defined as "seen or heard too often," "interrupted something," "too loud," "too long" or "too large." Four out of 10 complaints fell into this category. Advertising that seems untruthful or exaggerated ranked second with 26%, followed by messages that seem "silly" (11%), "offensive" (8%) and "high pressure" (6%). Miscellaneous complaints rounded out the list.

What it adds up to, Mr. Lewis continued, is that "81% of the complaints spring from factors over which we do have creative control," while 19% relate to noncreative functions such as "heard or seen too often" and "type of prod-

uct being advertised."

The product itself can be a problem. Seven categories were found responsible for 48% of all advertising held to be annoying (and most of the seven are heavy users of TV and radio).

Soaps and detergents led the list with 12% of the complaints. They were followed by cigarettes and medicines with 9% each, cleansers and cars with 5% each, and hair dressings and dental products with 4% each.

Even with these categories, however, the advertising for some products was found to be more consistently annoying than that of some of their competitors, though in the case of cigarettes, Mr. Lewis speculated that "the product category itself must be greatly responsible" for relatively high annoyance levels shown for all brands reported.

A drug advertiser whose messages were given an "annoyance factor" of 15%—as against 83% for another drug advertiser—was cited as evidence that "drug ads don't, in themselves, necessarily have to be annoying or offensive."

He did not identify the brand but said "it is noted for clever, entertaining commercials" and its sales curve "reflects the popularity of the television commercials with viewers. So contrary to beliefs in certain quarters, it is possible for a television commercial to be bright, witty, entertaining—and still sell the product."

"I just wish that the soap-and-detergent people had just one campaign, one brand, to help make this point," he continued. "They don't."

Mr. Lewis told the agency men and their guests that "I have deliberately concentrated on our frailties rather than our successes because I think some of our problems are self-created. If so, something can be done about them."

Cleo Hovel of Campbell-Mithun, Chicago, took a somewhat lighter view of the consumer-attitudes study.

"That we are not regarded as God's gift to society by the general public, and certainly by a vociferous minority, is no surprise," he said. "We're peddlers. At best, we're smart, sophisticated, highly persuasive peddlers. At our worst, we are abnoxious, annoying, deceitful and bothersome door-knockers."

But Mr. Hovel also thought "there's more good advertising today than in the past," and that "today's audience is better informed, more knowledgeable, more suspect of the phony promise, more demanding of the product performance than ever.

"The TV generation is upon us, too: kids who grew up with TV rather than radio or print as their main source of entertainment or information. Our need to understand the real rather than the

Cummings succeeds Bond as chairman of AAAA

Barton A. Cummings, chairman and chief executive officer of Compton Advertising, New York, was elected chairman of the American Association of Advertising Agencies last Thursday (April 24) as the AAAA opened its 52d annual meeting at the Greenbrier, White Sulphur Springs, W. Va.

He succeeds Edward L. Bond, Chairman and chief executive officer of Young & Rubicam, New York.

Archibald McG. Foster, president and chief executive of Ted Bates & Co., New York, was elected vice chairman, and Paul D. Myers, president of Ralph H. Jones Co., Cincinnati, was elected secretary-treasurer.

Three agency heads were elected to three-year terms as directors at large on the AAAA board: Victor G. Bloede, president and chief executive of Benton & Bowles, New York; Paul C. Harper Jr., chairman and chief executive of Needham, Harper & Steers, New York, and John S. Pingel, president of Ross Roy Inc., Detroit.

Seven directors were named to represent the three AAAA regions for one-year terms:

Eastern—Charles R. Standen, president of Tatham-Laird & Kudner, New York (re-elected); Robert S. Marker, president of McCann-Erickson, New York, and Alan R. Tripp, president of Bauer-Tripp-Hening & Bressler, Philadelphia.

Central—Richard C. Christian, president of Marsteller Inc., Chicago (re-elected); Arthur W. Schultz, executive vice president of Foote, Cone & Belding, Chicago, and Joseph G. Standart Jr., senior vice president of Young & Rubicam, Detroit.

Western—Robert Davis, president of Davis, Johnson, Mogul & Colombatto, Los Angeles.

John Crichton continues as AAAA president and member of the board, and the following continue as directors at large: Norman B. Norman, Norman, Craig & Kummel, New York; Herbert D. Strauss, Grey Advertising, New York; Edward M. Thiele, Leo Burnett Co., Chicago; Charles F. Adams, MacManus, John & Adams, Bloomfield Hills, Mich.; James J. McCaffrey, LaRoche, McCaffrey & McCall, New York, and William T. Raidt, D'Arcy Advertising, New York.

The new officers, President Crichton and Messrs. Norman, Strauss and



Mr. Cummings



Mr. Foster



Mr. Myers



Mr. Norman



Mr. Harper



Mr. Pingel



Mr. Bloede



Mr. Thiele



Mr. Strauss

Thiele, were designated by the board to serve as its operations committee and to meet monthly when the board is not in session.

imagined audience . . . is more important than ever. The old appeal of 'as good as Mom used to make' may be so

much baloney to a kid brought up on TV dinners and Colonel Sanders chicken. . . ."

Westinghouse dumps cigarette ads

**It says new fairness ruling is 'insoluble';
Metromedia asks FCC to reverse itself**

Westinghouse Broadcasting Co. and Metromedia Inc. have reacted in dramatic, if conflicting, fashion to a new FCC policy holding that broadcasters must carry a generous amount of anticigarette spots in prime time if they are to meet their fairness-doctrine obligation to balance the cigarette commercials they carry.

WBC announced it will drop all cigarette advertising on its 11 radio and television stations as soon as possible—the third station group to take such action. The company says the problems posed by the FCC ruling are “insoluble.”

Metromedia, on the other hand, said its policy of aiming anticigarette spots at children in nonprime time is a sound one which the commission should respect. Metromedia asked the commission to reconsider its decision calling on Metromedia's WNEW-TV New York to make a “greater effort” to carry anticigarette spots in periods of “maximum viewing” (see adjacent story).

Westinghouse Broadcasting is discontinuing all cigarette advertising on its television and radio stations as soon as existing commitments end.

Westinghouse's decision was contained in a letter, dated April 18, to Rosel Hyde, chairman of the FCC, and was made public last Thursday (April 24) by the company. The letter, signed by Donald H. McGannon, president and chairman of Westinghouse Broadcasting, was written in reply to the commission's action calling on WBC-owned KPX(TV) San Francisco to make a greater effort to carry anticigarette announcements in prime time (BROADCASTING, March 31).

Mr. McGannon outlined the operational difficulties KPX(TV) faced in responding to this FCC directive and then made this revelation:

“In light of the insoluble nature of this situation, Westinghouse has no alternative but to discontinue all cigarette advertising on its stations, effective immediately.

“There will be a need to respect existing commitments and except for short-term special cases, cigarette advertising on Group W [Westinghouse] stations will be completely eliminated as expeditiously thereafter as possible. In the meantime, we will conscientiously fulfill the commission's indicated requirements irrespective of our views.”

Westinghouse's decision to drop cigarette advertising, obviously made with

some reluctance, was tied in apparently with the FCC directive that it present an equitable number of anticigarette spots in prime time on TV and radio. Mr. McGannon dwelt at length on the difficulty of complying with this order, stating that “prime time presents a dilemma for the local broadcaster.”

“The period 7-11 p.m. in the east and Pacific time zones and 6-10 p.m. in the central time zone are, in the main, programed by the networks,” Mr. McGannon pointed out. “The only opportunity a station has (assuming no pre-emptions of network offerings) to present antismoking spots is at the station break. These are limited to approximately six in number because of the ‘long form’ of programs (such as feature films) which have one to two hour formats.

“In addition, each station, in co-operation with the Advertising Council and other organizations, has made commitments to air other types of public-service announcements. In fulfillment of this, Group W reserves a number of positions for presentation of the public service, and if we are to increase the antismoking announcements, we must either throw off commercial announcements or announcements on behalf of cancer, tuberculosis, Red Cross, Salvation Army, bishop's relief fund, Biafran relief, cystic fibrosis, Helen Keller fund, national internal revenue, League of Women Voters, medicaid, National Safety Council, Police Athletic League, social security, Urban America Inc., United States Air Force, U.S.O. and other announcements.

“While a local broadcaster can fulfill

Metromedia faults FCC fairness

**Group says scheduling of antismoking spots
should be a decision left up to stations**

Metromedia Inc. is refusing to bend to the FCC order calling on its WNEW-TV New York to carry more anticigarette spots “during periods of maximum viewing.”

Metromedia says its policy is to carry such spots at times when children are watching and adds that such a policy is a sound one which is within its discretion to adopt. The commission's decision, it says, “amounts to a drastic revision in the fairness doctrine without the benefit of rulemaking procedures.”

Metromedia expressed its views in a letter in which it asked the commission to reconsider its decision in the matter and to conclude that WNEW-TV has complied with the agency's cigarette advertising policy. The letter was signed by Metromedia counsel Thomas J. Dougherty.

The commission, in a letter to Metromedia last month, said that while WNEW-TV was making substantial efforts to inform listeners of the health hazards of cigarette smoking; “we nevertheless believe that greater effort is called for during the periods of maximum viewing.” Metromedia was directed to submit a statement of its future policy on

carrying antismoking spots and to report later on its implementation of that policy (BROADCASTING, March 31).

But Metromedia said that compliance would be “bending to subsequent reprisal—which is just as invidious as prior restraint” and would “amount to an acknowledgment that we were wrong in what we did. It would constitute a concession to the delicate balance that exists between the commission and broadcast licensees in fairness questions. But, most importantly, it would disserve the important educational function which could be accomplished.”

The commission wrote Metromedia about the same time it was sending similar letters to WNBC-TV New York, KRON-TV San Francisco and KPX(TV) San Francisco. All four actions resulted from joint complaints filed by anti-smoking crusader John Banzhaf III of New York, and ASH (Action on Smoking and Health), which he heads.

The letters provided a refinement of the commission policy of applying the fairness doctrine to cigarette advertising. The commission had not previously indicated it believed that fairness required a heavier concentration of anti-

the mathematical equation for locally originated tobacco commercials in prime time, it is not generally possible to also counterbalance those originated by the network.

"In the case of one network, cigarette spots are fed in the ratio of five to one units, in elapsed time it is 20 to one. This is of an amount that, using all the station break time, would barely achieve the three-to-one ratio indicated informally by the commission staff. In the case of the second network, the ratio is more favorable, and it is expected that a proposal will be forthcoming that firms this up."

An informed estimate is that cigarette advertising makes up 8% of television and 6% of radio advertising revenues on the Westinghouse stations.

At the outset, Mr. McGannon said that he holds to the conviction that "there is a serious jeopardy involved in smoking." But he added that the broadcaster finds himself "in a very contradictory and difficult position."

On the one hand, according to Mr. McGannon, the broadcaster is faced with the commission's order involving

the "fairness doctrine" and the FCC proposal that contemplates the total prohibition of cigarette advertising.

On the other hand, he added, there is a long-standing federal subsidy for the growing of tobacco in which tax funds are expended in multi-million dollar amounts each year and the Agriculture Department, using tax funds, has produced a film for use abroad which extolls the values of tobacco.

Mr. McGannon voiced the view that the two most influential factors in a person's starting or continuing to smoke are "social peer-pressure" and the smoking habits of members of the same family within a given household.

Previously the Post-Newsweek Stations and the Bonneville International group had announced they would discontinue cigarette advertising on their outlets (BROADCASTING, April 21, 14).

The Westinghouse broadcasting stations are WBZ-AM-TV Boston; WINS New York; KYW-AM-TV Philadelphia; WJZ-TV Baltimore; KDKA-AM-TV Pittsburgh; WIND Chicago; KPIX(TV) San Francisco; wowo Fort Wayne, Ind.; and KFWB Los Angeles.

Cigarette debate heats up on Hill

No early action seen in House as splits widen

The steady parade of witnesses before the House Commerce Committee's cigarette labeling hearings continued last week as tobacco and broadcasting industry leadership alternated with federal regulators and health specialists in marathon sessions that showed no signs of coming to any early conclusion.

Witnesses were scheduled through Tuesday (April 29), but the lists for each day were so long that testimony began running behind schedule by mid-week, making it likely that committee consideration of the many options before it—which Chairman Harley O. Staggers (D-W. Va.) has said will be pending business shortly after the conclusion of the public hearings—will not begin until next week at the earliest.

For the first time during the sessions, anticigarette forces on the committee were heard from. But instead of straight-out opposition to all cigarette advertising, they concentrated their efforts in an attempt to toughen the warning that now appears on cigarette packs and to extend that warning to all advertising.

This view was most strongly espoused by John E. Moss (D-Calif.), who fought for a stronger warning, one which would be included in all forms of advertising, when the Congress acted in 1965, and who vowed he would fight once again. Backed by John Dingell (D-Mich.), the outspoken congressman accused tobacco representatives and their congressmen of "enticing and alluring" the youth of America into what he called a situation hazardous to their health by showing only the pleasurable aspects of cigarette smoking and ignoring the dangerous ones. He is opposed to letting the present law elapse, however, because he doesn't want to see the power to act on this matter passed into the hands of the regulatory agencies, namely the FCC and the Federal Trade Commission.

If the Cigarette Labeling Act which is now in effect is allowed to expire on June 30, 1969, and Congress takes no action to extend it or strengthen it, then the matter goes to the FCC and FTC, as well as individual state and local jurisdictions, to establish their own rules. The FCC has already promised to ban all cigarette commercials from radio and television, a situation Representative James Harvey (R-Mich.) called "the rankest form of discrimination—discrimination between two media." The

cigarette spots in prime time.

And the commission appeared last week to be moving toward a more formal announcement of that refinement. The chief of its renewal and transfer division, Robert Rawson, told a meeting of the state broadcasting association presidents in Washington that the commission staff is preparing a public notice which, he supposed, will render "all Banzhaf pleadings . . . rather academic" (see page 60).

He said later that what is in preparation is a public notice that would be sent to all licensees setting forth the commission policy as expressed in the letters to WNEW-TV and the three other stations. He said this would provide licensees with the "guidance" they have not had.

Metromedia, in its letter which was dated April 18 and which was made public by the company last week, said that if the commission is announcing a modification of the fairness doctrine in its letter to WNEW-TV, "basic fairness requires that the industry be heard."

"Further," it said, "any such policy change should be made explicitly for the guidance of the industry. If it is not modifying its policy, then the letter constitutes an unwarranted intrusion into an area of licensee discretion and is just plain wrong."

Metromedia also said "it is an unwise intrusion, since the commission cannot know individual station strength and weaknesses in individual program segments."

Metromedia said its policy—which it called an effective one for its independent stations—is to educate the children to the hazards of cigarette smoking. Such a policy, it added, has twin aims: "get to the youngsters before they get 'hooked'; and make the youngsters effective salesman for a viewpoint within the family unit."

Metromedia noted that the commission itself, the Department of Health Education and Welfare and the Federal Trade Commission have all stressed the importance of making children aware of the hazards of cigarette smoking.

The commission's letter to Metromedia was based on WNEW-TV's broadcast of antismoking and cigarette commercials during the month of September 1968. The breakdown shows that WNEW-TV actually spent more time on antismoking spots than on the commercials—100 minutes as against 98:10—and that it broadcast almost as many anti spots as commercials—118 as against 136. Eighty-eight of the hazard warnings were aired in nonprime time, while 120 of the commercials were in prime time.

Metromedia said that most of the commercials were aired in the *Ten O'Clock News* and the *Merv Griffin Program*, both of which, it said, attracted a "virtually all adult audience," and added: "We believe . . . we did a more effective job in promoting the health hazard viewpoint than we would have had we placed a larger share of announcements in the later hours."

FTC supports the FCC proposal and, in addition, would have advertisers include a warning that "Cigarette smoking is dangerous to your health and may result in death from cancer and other diseases" in their print advertisements; a proposal that, according to tobacco and broadcast spokesmen, would be tantamount to an outright ban on cigarette advertising. Although this accord with the FCC was expressed as the majority view of the trade commission, Chairman Paul Rand Dixon, who appeared as spokesman for the FTC at the hearings, admitted that he was in the minority on this point. He said he felt a more effective program would be to continue broadcasting cigarette commercials, but to also continue a greater drive in anticigarette commercials. He called a broadcast ban "anticompetitive."

Representative Harvey also brought up a point raised by many members, that of the constitutionality of a ban on broadcast advertising. He called it "a matter as important as health." He was seconded by Representative Richardson Preyer (D-N. C.), who addressed himself to Dr. John L. Gompertz, president, National Tuberculosis and Respiratory Disease Association. Dr. Gompertz admitted he did not advocate prohibition of smoking, but that the public should be told the dangers of smoking along with the "benefits." Congressman Preyer replied: "You say it is not the role of government to outlaw smoking. I say it is not the role of government to frighten people not to smoke."

National Association of Broadcasters President Vincent T. Wasilewski agreed that advertising warnings would, in practice, have the same result as the FCC proposal to ban outright all cigarette advertising on radio and television.

Congressmen Brock Adams (D-Wash.) and Paul Rogers (D-Fla.) pressed the point in questioning, asking on what basis Mr. Wasilewski con-

cluded that the warning would sink any advertisements it was attached to. "It's just a surmise," Mr. Wasilewski said, of business judgment he expected would be made.

Later in the week, Joseph Cullman III, chairman and chief executive officer of Philip Morris Inc., left no doubt that Mr. Wasilewski's surmise was correct. Cigarette manufacturers simply would not pay for advertising that incorporated a "death" warning, he said flatly. (The clear word that cigarette interests could not accept a strong health warning in advertisements set off a backstage effort by some congressmen to find some compromise language that could be acceptable for use in commercial messages, it was understood, but no progress along this line was reported.)

NAB President Wasilewski focused on the FCC proposal to eliminate broadcast cigarette advertising. NAB, he said, challenged the validity of commission action without congressional authority; held that only the Congress "has the power to prescribe what are permissible standards of advertising in the public interest," and noted that the legal controversy that would arise in the wake of such an FCC action "would create prolonged uncertainties for advertisers and broadcasters."

Despite commission protestations that the proposed action against cigarettes was "unique," the NAB president attacked the precedent that would be set if the commission's proposal should prevail: "Many products and business activities have been the subject of reports and legislative action dealing with their relationship with health or safety."

"Essentially, then," he told the panel, "the commission's assertion of authority to ban the advertising of a legal product is tantamount to a claim of power to promulgate advertising standards for all products."

Through the broadcasting codes, Mr.

Wasilewski said, the industry maintains a "continuing review of cigarette advertising on radio and television as it relates to the public interest, and it has been responsive to that interest. We believe that self-regulatory efforts have played and are playing a significant role in dealing with the issue, and that the futherance of such efforts should be encouraged."

At any rate, he observed, "the federal government should not lay the whole weight of a national problem on one segment of one industry—broadcast advertising. This is not only discriminatory but it also tends to create the illusion that this will resolve the matter."

Congressman Rogers suggested that further attempts at self-regulation, and liaison between broadcasters and the cigarette industry, might be in order. "It would be helpful," he said. "It is my personal belief that the two industries should get together."

Mr. Wasilewski said that such work would go forward and that he would keep the Commerce Committee advised of any possibilities for changes in the codes. There was no discussion, however, of possibilities that specific steps might be on the agenda for this week's Washington meeting of the NAB television code review board (see page 55).

The week's testimony began with strong anticigarette statements from two representatives of the American Cancer Society, Drs. Sol. R. Baker, a radiologist and chairman of the ACS committee on tobacco and cancer, and Ashbel C. Williams, a surgeon who was president of the ACS in 1967.

Dr. Williams told the committee that talking about a cigarette "controversy"—implying that the case against cigarettes is not proved—"is raw deception." He added that cigarette marketers now find themselves, "through no fault of their own, in the tragic position of being merchants of death."

Dr. Baker noted that "we of the



Dr. Williams



Chairman Dixon



Dr. Baker

It's been another rewarding year.

This year, we received:

A George Foster Peabody Award for "Kaleidoscope" with Mike Whorf. This is the most coveted award a broadcaster can earn.

A national Associated Press Award "for Outstanding Contributions to AP News Reports in 1968."

Three 1st Place Michigan Associated Press Awards:

1. For "General Excellence of Overall News Presentation." The most significant of all AP Awards.
2. For "General Excellence of Individual Reporting."
3. For "Best Hard News Documentary."

A citation and resolution of appreciation from the Southeastern Michigan Council of Governments for an "outstanding contribution to understanding of local government." This was the only award given.

A Certificate of Recognition from the National Conference of Christians and Jews for the documentary program "Psychology of Rebellion." The certificate reads: "For exemplary discharge of the responsibility of mass media . . . by making a telling contribution to the eradication of prejudice . . . through creative educational public service programming in the vital area of human relations."

We don't know what to say. Except thanks.

WJR

CBS Detroit

A Division of Capital Cities Broadcasting Corporation

Boston
(WHDH-TV)

Rating 11 Share of Audience 28
Station's highest share of audience
in the time period in 6 years!
Mon.-Fri. 4 PM

Providence
(WTEV-TV)

Rating 15 Share of Audience 32
Share of audience 50% higher than
station's prime-time line-up!
Mon.-Fri. 5 PM

Philadelphia
(WIBF-TV)

Rating 7 Share of Audience 14
Station's highest rated program
ever! Second highest-rated show on
an independent in Philadelphia!
Mon.-Fri. 6:30 PM

Milwaukee
(WISN-TV)

Rating 17 Share of Audience 43
No. 1 in its time period! Second
highest rated program in market
from sign-on to 6:30 p.m.!
Mon.-Fri. 4:30 PM

We're not talking science fiction.

We're talking down-to-earth facts and figures.

They show that key markets are soaring to new rating highs with Irwin Allen's futuristic all-family adventure series **LOST IN SPACE**.

An out-of-this-world series, ideal for stripping, with 83 exciting hours, 54, in color.

The ratings are great up here! Take a look.

Then call us collect at (212) 957-5176 for an out-of-this-world deal.

**LOST
in
SPACE**

Albany, N.Y.

(WTEN-TV)

Rating 11 Share of Audience 37
No. 1 in its time period! Increase
over lead in share—37%.
Mon.-Fri. 4 PM

San Francisco

(KRON-TV)

Rating 7 Share of Audience 20
Station's highest rated program!
Highest rated syndicated program
in market from sign-on to 5 P.M.
Mon.-Fri. 5 PM

Houston

(KHTV-TV)

Rating 6 Share of Audience 9
Highest rated syndicated prime-
time program on an independent in
the market! Scored 3 times better
than predecessor Mike Douglas!
Mon.-Fri. 6:30 PM



American Cancer Society are deeply indebted to the radio and television industry for the time devoted to our anti-smoking messages." But both men called for Congress to give the Federal Trade Commission and the FCC the authority to regulate cigarette advertising, under the supervision of and reporting regularly to Congress.

The public-service anticigarette spots "show very well the value of advertising," Dr. Baker observed. But it was their strong conviction, he added, "that advertising of cigarettes should be stopped." Dr. Williams agreed that radio and TV cigarette advertisements "should be ended, preferably on a voluntary basis."

The cancer society representatives, as did all anticigarette witnesses, faced extensive questioning from tobacco forces on the committee. But Representative Adams, in questioning, seemed to be intent on gathering arguments useful later in a floor fight on the legislation, indicating that opposition strategy might be shifting from the committee level to subsequent theaters of action.

Two major arguments of the anticigarette faction were volleyed back by William Kloepper Jr., vice president-public relations, The Tobacco Institute. The first is that there actually does exist a detrimental relationship between smoking and health. Despite the much-publicized surgeon general's report and testimony from representatives of the American Heart Association and other health organizations, Mr. Kloepper maintained that there is no undisputed medical evidence to support this theory. He stated that in hearings to come medical specialists would bear out his contention.

Secondly, Mr. Kloepper took issue with the complaint that the public has not been adequately alerted to the dangers of smoking—the basis of the argument opposing the extension of the present warning. He cited the various forms that antismoking education had taken, including reports containing what he and his colleagues called "unrevealed statistical errors and undisclosed manipulations," and concluded his argument by quoting Dr. Daniel Horn, director of the National Clearinghouse for Smoking and Health, an anticigarette organization, who stated last November: "You could stand on a rooftop and shout 'Smoking is dangerous' at the top of your lungs and you would not be telling anyone anything they did not already know."

Hearings continue this week, leading off with testimony today (April 28) from Robert B. Meyner, former governor of New Jersey and presently administrator of the cigarette advertising code. He will be followed by various medical specialists, presenting



Rocky pounds out a spot for Norwich NP-27

Former middleweight boxing champion Rocky Graziano becomes a quick-change artist in a new 30-second commercial for Norwich Pharmacal's NP-27 athlete's foot remedy.

Using the split-screen technique to focus on the ex-fighter's feet and face, Norwich's agency, Benton & Bowles, has cast the fighter as a hippie, a millionaire, a cowboy, a boxer, a flamenco dancer and a "goil," all susceptible to athlete's foot. Starting May 11 the spot will appear on ABC-TV's *This Is Tom Jones* and *The Outcasts*, CBS-TV's *Jonathan Winters Show* and *Glen Campbell's Good Time Hour*, and NBC-TV's *Today* and *Tonight* shows, among other network programs.

evidence both supporting and refuting the detrimental relationship between smoking and health.

Business briefly:

Superior Tea & Coffee Co., Chicago, institutional supplier, starts a radio test campaign in Chicago and Milwaukee to acquaint consumers with its coffee available only in restaurants. Agency: Marvin H. Frank Inc., Chicago.

Consolidated Cigar Corp., New York, will advertise on all three TV networks this summer for Dutch Masters cigars and Muriel Tipalet cigars. Included are

participations in *The Dick Cavett Show* on ABC-TV through July 28, the Triple Crown horse races on CBS-TV, and baseball pregame shows on NBC-TV through June. Lennen & Newell handles advertising for Muriel, and David, Oksner & Mitchneck, for Dutch Masters.

Jello Division of General Foods Corp., White Plains, N. Y., is using television and print advertising in the Phoenix, Ariz., Denver and Portland, Ore., markets to support introduction of a new, layered Jell-O dessert. The product separates into layers of gelatin, chiffon and a cream topping on setting. Young & Rubicam, New York, is the agency.

Specialized account arm established by Gardner

Gardner Advertising, St. Louis, has formed a separate unit, Vangard, designed to serve specialized accounts. The unit, which has been operating informally for at least a year, will have a high degree of autonomy, but continue to draw upon the resources of Gardner's central division in St. Louis.

Gardner expects the Vangard unit will pool advertising skills and experience with agricultural and industrial clients. Vangard will also specialize in consumer accounts in which the dealer has heavy influence on the purchase of a product.

Initially Vangard will handle three Gardner accounts: Deer & Co., Moline, Ill., Elanco Products Co., division of Eli Lilly and Co., Indianapolis, and the Animal Chow Division of Ralston Purina, St. Louis. All three are agricultural accounts, and all three have used spot radio. Purina animal chows have made use of spot TV.

Named head of the new group, Lyle Abbott, is Gardner vice president and account supervisor. Other principals are Vice President-creative supervisor Josef Dettling, creative supervisor Elmer Dapron, Vice President-account supervisor Kenneth Hieronymus, Vice President-account supervisor Eugene Hahnel and account executives David Holland and Anthony Shimkus.

CBS billings move to Ally

The CBS Broadcast Group and BBDO have agreed to sever their advertising relationship effective June 30. Several elements of the group will move to Carl Ally, but BBDO will retain the account for CBS-owned KNXT(TV) Los Angeles. The components assigned to Ally include CBS-TV, CBS News, CBS Television Stations Division, CBS Radio network and other elements in the radio division. Billings are less than \$2 million.

P&G still TV's biggest spender

1968 outlay is down \$10 million from '67;
C-P spending increased by \$8.5 million

Procter & Gamble still leads the Television Bureau of Advertising's list of the top 100 television advertisers, but its investment in 1968 declined by more than \$10 million from the 1967 figure.

The packaged-goods company spent \$80,944,900 in spot TV and \$100,979,300 in network TV for a total of \$181,924,200 in 1968, a drop of 5.3% from 1967's expenditures of \$192,052,300. Last year P&G spent \$12.2 million less in network TV but \$2 million more in spot TV than it did in 1967.

General Foods ranks second in TVB's 1968 list with an investment about half the size of P & G's. The next six in line, Colgate-Palmolive, Bristol-Myers, American Home Products, R.J. Reynolds, Lever Bros. and American Tobacco were all in the top 10 in 1967.

General Motors and Warner-Lambert

Pharmaceutical, ranking ninth and tenth, respectively in 1968, replaced Gillette and General Mills.

Among the top 10, Bristol-Myers, Reynolds and Lever decreased expenditures compared to 1967, while the rest increased their TV spending from 4% to 18%.

In the top 100, the largest dollar increase came from Colgate-Palmolive (\$8,459,700). The largest percentage increase was recorded by Pan American Airways (ranked 94th) at 196.6%

New to the top 100 in 1968 were Phillips Petroleum, McDonald Corp., General Telephone & Electronics, Volkswagen of America, Pan Am, Merck & Co. and Singer Co. Repeating companies under new corporate names are British-American Tobacco (Brown & Williamson Tobacco), Loew's

Theatres (P. Lorillard), International Telephone & Telegraph (Continental Baking) Norton Simon Inc. (Hunt Foods & Industries) and Squibb Beech-Nut (Beech-Nut Life Savers).

Papers aim at TV money

Members of the Bureau of Advertising, American Newspaper Publishers Association, meeting in New York last week (see page 62), were given reports of intensified efforts by the bureau to attract healthier budgets to the newspaper medium in 1969. And prime targets of their pitches turned out to be the TV-conscious national advertisers and the growing number of retailers which are using TV.

Leo Bogart, executive vice president and general manager of the bureau, out-

Top 100 television advertisers, 1968

	Total TV	Spot TV	Network TV		Total TV	Spot TV	Network TV
1. Procter & Gamble	\$181,924,200	\$80,944,900	\$100,979,300	53. General Motors/ dealers	12,856,100	12,856,100	—
2. General Foods	95,788,800	51,904,500	43,884,300	54. Nestle	12,585,800	7,444,900	5,140,900
3. Colgate-Palmolive	79,547,500	33,281,100	46,266,400	55. Jos. Schlitz	12,314,800	8,129,200	4,185,600
4. Bristol-Myers	72,748,700	23,088,400	49,660,300	56. Eastman Kodak	12,109,600	626,300	11,483,300
5. American Home Products	61,955,800	18,145,000	43,810,800	57. RCA	11,842,300	2,521,100	9,321,200
6. R. J. Reynolds	57,092,000	10,803,600	46,288,400	58. Mars Inc.	11,708,500	6,306,800	5,401,700
7. Lever Bros.	52,890,800	23,647,900	29,242,900	59. United Air Lines	11,495,000	5,077,600	6,417,400
8. American Tobacco	52,703,500	22,792,100	29,911,400	60. Mattel	11,393,700	486,100	10,907,600
9. General Motors	49,802,100	10,297,400	39,504,700	61. Beatrice Foods	11,179,500	4,102,300	7,077,200
10. Warner-Lambert	44,796,500	14,688,000	30,108,500	62. Seven-Up	10,907,100	8,756,700	2,150,400
11. Sterling Drug	43,826,100	9,599,900	34,226,200	63. Borden	10,783,600	7,363,200	3,420,400
12. Gillette	43,675,200	11,618,300	32,056,900	64. Noxell	10,602,000	3,261,300	7,340,700
13. General Mills	42,429,300	13,952,800	28,476,500	65. American Cyanamid	10,369,400	2,329,400	8,040,000
14. Coca-Cola	38,250,000	29,923,000	8,327,000	66. H. J. Heinz	10,346,500	6,443,900	3,902,600
15. Philip Morris	36,474,600	8,515,500	27,959,100	67. Union Carbide	9,852,900	569,100	9,283,800
16. Miles Labs	33,240,900	9,893,700	23,347,200	68. Polaroid	9,301,000	14,700	9,286,300
17. Ford Motor	31,620,400	3,836,900	27,783,500	69. Chesebrough-Pond's	9,140,700	5,324,800	3,815,900
18. Kellogg	31,177,100	13,264,300	17,912,800	70. Beecham Group	8,704,100	553,800	8,150,300
19. British-American Tobacco	30,603,000	4,879,100	25,723,900	71. American Can	8,687,500	8,675,600	11,900
20. S. C. Johnson	29,567,700	4,086,500	25,481,200	72. Chrysler Corp./dealers	8,668,300	8,668,300	—
21. Kraftco (National Dairy)	26,588,100	12,777,800	13,810,300	73. Smith, Kline & French	8,477,600	1,482,600	6,995,000
22. Loew's Theatres	25,532,500	3,683,600	21,848,900	74. Standard Oil of Ind.	8,125,400	4,821,600	3,303,800
23. Chrysler Corp.	25,023,000	1,587,000	23,436,000	75. Royal Crown	8,007,300	5,906,200	2,101,100
24. PepsiCo	25,002,700	12,840,500	12,162,200	76. Scott Paper	7,981,200	6,958,700	1,022,500
25. Carnation	22,661,000	6,247,900	16,413,100	77. General Electric	7,841,400	1,924,100	5,917,300
26. Alberto-Culver	22,247,800	13,284,200	8,963,600	78. Goodyear	7,665,800	1,000,200	6,665,600
27. J. B. Williams	20,974,600	336,100	20,638,500	79. Pabst Brewing	7,575,900	5,689,600	1,886,300
28. William Wrigley	20,777,100	20,777,100	—	80. W. R. Grace	7,401,000	2,418,100	4,982,900
29. Campbell Soup	19,823,200	8,569,400	11,253,800	81. American Motors	7,239,000	1,499,000	5,740,000
30. Liggett & Myers	19,599,600	3,220,700	16,378,900	*82. Phillips Petroleum	6,990,500	1,131,500	5,859,000
31. AT&T	18,600,900	7,430,000	11,170,900	*83. McDonald Corp.	6,888,000	3,065,500	3,822,500
32. Quaker Oats	18,433,400	8,435,100	9,998,300	84. Westinghouse	6,795,400	173,500	6,621,900
33. Shell Oil	18,050,000	11,202,000	6,848,000	85. Reynolds Metals	6,400,500	1,316,100	5,084,400
34. ITT	17,608,700	17,158,800	449,900	86. Avon Products	6,248,600	6,248,600	—
35. Ralston Purina	17,366,990	8,561,600	8,805,300	87. Heublein	6,145,300	3,080,600	3,064,700
36. Sears, Roebuck	17,139,000	12,190,300	4,948,700	88. American Airlines	6,140,700	3,003,800	3,136,900
37. Block Drug	16,657,600	2,212,800	14,444,800	*89. General Telephone	6,098,800	2,671,600	3,427,200
38. Pillsbury	16,539,400	7,765,100	8,774,300	90. Texaco	5,978,300	956,100	5,022,200
39. Rapid-American	16,232,200	359,700	15,872,500	*91. Volkswagen of America	5,955,500	1,181,600	4,773,900
40. Armour	16,171,500	6,745,000	9,426,500	92. Squibb Beech-Nut	5,890,800	4,773,200	1,117,600
41. Norton Simon	15,955,800	10,213,500	5,742,300	93. Canadian Breweries	5,879,000	5,808,400	70,600
42. Norwich Pharmacal	15,113,100	4,394,900	10,718,200	*94. Pan American Airways	5,845,400	2,473,300	3,372,100
43. Plough	14,638,500	3,449,400	11,189,100	95. Anheuser-Busch	5,843,500	2,568,800	3,274,700
44. Chas Pfizer	14,535,600	2,996,900	11,538,700	96. DuPont	5,723,900	670,800	5,053,100
45. Gulf Oil	14,497,900	937,600	13,560,300	*97. Merck & Co.	5,688,700	917,800	4,770,900
46. Carter-Wallace	14,394,900	7,522,300	6,872,600	98. Trans World Airlines	5,674,100	3,171,500	2,502,600
47. Ford Motor/dealers	14,357,600	14,357,600	—	99. Swift & Co.	5,606,500	1,966,700	3,639,800
48. Corn Products	13,814,000	10,340,800	3,473,200	*100. Singer Co.	5,549,000	140,300	5,408,700
49. National Biscuit	13,607,500	5,401,900	8,205,600				
50. Richardson-Merrell	13,586,400	4,593,300	8,993,100				
51. Standard Brands	13,543,800	7,687,400	5,856,400				
52. Johnson & Johnson	13,114,400	8,820,400	4,294,000				

*New to the Top 100 in 1968. Note: The above figures include expenditures by distributors, dealers and bottlers with the exception of the automotive manufacturers where dealer and dealer association figures are listed separately.

RCA

RCA

RCA

TYPE 629 WAVEFORM MONITOR

100% POWER

STOP

STAND BY

PLAY

CT 15B

BURST RATE

VIDEO

MORPHOLOGY

SL

LL

NPC

GUR

A modest miracle from RCA

(or how to get more VTR for your money...for less money)

The TR-60. The only thing modest about this unique studio and mobile VTR is the price. It's lower. But it's capable of superior performance! What's the secret? An RCA exclusive. 48 years of experience in the broadcast business. The most. With that kind of background, it's easier to make the best for less.

Only RCA could have produced a modestly priced VTR with correct color field editing carried down to a single frame (to avoid color disturbance). Plus line-by-line correction of hue and saturation error with (optional) "CAVEC" for life-like playback reproduction. Plus an erase head that makes tape scratch impossible. Plus total remote control over editing sessions. Plus in-phase dropout correction (optional) that puts the right color back in the picture. Plus reactance and resistance controls that give you more uniform color. Leave it to RCA to get all the imperfections out of the VTR color picture...and, for less money.

Get all the facts. Call your RCA Broadcast Representative or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N.J. 08102.

IMPORTANT NEWS:
The TR-60 can also be used as a master VTR with the world's first automated video cartridge tape recorder/player — the show-stopper of the 1969 NAB! Write for details.



RCA

Merger bug bites two more N.Y. agencies

Davis, Parsons & Strohmeier Inc., New York, and Bruce Friedlich and Co. Inc., New York, are merging to form a new agency, Friedlich, Fearon & Strohmeier Inc., New York, with billings of just under \$10 million.

The new chairman and chief executive officer of the new agency, Bruce Friedlich, promises that Friedlich, Fearon & Strohmeier "will stay on top of J. Walter Thompson." The new agency will occupy expanded space at the Friedlich headquarters atop the Graybar

building, 13 stories above J. Walter Thompson offices.

Among the accounts being handled by the new agency are Piper Aircraft, from DP&S, and the New York brokerage firm of Shearson, Hammill, from Bruce Friedlich & Co. The Shearson, Hammill campaign includes both radio and TV.

William Strohmeier, president of DP&S, will be vice chairman. Robert A. Fearon is the new president and creative director, the job he held at Bruce Friedlich. David N. Stead, senior art director at Friedlich, will be senior vice president—client services.



Mr. Fearon



Mr. Friedlich



Mr. Strohmeier

lined the presentations the agency had made to numerous advertisers, particularly those in the automotive, gasoline and toy categories, which are TV-oriented. Mr. Bogart claimed that TV's cost efficiency is declining as the audience is becoming more fractionalized.

Without a direct mention of television, Lee B. Templeton, the bureau's senior vice president for chain and department store sales, told his audience that one of the main problems in retail advertising is that some department store managers "feel somehow that newspapers no longer seem exciting." He added that as the retailer moves into new territories, it is "vital that we keep him thinking of newspapers, making it easier for him to buy on a multi-market basis even though it might make individual newspapers uncomfortable."

The bureau announced that its budget for the next fiscal year beginning June 1 has been raised to \$2.9 million from \$2.77 million in the year ending May 31.

Rep appointments:

- WYTV(TV) Youngstown, Ohio: Avery-Knodel, New York.
- KYTV(TV) Springfield, Mo.: Blair Television, Market Division, New York.
- WRHC Jacksonville, Fla.: KOHO Honolulu, and WCSV Crossville, Tenn.: AAA Representatives, Brooklyn, N. Y.

Case and Krone open new shop in New York

Gene Case, formerly one of the partners at Jack Tinker & Partners, and Helmut Krone, who was senior vice president, director of special projects at Doyle Dane Bernbach, have joined to form a new agency, Case and Krone Inc. The agency will be temporarily located in the Plaza hotel, New York. It has not announced any clients. Mr. Case will be president of the new agency and Mr. Krone will be chairman.

At Tinker, Mr. Case was involved in creating campaigns for New York Governor Nelson Rockefeller, Alka-Seltzer and Gillette. Mr. Krone worked on the Volkswagen account at DDB.

Agency appointments:

- Bolens Divisions of FMC Corp., Port Washington, Wis., moves national account for power mowers, tractors, snow removal and recreation equipment from Brady Co., Milwaukee, to Clinton E. Frank Inc., Chicago.
- Lincoln-Mercury Dealers Association, Los Angeles district, has appointed Carson/Roberts/Inc., Los Angeles, to handle its advertising account. Current ad budget is an estimated \$1.2 million.

Dixon charges Hill hampers FTC

Opposes proposal that would substitute consumer bureau; cites congressional fetters

Federal Trade Commission Chairman Paul Rand Dixon answered his agency's severest critics last week by laying the FTC's budgetary problems and legislative frustrations at the door of Congress.

In a ringing defense of the agency's performance under what he called "physical constraints imposed on us from the outside," Mr. Dixon debunked a congressional proposal that the commission be abolished. "The annual return from our efforts is many times the amount of our total budget. I think the FTC is one of the American consumer's best buys," he said.

Mr. Dixon appeared before the Senate Subcommittee on Executive Reorganization, which is conducting hearings on a proposal to abolish the FTC in favor of a Department of Consumer Affairs, a consumer protection bureau that would enjoy cabinet-level status. Mr. Dixon, in frequently stinging terms, was unalterably opposed to the idea.

"It is always a great deal easier to pass a new law reshuffling or tearing down existing institutions than to perfect them," he said. "And should the suggested new agency fail, the patient that would suffer is, of course, once again the consuming public. It would have been deceived into believing it was getting a new and better product when in fact only a new brand or wrapping had been placed on an old one."

According to Mr. Dixon, the solutions to the FTC's burdens of policing a \$900-billion economy for anticompetitive and deceptive practices (what he called vital "consumer matters") reside in more resources (principally funding) and a "more powerful and sympathetic constituency up here on the Hill." That constituency, he indicated, was lacking on several significant occasions.

In 1965 the FTC attempted "to initiate a bold program to do something about the massacre that goes on in this country under the name of cigarette smoking," Mr. Dixon cited. Before the agency could invoke a rule that would have required disclosure of health hazards associated with smoking, Mr. Dixon said Congress intervened by passing a bill that prohibited the FTC from "doing anything about cigarette advertising on TV."

In 1962 Mr. Dixon said the FTC began an inquiry "to gather some highly

Rona Raises Eyebrows... ...Rona Raises Ratings

Rona Barrett will give your news programing a lift. Her secret? The secrets of the most glamorous people in the world. Rona breaks originals and exclusives from the entertainment capitals. Newspapers, magazines, and radio have built tremendous audiences with the talents of a good gossip columnist. Now a vivacious blonde with sensational eye appeal brings this attraction to television...and MPC is the first to offer these reports, or anything like them, in syndication. While Rona talks about others, The Press talks about her:

Life Magazine on Rona

"She is an asset in the rating game, a joy to a KABC deskman in Los Angeles who points out that his station has more than doubled its rating since she came on the air...KABC, once a poor third behind CBS and NBC, now is tied with CBS for first place, although the statistics can be interpreted to give ABC No. 1 position (and in the station's sales presentations they are.)

Elton Rule, who was general manager at KABC when Rona was hired and who, happily for her, has since become president of the ABC television network, confirms...that she has indeed been responsible for "a substantial increment" in ratings. And in Los Angeles, where her program originates, KABC's full-page newspaper ads feature a sketch of her angular little face and a bold come-on: RONA BARRETT—FIRST TO PUT HOLLYWOOD'S PRIVATE SECRETS ON PUBLIC RECORD."

Joan Barthel—March 21, 1969

The Los Angeles Times on Rona

"...her appeal, particularly via ratings and increased interest from advertisers, is unmistakable. Wherever Rona went the ratings went up (locally they doubled...) and advertisers lined-up."

Wayne Warga—April 3, 1969

The New York Times on Rona

"The contacts and sources she took 10 years to build up are formidable: cops, agents, houseboys, Wall Street men, attorneys, detectives, studio executives, mayors, and probably a few nannies—plus a full-time legman here and one in London."

John Hallowell—September 22, 1968

MPC on Rona

Rona Barrett is produced in Hollywood by Metromedia Television to fit into your news programing. (Taped for chroma key insert into your own set.) You will receive five Rona Barrett news reports, 2 to 2½ minutes each, per week. We are ready to start immediately with this week's items. If you want your news to have an exciting feature that no other station in your market will be able to offer—call immediately. (212) 682-9100.



**METROMEDIA
PRODUCERS
CORPORATION**

485 Lexington Avenue
New York, New York 10017

Already sold in—

NEW YORK
LOS ANGELES
PHILADELPHIA
DETROIT
BOSTON
CLEVELAND
SAN FRANCISCO
WASHINGTON, D.C.
CINCINNATI
KANSAS CITY
SALT LAKE CITY

significant economic information" about the 1,000 largest U.S. corporations. Had that inquiry been allowed to proceed, Mr. Dixon claimed, the FTC "would have been much better equipped to deal with the enormous merger wave that now threatens to engulf us. What did Congress do? It not only deprived us of the funds that the Budget Bureau had approved for the inquiry, but also tacked a rider [that forbade the study] on our appropriations bill for three years running."

Mr. Dixon charged that the chief constraint on much of the agency's activity is Congress. He characterized his agency as caught between the twin blades of congressional scissors: the "ancient legislative devices of satisfying the public's demand for relief from an unhappy situation by passing a law, while simultaneously satisfying the demands of special industry groups for freedom from real regulation by the simple expedient of appropriating only token amounts of money for the actual enforcement of the law. . . ."

A Department of Consumer Affairs, he suggested, would suffer much the same fate, and he added, "it is time to stop kidding ourselves and the American public by passing consumer protection laws without also providing enough money to enforce them in a meaningful way."

Chrysler back to NBC with sports, specials

Chrysler Corp., Detroit, through Young & Rubicam, New York, has renewed extensive sports purchases on NBC-TV. Chrysler is already participating in the major league *Baseball Game of the*

Week coverage, including the All-Star game, divisional playoffs and World Series, and will again sponsor American Football League regular season, all-star and championship games. Chrysler's college football package includes the Rose Bowl, Gator Bowl and Senior Bowl.

It will sponsor the 1970 Bob Hope Desert Golf Classic and nine Bob Hope specials on NBC-TV during 1969-70.

WRG does some internal shuffling

Stan Dragoti heads new film subsidiary; Rich departs; Mary Wells gets a raise

The directors of Wells, Rich, Greene, New York, gathered last week, and when the meeting broke up the agency had a subsidiary film company and was shy one principal.

Wells, Greene, Dragoti is the new name of the new feature film company. Stan Dragoti, who has been one of the creative forces behind WRG's campaigns for American Motors and Trans World Airlines, will be president of the movie company. Mr. Dragoti's film-making experience has been entirely in advertising. He will continue to make commercials for the agency.

Wells, Greene, Dragoti's new president said that although he is principally concerned with producing features for theatrical distribution, he is open to any and all ideas, including TV: "If we found a project we liked and it involved television, we'd do it." Wells, Greene, Dragoti will be a wholly owned

subsidiary of Wells, Rich, Greene for the present, but 20% will later be sold to Mr. Dragoti.

At that same board meeting an agreement was reached with Richard Rich, one of the original partners and vice president and chairman of the strategy board, to sever relations with the agency. Mr. Rich, who offered no reasons for his departure, said he would be making a major announcement regarding his plans this week. Mr. Rich held 300,000 shares of agency stock when Wells, Rich went public last year and sold 75,000 shares for \$1,275,000. He was paid a yearly salary of \$100,000 at the agency and said he was without a contract at his own request.

Also settled at the WRG meeting were new contracts for Mary Wells Lawrence, president, Stewart Greene, senior vice president for creative services, and Charles Moss, vice president and creative director. Mrs. Lawrence's new 10-year contract gives her a \$50,000 increase bringing her annual salary to \$225,000 with a deferred compensation of \$25,000 a year. Mr. Greene and Mr. Moss signed five-year contracts.

Aired under duress

Wxyw (FM) Suffolk, Va., is supplying an editorial comment whenever it airs an antismoking spot: "The preceding announcement was broadcast without charge by wxyw under orders of the FCC, even though the product in question is perfectly legal to sell, and has not been conclusively proved to be harmful. Wxyw considers this FCC order unwarranted, and one which may well open the door to more far-reaching curtailments of freedom of speech in the broadcast industry and other areas of communication."

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending April 13, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended April 13	Total dollars week ended April 13	1969 total minutes	1969 total dollars
	Week ended April 13	Cume Jan. 1-April 13	Week ended April 13	Cume Jan. 1-April 13	Week ended April 13	Cume Jan. 1-April 13				
Monday-Friday Sign-on-10 a.m.	\$ ---	\$ 4.9	\$ 102.5	\$ 1,707.0	\$ 352.0	\$ 5,072.7	92	\$ 454.5	1,202	\$ 6,784.6
Monday-Friday 10 a.m.-6 p.m.	1,464.3	21,242.1	2,755.1	41,862.5	2,439.8	37,001.8	952	6,695.2	13,243	100,106.4
Saturday-Sunday Sign-on-6 p.m.	988.4	17,181.2	1,567.4	17,920.9	581.1	9,736.4	308	3,136.9	4,213	44,838.5
Monday-Saturday 6 p.m.-7:30 p.m.	267.2	5,116.0	783.4	11,290.4	734.6	11,118.6	94	1,785.2	1,351	27,525.0
Sunday 6 p.m.-7:30 p.m.	126.0	2,369.8	249.4	3,671.7	239.9	3,557.8	21	615.3	326	9,599.3
Monday-Sunday 7:30-11 p.m.	4,770.3	80,939.5	7,696.6	105,898.2	7,321.2	105,696.6	443	19,788.1	6,355	292,534.3
Monday-Sunday 11 p.m.-Sign-off	278.6	5,398.4	39.1	959.8	482.0	7,049.2	78	799.7	1,122	13,407.4
Total	\$7,894.8	\$132,251.9	\$13,193.5	\$183,310.5	\$12,150.6	\$179,233.1	1,988	\$33,238.9	27,812	\$ 494,795.5

Vitalevision '69

"Vitalevision '69" is much more than just a name and a number. It symbolizes television at WWJ-TV ... where vitality works, the Detroit Way! Imaginative local programs, NEWS•4 with Michigan's largest broadcast news team, standout local personalities, NBC's hit schedule—all are basic elements of "Vitalevision '69," which brilliantly reflects the very vitality of Detroit!



George Pierrot, Detroit's nationally known world traveler, guides viewers on hour-long adventures each weekday at 5 PM ... a half-hour each Saturday and Sunday.

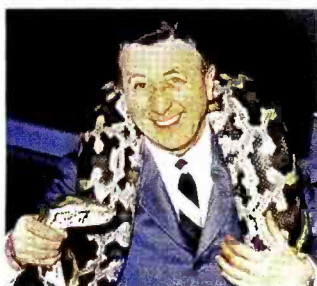


NEWS•4 Political Reporter Robert Lyle (left) questions Detroit Mayor Jerome P. Cavanagh.



"Oopsy the Clown" provides wholesome fun each weekend morning. Kids love him—so do parents and educators.

For goodness sake—Sonny Eliot with a real boa! Sonny, Detroit's top weatherman all week, has fun "At the Zoo" Saturdays at 1 PM.



NEWS•4's vigorous, young news, weather and sports specialists present 15 hours of clear, concise information every week. Monday through Friday at 12:30, 6-7:30 and 11 PM; Saturdays at 6 and 11 PM; Sundays at 6:30 and 11 PM.



NEWS•4 Labor Reporter George Pruette gets a worker's reaction to a proposed union contract.

Denny McLain levels with Sportscaster Don Kremer at the Detroit Tigers' spring training camp in Florida.



"Beat the Champ," at 1 AM, is America's only regularly scheduled weeknight bowling show. Thousands of viewers play along for valuable prizes.



Vitalevision '69 means action to the more than 2½ million young adults (18-49) in the WWJ-TV coverage area.



Detroit-area sportsmen check with Mort Neff (right) and "Michigan Outdoors" Saturdays at 7 PM before planning fishing and camping trips.

WWJ-TV DETROIT

NBC AFFILIATE. OWNED AND OPERATED BY THE DETROIT NEWS. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.

Nobody makes “band-aids.”

(Not even Johnson & Johnson.)



Lots of people make adhesive bandages. So, everyone puts a brand name on his product. BAND-AID is the brand name for the adhesive bandages Johnson & Johnson makes. That's why, when you mean our bandages, please say BAND-AID Brand Adhesive Bandages. Because nobody makes "band-aids," not even Johnson & Johnson.

MCA-Westinghouse drop merger designs

Both firms apparently give up hope of any Justice Department approval

Another mammoth communications/entertainment industry merger collapsed last week under the strain of apparent government disapproval, as Westinghouse Electric Corp. and MCA Inc. announced mutual agreement to terminate their \$360 million merger plans.

It was the biggest industry marriage to fall through since ITT called off its planned absorption of ABC under similar circumstances on New Year's Day 1968.

The Westinghouse-MCA merger had officially been pending since July 31, 1968, when it was approved by the directors of both companies (BROADCASTING, Aug. 5, 1968). In October it also was ratified by MCA stockholders.

The one ingredient that had been missing was Justice Department approval and Wall Street observers had watched the prospects for this sanction grow steadily dimmer in recent months.

Although clouds over the union had been gathering, the actual dissolution came abruptly Thursday (April 24). Announcement of the termination was made in a terse, two-sentence news release from MCA distributed to news media and brokerage houses near the close of the business day in New York.

The statement said: "Westinghouse Electric Corp. and MCA Inc. announced today that their proposed merger has been called off by mutual agreement. The companies stated that after prolonged discussions, it had not proved possible to reach an agreement with the antitrust division of the Department of Justice with respect to the proposed merger."

In Hollywood, Lew Wasserman, MCA president, chief executive and a major stockholder, confirmed the action and said that the final decision had been arrived at only earlier that day (Thursday). However, he declined to say when talks with the Justice Department had been abandoned or whether MCA would seek any other possible merger partner in light of the government's position.

Westinghouse Broadcasting Co. President and Board Chairman Donald H. McGannon embarked on a European trip as the announcement was being made, and Donald C. Burnham, president of the parent Westinghouse Elec-

tric Corp. was cloistered in a meeting of a presidential commission on income maintenance at Manchester, N.H. Had the proposed merger taken effect, Mr. McGannon would have had responsibility for MCA in addition to his duties as head of WBC. Mr. McGannon is currently head of Westinghouse Electric Corp.'s broadcasting, learning and leisure time unit, one of four units established by WEC in a reorganization of its corporate structure last January (BROADCASTING, Jan. 13).

Although the announcement came after the closing of the day's business on the New York Stock Exchange, on which both companies are traded, steadily building rumor of the collapse had obviously affected stock prices.

In a three-week decline, MCA closed Thursday at 34, a new low for the year, and Westinghouse was down to 60½, only slightly above its year's low of 59½.

At the time the merger plans were

announced, MCA stock was trading around 50, and Westinghouse Electric at almost 72. Under terms of the merger agreement at that time, it was estimated the value of the merger would be about \$360 million.

As of Aug. 1, when the value was assessed, MCA common stock was selling at 45, with about 7.6 million shares out, for a total value of about \$342 million. As of last Thursday's closing price of 34, with 8.06 million shares out, the MCA total market value was down to \$274 million.

MCA reportedly had been resigned to collapse of the merger for some time, with the Justice Department hesitation compounded by poor recent earnings for some of its Universal Pictures releases—particularly the multi million dollar "Isadora"—contributing to the MCA price decline and making it a less valuable merger property in the eyes of Westinghouse.

Terms of the merger, worked out between Mr. Burnham of Westinghouse and MCA Board Chairman Jules Stein, called for exchange of 5,348,600 shares of Westinghouse convertible preference \$3 cumulative dividend stock for MCA's 7.6 million shares of common stock at the rate of 0.677 share of Westinghouse convertible for each share of MCA common.

In November Mr. Wasserman announced that closing of the deal was being held up by "continuing discussions with the Department of Justice" (BROADCASTING, Nov. 4, 1968).

In December, the two corporations announced indefinite extension of the original Dec. 31 merger deadline because accord still had not been reached with the Justice Department (BROADCASTING, Dec. 23, 1968).

Amid mounting Wall Street concern over the stiffening regulatory climate in Washington—including the Justice Department's announcement that it would investigate conglomerate mergers—the most ominous toll for the merger was sounded with the FCC's granting of conditional license renewals for Westinghouse Broadcasting's KPX(TV) San Francisco and KFWB Los Angeles.

The renewal conditions were tied closely to the proposed merger and included the reservation that if the merger was definitely to be effected, the sta-

MAB seeks to counter state tax, news curbs

The Michigan Association of Broadcasters is gearing to fight proposed new state legislation that could tax advertising and would establish a commission to monitor the fairness of news aired or printed in the state.

Several bills are pending involving advertising taxation, the MAB has alerted its members, including one specifically aimed at television commercials and described as the "nuisance repetition tax act." The tax jumps higher with frequency of airing.

One new bill proposes a "fair news reporting" commission of seven members within the Michigan Department of State. The commissioners would review complaints by citizens about what they considered biased news and would establish a "code" for fair reporting. Penalties would include publicity and reprimands.

Another proposed new bill would allow citizens in a given market area to vote on whether the FCC should or should not renew the local TV station's license.

**Nixon watches
Kosygin watches
Mao watches
Ho watches
(Who watches
Nasser watches
Dayan watches
DeGaulle watches
Cronkite watches**

**Kosygin.
Mao.
Ho.
Ky
Thieu).
Dayan.
DeGaulle.
Nixon.
Everybody.**

And almost everybody watches Cronkite. CBS Evening News with Walter Cronkite is now in its 22nd straight month of audience leadership. For good reason. For dozens of good reasons. The whole team of correspondents we call Worldwatchers.

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WHITE VS
WHITE VS
BLACK VS
BLACK VS
WHITE VS
YELLOW VS
YELLOW VS
BROWN VS

**WHITE
BLACK
BLACK
WHITE
YELLOW
YELLOW
BROWN
BROWN**

WATCH THE
WORLDWATCHERS
CBS NEWS

Our world seems racked by divisions. Color is only one. The gap between rich and poor, some say, is deeper. Between young and old, more frightening.

CBS News has been studying such collision points for a long time. In broadcasts like *Who Speaks for Birmingham?* in 1961; *Black Power-White Backlash* in 1966; the seven-part series *Of Black America* in 1968. We've called your attention to *The Hippie Temptation* and *The Policeman's Lot*. To *Vietnam: The Hawks and The Doves*. Right now we've more than 25 new projects in work.

At a time when what divides us can destroy us, it just isn't good enough to rush the news to you when things happen.

So we go out after the facts and background you need.

It's a continuing effort. Toward understanding.



tions must notify the commission beforehand, with the commission reserving "the right to take such further action . . . as may be appropriate."

Of the seven FCC commissioners, Nicholas Johnson dissented to both license renewals, primarily because of the merger situation, and Commissioners Kenneth A. Cox and H. Rex Lee, while approving the renewal grants "despite some reservations about the proposed merger," flatly predicted that "... based upon present information, it would appear unlikely that the proposed merger, in its present form, will be consummated," presumably because of the Justice Department interest (BROADCASTING, March 31).

According to some sources, as early as last November it had become apparent to officials of both Westinghouse and MCA that the Justice Department would not allow the merger to go through unchallenged.

Stock market experts interpreted the wording of Thursday's announcement as implying that the Justice Department finally told the companies it would take action if they attempted to go ahead with the deal.

The observers also viewed this latest development as further darkening the chances for any other major broadcast/entertainment amalgamations.

Another very large industry merger

still pending at the moment is that of Metromedia and Transamerica Corp. (BROADCASTING, Jan. 6, 1969; Oct. 14, 1968), which would be even larger than the Westinghouse-MCA plan, in terms of total stock value, and second only to the cancelled ABC-ITT attempt.

The MCA-Westinghouse merger carried added problems in that until October of this year, MCA remains under a consent order from the 1962 Justice Department action which resulted in the company divesting itself of its talent representation business. Under the terms, MCA is required to get government clearance before merging with or acquiring any other major television, motion picture or phonograph production or distribution company.

If the merger had been passed it would have permitted a mating of Westinghouse, the nation's second largest electronics manufacturer, major group broadcaster, CATV systems operator, radio and station representative and program producer and distributor, with MCA, one of the biggest producers and distributors of feature films and television program, owner and operator of one of Hollywood's biggest studios, Universal City, major record company, Decca, and operator of real estate and banking interests.

Among immediate short-term effects

of the merger cancellation was speculation among some observers of possible executive changes at MCA.

Changing Hands

Announced:

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

- WKNR-AM-FM Dearborn-Detroit: Sold by Nellie M. Knorr and others to John Giannetti for \$5.5 million (see page 56).
- KRKD Los Angeles: Sold by the International Church of the Foursquare Gospel to John Gianetti for about \$5 million (see page 56).
- WCLR Crystal Lake, Ill.: Sold by Lynn W. Renne and others to Mal Bellairs for \$405,000. Mr. Bellairs is air personality for WBBM Chicago and is a freelance commercial producer. WCLR is a daytimer on 850 kc with 500 w. Broker: John D. Stebbins Co., Lake Forest, Ill.
- WPRC Lincoln, Ill.: Sold by Ray F. Knochel and others to James A. Mudd and others for \$255,000. Mr. Mudd has interest in WILY Centralia and WRAM Monmouth, both Illinois. WPRC is a daytimer on 1370 kc with 500 w and has a construction permit for 1 kw.
- WMWM Wilmington, Ohio: Sold by Francis Stratman and Gene Seehafer to Daniel W. Burton, Carl A. Cook, William McKinney and Ruth Haupt for \$237,500. Buyers have interest in WBRJ Marietta, Ohio. WMWM is a daytimer on 1090 kc with 1 kw. Broker: Chapman Associates. (Correction of item April 21 in which principals were identified as Dean Shafer, Daniel W. Burgeon and Ruth Haupt)
- WHSL Wilmington, N. C., and construction permit for WHSL-FM: Sold by Sidney W. Wilson to William O. Jones, William W. Dixon and Eric C. Henderson for \$169,500. Messrs. Jones and Dixon control WRMA Montgomery, Ala., and Messrs. Dixon and Henderson are Atlanta businessmen. WHSL is full time on 1490 kc with 1 kw day and 25 w night. WHSL-FM has a construction permit for 97.3 mc with 27.5 kw and antenna height of 125 ft. above average terrain. Broker: Blackburn & Co.
- WFTN Franklin, N.H.: 80.2% sold by C. Edward Rowe and others to Donald E. and Dorothy H. Porter for

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\$60,000. Mr. Rowe is a Franklin judge. Mr. Porter is a retired Army major and former employee of ATC Co., broadcast equipment manufacturer now owned by Gates Radio Co. WFTN is full time on 1240 kc with 250 w. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 86):

■ **KTLN Denver:** Sold by Richard B. Wheeler and others to Harrison M. Fuerst for \$998,750. Mr. Wheeler is son of former Senator Burton K. Wheeler (D-Mont.). Buyer owns WSLR Akron, Ohio, and WOKO Albany, N.Y. KTLN is full time on 1280 kc with 5 kw.

■ **WKID Urbana, Ill.:** Sold by Robert F. Meskill and others to L. Frank Stewart for \$235,000. Mr. Stewart owns WLRW(FM) Champaign, Ill. WKID is a daytimer on 1580 kc with 250 w.

■ **KACT Andrews, Tex.:** Sold by Clint and Marshall Formby to Richard A. Peterson and Gary L. Miller for \$85,000. Messrs. Formby own KLVT Leveland and KPAN Hereford, and Marshall Formby has interest in KFLD Floydada, all Texas. Buyers own KBSN Crane, Tex., and Mr. Miller is KACT general manager. KACT is a daytimer on 1360 kc with 1 kw.

Culligan adds KEIR(FM) to its media holdings

Culligan Communications Corp., New York, has purchased a third radio station, KEIR(FM) Dallas, for a reported price of \$300,000. The company's first station buys were WHIM-AM-FM Providence, R. I. ("Closed Circuit," March 5).

KEIR was purchased from William Robert Elkins, president and general manager, the transaction subject to customary FCC approval. Brokerage firm handling the sale was Chapman and Associates.

Culligan Communications, formed early this year by Matthew J. Culligan, former head of the Mutual and NBC Radio networks, also is in book publishing, newspapers (Westport, Conn., *Town Crier*), CATV through subsidiary Culligan Cable Co. (BROADCASTING, April 14) and motion-picture production (through Pilgrim Productions).

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FCC pinpoints media-control questions

WCCO-AM-TV issues spill over to other markets; news-slanting charges in S.F. to be studied

The FCC will look far beyond the borders of the Minneapolis-St. Paul market in inquiring into the concentration-of-control-of-media issue it included in its hearing on the renewal applications of WCCO-AM-TV Minneapolis. The commission intends to check into those stations' relationships with media scattered throughout the country to determine whether they constitute an undue concentration of control in "any broader area as well."

This was disclosed last week, when the commission released orders specifying the facts to be examined in hearings ordered in the renewals of WCCO-AM-TV and of KRON-FM-TV San Francisco (BROADCASTING, March 24).

For the most part, the orders merely elaborated on the issues already announced, which in both cases involve allegations of anticompetitive activities as well as concentration of control. The KRON matter also involves a charge that the stations were used to slant the news to advance the interests of the parent Chronicle Publishing Co., which publishes the *San Francisco Chronicle*.

In discussing the concentration issue

in the WCCO-AM-TV order, however, the commission said it would be necessary to consider this question in terms of a geographical basis going beyond Minneapolis and St. Paul. The stations' licensee, Midwest Radio-Television Inc., is owned by Mid-Continent Radio-TV (53%) and the Minneapolis *Star and Tribune* (47%).

Mid-Continent in turn is 50% owned by Northwest Publications Inc., which publishes the only two daily newspapers in St. Paul. And the *Star and Tribune* company publishes the only two daily newspapers in Minneapolis.

But in addition, the commission order spells out the direct and indirect interests of WCCO-AM-TV's two owners in a host of media outside the Minneapolis-St. Paul area. For the *Star and Tribune*, these interests involve six radio and television stations, 11 newspapers and several magazines, including *Harper's* magazine and *Look*, in seven states and Puerto Rico. And for Mid-Continent, the interests involve four radio and television stations and 13 newspapers distributed among eight states.

Many of the *Star and Tribune* Co.'s

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WCCO media ties are extensive

Interests involved range from small cable systems to 'Harper's' and 'Look'

The media interests the FCC will explore in the concentration of control issue it has designated in the hearing it ordered on the Minneapolis WCCO-AM-TV license renewal run, literally, from coast to coast, and beyond to Puerto Rico. And they range in significance from small CATV systems to prestigious national magazines.

Midwest Radio-TV Inc., the licensee, owns a CATV in Rice Lake, Wis., and is owned by Midcontinent Radio-TV and the Minneapolis Star and Tribune Co. WCCO-AM-TV are related to media on both sides of that ownership.

The Star and Tribune company pub-

lishes the only two city newspapers in Minneapolis, and owns a CATV in South Sioux City, Neb., KTVH(TV) Hutchinson-Wichita, Kan. (for which an assignment application is pending); 50% of *Harper's Magazine*; the *San Fernando Valley* (Calif.) *Times*; the *Rapid City* (S.D.) *Journal*; and the *Great Falls* (Mont.) *Tribune and Leader*.

Furthermore the Star and Tribune is 9.9% owned by the Des Moines Register and Tribune, which publishes the *Register and Tribune* in Des Moines, Iowa, and has ownership links to Cowles Communications Inc. and the *Fort Pierce* (Fla.) *News-Tribune*.

CCI publishes *Look* magazine, *Family Circle* magazine, *Venture* magazine, the *San Juan* (P.R.) *Star*, the *Gainesville* (Fla.) *Sun*, the *Lakeland* (Fla.) *Ledger*, the *Suffolk* (N.Y.) *Sun*, the *Education News*, the "Cowles Comprehensive Encyclopedia," and the *Paperboard Packaging* magazine. CCI, in addition, owns KRNT-AM-TV Des Moines, WREC-AM-TV Memphis, and WESH-TV

Orlando, Fla., and has a part interest in a CATV in Memphis and Shelby county, Tenn.

The other owner of the WCCO-AM-TV licensee is Midcontinent, owned equally by Northwest Publications Inc. and M.T.C. Properties Inc. Northwest publishes the only two papers in St. Paul, and owns the *News Tribune* and the *Herald* in Duluth, Minn., and the *Aberdeen* (S.D.) *American News*, as well as WDSM-AM-TV Superior, Wis.-Duluth, Minn., KSSS Colorado Springs, and KSDN Aberdeen, S.D. Midcontinent also has CATV interests in Campbell and San Jose, Calif.

In addition, Northwest is 73% owned by the Ridder Publications Inc., which is controlled by the Ridder family. Ridder publishes the *Grand Forks* (N.D.) *Herald*; *San Jose Mercury and News*; *Long Beach Independent and Press Telegram*; *Pasadena Star News*, *Garden Grove Orange County News*, all California; and *Gary* (Ind.) *Post Tribune*, and has a minority interest in the *Seattle Times*.

interests include properties with which the company is related through the *Des Moines Register and Tribune*, which owns 9.9% of the Minneapolis firm. The *Register and Tribune* has ownership links to Cowles Communications Inc. which is the publisher of *Look*, and of five of the newspapers, and owner of five of the radio and television stations.

The commission said that in view of these "substantial interlocking interests" in mass media, it would expand the scope of the concentration-of-control-of-media issue. It will look into such matters as the "extent of control" that the licensee of WCCO-AM-TV and companies with which it is connected have over the presentation of news and public affairs programs "in the Minneapolis-St. Paul area and any broader area." The results of that control will also be probed.

Another question is whether material for editorials, news or other programming carried on the Minneapolis stations has been subject to the review or control of other media with which they are associated.

The anticompetitive issues involve questions as to whether Midwest used its position in the newspaper field to obtain rights to broadcast sporting events in the Minneapolis-St. Paul area, and whether its newspaper ownership resulted in reciprocal advantage to Midwest, to the disadvantage of competing licensees.

These issues resulted from charges made by Garfield Clark, manager of KSTP St. Paul, at a Senate Antitrust and Monopoly Subcommittee hearing last year. And the commission last week,

ordered Hubbard Broadcasting Co., licensee of KSTP-AM-FM-TV to participate in the renewal hearing ("CLOSED Circuit," April 21).

The commission in the order designating the renewal applications for hearing, had named Hubbard a party. Hubbard, however, said it did not intend to file an appearance or participate as a party.

It wasn't clear last week what the commission would or could do if Hubbard boycotted the hearing. But several commission officials said that since Hubbard is a "licensee," it would be expected to participate. Some suggested the commission would take a dim view of a licensee who didn't cooperate in such a situation. There was also some question, however, as to how much help would be provided by a party "ordered" into a hearing.

The anticompetitive charge in the KRON-FM-TV hearing also resulted at least in part from testimony given last year before the Senate antitrust panel. The witness was J. Hart Clinton, editor and publisher of the *San Mateo* (Calif.) *Times*.

The commission said Mr. Clinton's charges, and responses by the Chronicle company, raise a question as to whether the company used television profits in an effort to monopolize newspaper ownership or control. And if it did make such an effort, the commission added, did the *Chronicle* succeed to the point where the existence of competitors was threatened by an inability to obtain rights to syndicated features or to otherwise compete with its commercial practices?

The commission said that the news-

slanting issue was not designed to provide for a general examination of the station's programs to determine whether they have been "unfair." Rather, it said, the hearing will consider allegations that the preparation of programs was "made compatible" with KRON-TV's outside business interests.

Most of these allegations were made by Albert Kihn, a KRON-TV cameraman for the past eight years, and had been made public earlier. A new disclosure last week was that Mr. Kihn had furnished the commission with two memorandums in which station management directed the news staff to clear stories that could be considered of a sensitive nature.

One memorandum dated Oct. 29, 1964, from the licensee's general manager (now its president, Harold P. See) said that all stories relating to the public relations image of any radio or television station, its parent company or the networks, be brought to the attention of general manager or station manager before broadcast. The same restriction was to apply to stories dealing with the Chronicle Publishing Co. The second memorandum dated April 6, 1967, was from the news director and directed the staff to clear before broadcast all stories dealing with radio-TV or local newspaper labor problems.

The licensee said both memorandums were designed to assure fairness and objectivity in the station's reporting. The first was said to be a reaction to what the licensee said was the inaccurate and one-sided reporting the station did on a strike against ABC. The second was prepared in the knowledge that most of the news employees were

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Bill Neely, 713/221-4976;
Sid Hetzler, 713/221-5033;

Jack Francis, 713/221-4643;
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union members; management felt some might not present strike stories impartially.

Commissioner Robert E. Lee, who with Chairman Rosel H. Hyde dissented in both cases, criticized the majority for issuing hearing orders without the preliminary staff investigation he said is customary in such cases.

The document issued by the commission, he said in a statement accompanying the WCCO-AM-TV decision, is not the usual bill of particulars; "it does not reveal the fruits of any investigative process, because there was no investigation."

He called this "the crucial defect of the majority's action." The failure to have the staff conduct an investigation, he said, "forces the majority to commit the further error of deviating from our established method of proceeding in these hearing cases, of not getting into the prosecuting phase of the case. . . ."

Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson voted for the specification order, with Commissioner H. Rex Lee concurring. Commissioner James J. Wadsworth abstained. The vote line-up on the KRON-FM-TV order was the same, except that Commissioner H. Rex Lee did not participate, resulting in a 3-to-2 vote.

Freedom of entry for CATV urged

A proposal that would free cable TV from what it calls the "shackles" of local regulation has been made by the Committee on Federal Legislation of the New York Bar Association.

The committee recommended that Congress or the FCC abolish exclusive franchising by local governments in order to permit unrestricted entry of CATV entrepreneurs into any area. It also suggested that CATV systems be required to pay copyright fees.

The committee, whose chairman is New York attorney Richard A. Given, sees CATV as providing a diversity of channels for TV programs and other services but is fearful that exclusive franchises put too much power in the hands of the cable-TV owners.

Commenting on suggestions that CATV be placed under common-carrier regulation, the bar group says that cable systems are not a necessity and do not have to be treated like a monopoly service.

Exclusive franchises bar others from offering the same service—an interference with the freedom-of-the-press proviso in the First Amendment, the committee notes.

Then it concludes:

"Therefore, to encourage the growth of cable TV systems and the diversity of its services, either Congress or the

FCC could abolish exclusive franchising by local government without fear that it is sacrificing a vital municipal interest. The goal of protecting over-the-air television is best served by making cable systems responsible for preserving a minimum number of broadcast signals while an amendment to the Copyright Act will eliminate the unfairness of allowing cable systems to exploit programming material without compensating the producer."

Prescreening on agenda of NAB TV code board

The National Association of Broadcasters Television Code Review Board meets in Washington this week with a full agenda. The board will hear reports and give consideration to almost every aspect of television programming and advertising.

Agenda items include an examination of commercial time standards. Results of a questionnaire sent to all stations on actual experience with interruption standards now in force for code members will be discussed.

Results of a threefold increase in code-office monitoring activity will be presented. Also, the code's new prescreening of ABC and NBC network programming, instigated by Senator John O. Pastore (D-R. I.) during violence hearings last month (BROADCASTING, March 17 et seq.), will be reviewed.

So far, Stockton Helffrich, NAB code authority director, reports no code violations in new-season programming that his office has previewed. One approach, he noted, when questions are raised, is to use liaison with appropriate professional groups for advice. As an example, he suggested that a network might want to consult with the National Education Association regarding doubtful programming matter involving school students.

He said that under previewing procedures there could be no question of prior censorship. In case of a dispute, his appeal to the code review board would follow the showing of the program on the air.

The board is also expected to review commercial approvals under the relaxed personal-products rules adopted by the NAB television board in San Juan, P.R., last January. So far, there are nine accounts involving commercials for externally applied feminine deodorant sprays, he noted. Altogether, these nine have about 17 different commercials that have been submitted for review either on film or in storyboard form.

At the January meeting the board said it wanted cigarette advertising code problems reviewed again at the May meeting. Possible additional restrictions have been urged in some quarters, such

as limits on times for showing cigarette spots, so as to minimize exposure to youth, or banning on-camera smoking, as beer commercials are barred from showing actual consumption.

In addition, a complaint by the Tobacco Institute on unfair or inaccurate anticigarette spots will be discussed.

Other reports will be submitted on the code's revised policy of dealing with feature-film trailers. The code now provides more guidance to stations on their suitability for specific audiences, suggesting that the code office be contacted for further details on some film trailers.

Another report will be made on successful efforts to have Standard Rate and Data remove identifications of stations that are not code subscribers but say they adhere to the code anyway.

Radio sales rise at ABC O&O's

The ABC Owned Radio Station Division has increased sales 25% in the first quarter of 1969 over the like period a year ago, Harold L. Neal Jr., president of the division, announced last week.

Mr. Neal made the announcement in opening meetings in New York in which some 20 programming, research and sales executives of the owned stations participated.

During programming sessions, Robert E. Henabery, ABC director of program development, announced creation of a "talent bank" from which all seven ABC radio stations may draw for specific needs. He said the talent bank would be developed "from promising new talent discovered in medium-size markets across the nation."

Another feature was individual sales luncheon presentations by each station's sales-programming-research people to selected advertising-agency guests and the station's sales representative.

Detroit U shows a V a thing or two

UHF television's slow climb to parity with its older VHF compatriots may be verging on arrival. Take Kaiser Broadcasting's WKBD-TV (ch. 50) in Detroit for example.

The independent station announced last week that it had topped its independent competition—CKLW-TV (ch. 9) Windsor, Ont.-Detroit, also not affiliated with any of the three U.S. networks—in TV households.

According to WKBD-TV, the February-March 1969 American Research Bureau survey of the Detroit market shows Kaiser with 40,300 TV households, compared to 38,600 for CKLW-TV, from

sign on to sign off. And, in prime time (7:30-11 p.m.), WKBD-TV notes, it had 43,400 TV households, compared to CKLW-TV's 35,400.

Of course, the network affiliates in Detroit show TV households that are from three to seven times these figures. For sign on/sign off, the ARB study gives the network-affiliated stations from 109,000 to 136,900 families, and for prime time, from 246,900 to 305,600 families.

When the channel 50 station commenced operating in January 1965, only 19% of Detroit's TV households were UHF equipped, WKBD-TV notes. The latest ARB report, it says, shows that market's TV households as 76% all-channel.

Big starts on a radio string

New venturer buys AM's in Los Angeles and Detroit area

A 39-year-old Boston attorney and investor has agreed to purchase three radio stations for about \$10.5 million—the first step in a plan to acquire a full complement of radio outlets in the top-10 markets.

John Giannetti, owner of a venture-capital company and former vice president of Bear, Stearns & Co., New York investment firm, will purchase WKNR-AM-FM Dearborn-Detroit, Mich., for \$5.5 million and KRKD Los Angeles for about \$5 million, subject to FCC approval.

WKNR-AM-FM is being sold by Knorr Broadcasting (Nellie M. Knorr, Van George Patrick Jr. and others) to Mr. Giannetti's Johns Communications Inc. Knorr previously had agreed to sell WKNR to Mission Broadcasting Co., owned by group broadcaster Jack Roth (BROADCASTING, June 24, 1968). Included in that deal was ch. 18 permittee, WKHM-TV Jackson, Mich., and an option to buy WKNR-FM at a later date.

A spokesman for Knorr said the deal with Mr. Roth fell through because Knorr thought the negotiations had "dragged on too long." Consequently, he said, Knorr and Mission "agreed to disagree" and called off the \$5.7-million transaction.

Mrs. Knorr, owner of about 60% of Knorr Broadcasting, controls WKHM-AM-FM-TV Jackson, Mich. Mr. Patrick, director of sports for the Mutual Broadcasting System, has an interest in WSRF-AM-FM Fort Lauderdale, Fla. He will sell his 18% interest in Knorr to Johns Communications for about \$900,000 and has a stock purchase agreement to buy 5.5% of Johns Communi-

cations for \$215,000.

WKNR is full time on 1310 kc with 5 kw; WKNR-FM is on 100.3 mc with 50 kw and with an antenna height of 370 feet above average terrain.

In addition, Mr. Giannetti's 1150 Corp. is buying KRKD from the International Church of the Foursquare Gospel for about \$5 million. The church group, headed by Dr. Rolf K. McPherson, will retain KRKD-FM. Dr. McPherson is the son of the late evangelist, Aimee Semple McPherson. The church, which operated noncommercial KFSG Los Angeles as a share-time operation on the same frequency with KRKD, bought the latter operation in March 1961 for \$1.5 million. It then combined the daytime KRKD with the KFSG nighttime operation and dropped the KFSG call letters. KRKD is full time on 1150 kc with 5 kw day and 1 kw night.

Mr. Giannetti was vice president for corporate finance at Bear, Stearns & Co. until last year. He became interested in broadcasting, he said, when his firm raised capital for Sonderling Broadcasting's purchase of WLKY-TV Louisville, Ky., and WAST-TV Albany, N.Y. In 1967 and 1968 he owned 8,000 of Sonderling's 900,000 shares, but has since disposed of them.

In September 1968 Mr. Giannetti resigned from the New York investment company to form Beacon Hill Investment Trust, a private venture-capital concern in Boston. He also continued practicing law, as he had in New York. He said he plans to expand his broadcast holdings by acquiring the full complement of radio stations—AM's or AM-FM combinations—all, hopefully, in the top 10 markets.

CPB to seek more than Nixon budgeted

Noncommercial broadcasting forces, girding for their appearance this week before Senator John O. Pastore (D-R.I.) and his Communications Subcommittee, have made their decision: They are going to shoot for the \$20-million figure recommended for the Corp. for Public Broadcasting by former President Lyndon B. Johnson.

President Nixon has halved this amount to \$10 million in his revised budget submitted to Congress two weeks ago (BROADCASTING, April 21).

And, according to John W. Macy Jr., president of CPB, noncommercial broadcasting witnesses will also seek the full \$5.6 million for federal educational TV and radio facilities grants, also proposed by President Johnson. Mr. Nixon has cut this amount to \$4 million.

Scheduled to make the noncommercial broadcasting case before the Senate committee are Mr. Macy, Jack White,

retiring president of National Educational Television network; William G. Harley, president of the National Association of Educational Broadcasters; John W. Luhring, president of KCET-TV Los Angeles; Hartford N. Gunn Jr., general manager of WGBH-TV Boston; and Newton Minow, former FCC chairman of Chicago's WTTW-TV.

Meanwhile, the NAEB in a report aimed at showing the need for financial aid for facilities, last week disclosed that out of 185 noncommercial, educational TV stations surveyed, only 15 were fully equipped for all types of color programming, with 22 equipped for live color, 48 for color film, 45 for color slides, and 35 for color tape and 80 for network color. But, the report shows, 90 ETV stations, 51% of the group, have no color facilities at all.

The NAEB report also shows that 47% of ETV stations' antennas are "significantly" lower than commercial stations' antennas in the same areas, and that 82% of ETV stations are operating below maximum authorized visual power for their frequencies.

Justice rebuked on cable comprehension

ACTS takes exception to department's views on CATV programming

The All-Channel Television Society, apparently stung by the Justice Department's proposal that the FCC take steps to foster competition between CATV and television stations, has accused the department of being in over its depth in its discussion of the CATV problem.

ACTS, an association of UHF station owners, took exception to the department's suggestions that the commission permit CATV systems to originate programming and commercials and that it relax its limitations on the importation of distant signals.

The department, in a comment in the commission's pending rulemaking aimed at overhauling the CATV rules, said the commission should "not restrict CATV's ability to offer effective competition to television and other mass media" (BROADCASTING, April 14).

In making those recommendations, ACTS said, the department did not fulfill its duty of insuring that "its statements are based on facts and a true understanding of the matter before it."

The commission's limitations on the importation of distant signals do not result from "venal concern for the economic protection of UHF stations," ACTS said, but from the recognition

CLARENCE, IS THAT YOU?

GO AWAY.

PLAYING THE OLD
SHELL GAME, ARE YOU?

I'M NEVER COMING OUT.
THE SHIP IS SINKING.

WHY?

POLLUTION. BAD WATER.
BAD AIR. A TURTLE CAN'T WIN.

IT'S NOT ALL THAT BAD. LOOK AT U. S. STEEL
FOR ONE. IN THE LAST 18 YEARS THEY'VE
SPENT NEARLY A QUARTER OF A BILLION
DOLLARS ON AIR AND WATER QUALITY CONTROL.

AIR AND WATER ... THAT MAKES
SENSE TO AN AMPHIBIAN.

THAT'S A HUGE INVESTMENT CONSIDERING
THEY DON'T GET A RED CENT RETURN ON IT.
I'D CALL IT FAITH IN THE FUTURE.

I GUESS IF U. S. STEEL IS
WILLING TO STICK ITS
NECK OUT, I CAN, TOO.

USS United States Steel

that such protection is necessary to carry out the congressional directive to establish an effective over-the-air television system.

And if the department was aware of the operational aspects of CATV and television stations, ACTS said, it would realize that its suggestions would give CATV "built-in, unfair competitive advantage over television which . . . would result in the destruction of free, over-the-air local television service."

ACTS said that since CATV systems sell their service to subscribers they could underprice television stations in the sale of commercial time. This "unfairness" would be compounded by the fact that CATV systems carry at no cost the programming of the local stations with which they would compete for advertising, ACTS said.

ACTS also disputed the department contention that CATV systems represent an important potential for additional programming. ACTS said New York City CATV systems that originate programs are carrying the same type of feature films that are seen on New York television stations.

In a separate matter, ACTS wrote FCC Chairman Rosel H. Hyde, asking that he prod the commission's CATV task force to action in reducing a backlog of cases dealing with CATV system requests for waivers of compliance with the carriage and nonduplication rules.

ACTS noted that commission rules permit CATV systems seeking such waivers to operate without affording carriage or nonduplication protection until the commission acts on their requests. And some of the cases, ACTS said, have been pending since 1966.

"Despite the recognized adverse impact that noncarriage and duplication can have on local television stations," ACTS said, "many local television stations have been subjected to such treatment for some three years, merely because the CATV Task Force has failed to take prompt and expeditious action. . . ."

More phone tariffs in FCC CATV probe

Thirty-five telephone-company tariffs for CATV channel service have been added by the FCC to its investigation of the legality of such tariffs. At the same time the FCC dismissed a petition by the National Cable Television Association asking it to reject as unlawful the wide-spectrum tariffs of United Utilities Inc.

The investigation was scheduled to follow resolution of the question of certification of telephone companies to build CATV lines under Section 214 of the Communications Act (BROADCASTING, April 7). The section requires the

FCC to certify that extension of lines by common carriers is in the public interest.

Among the companies now included in the tariff investigations are certain subsidiaries of General Telephone & Electronics and United Utilities Inc.; South Central Bell Telephone Co., Birmingham, Ala., and a number of independent telephone companies.

The NCTA petition had alleged that wide-spectrum tariffs of 10 companies owned by United Utilities are unjust and that the companies, through the tariffs, are attempting to control all uses of broadband cable.

How newspapers and CATV mix

Salt Lake City publisher tells executives cable ownership is a 'must'

Despite "harrassment" of cable operations, "if you are now not in CATV, you must be," J. W. Gallivan, president and publisher of the *Salt Lake City Tribune*, told newspaper executives at a panel discussion on community antenna television during the American Newspaper Publishers Association Convention in New York (see page 62).

Mr. Gallivan and four other panelists stressed the "right" and necessity of newspaper operators to get into the cable business despite what they described as major economic and regulatory obstacles.

As publishers, Mr. Gallivan said, "I insist we have the right [to disseminate information] no matter what the medium."

Jules Twelow, of the ANPA Research Institute, said: "We believe newspapers are an integral part of CATV development because the foot on which any future communications system must rest is one of information—the ability to collect, edit and disseminate it."

Harvey Ingham, head of the Philadelphia Community Antenna Television Corp., a subsidiary of the *Philadelphia Bulletin*, said that "the idea of regulation is entwined with almost everything we do, and CATV is, no doubt, one of the most regulated industries around."

He warned of franchise problems within the community and fine print in lease agreements for utility pole use, but added, "the real problems are with the FCC."

He attacked the FCC's proposed new rulemaking for cable television, saying that if it becomes law, "there is no question CATV is dead."

Warning of possible actions against

cross-ownership of media, Mr. Ingham said: "If you have newspapers, radio and television stations in the same market, you're going to be the target of we don't know what."

J. W. Diederich, vice president and treasurer of Landmark Communications, which owns the Norfolk-Portsmouth (Va.) newspapers, as well as eight CATV systems, said that, because of competition for prime CATV markets and restrictions on such things as importation of distant signals, "there are virtually no cities left where CATV franchises are economically viable."

In reviewing economic operations of typical CATV systems, Mr. Diederich warned that neither buying an existing system nor obtaining a franchise and building a new system "is very advisable if you're looking for an immediate and reasonable return on your investment."

He said existing systems are priced high and pay low returns and there is "so much competition for systems, particularly by publicly owned companies." He said "competition for franchises is no less keen, and most cities are asking for competitive bids now that they have become much more knowledgeable about CATV."

Columbia Cable paying \$4.5 million for ICI

The merger of International Cablevision Inc. into Columbia Cable Systems Inc., both multiple CATV owners, has been executed in formal agreements, subject to ratification by stockholders of both companies.

The merger agreements provide for the exchange of 1.0667 shares of Columbia common for each share of International Class A common, and 0.5667 shares of Columbia common for each International Class B share. This totals 303,244 Columbia shares which, at current prices, amount to \$4.5 million, according to the Columbia Cable announcement.

Columbia is also buying CATV systems in Aspen and Rifle, Colo., from the Canyon Cable Co. Upon completion of both transactions, Columbia will serve 37,500 subscribers in seven states.

Piano takes on Peach Bowl

The Peach Bowl football game, started in 1968 as a charity to aid the Lighthouse for the Blind, will be promoted in 1969 by Vic Piano Associates Inc., New York. The rep firm will handle all aspects of the Atlanta contest, including station clearances, radio-TV broadcasts and sponsor participations, through Mizlou Productions Inc. a Vic Piano company. The first game was televised on 94 stations.



Legends have to start somewhere

And, in television, a lot of legends have started at Reeves. Now, new legends are being born at Reeves Television Studios at Lincoln Square. Reeves built its reputation on doing the impossible.

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Nixon seeks aid against drug abuse

Executives at state presidents conference hear Hyde discuss renewals, concentration, AM freeze

Broadcasting executives heard last week that they—and their disk jockeys—were assigned front-line duty in the Nixon administration's all-out effort to curb growing drug abuses. They also heard their chief regulator, FCC Chairman Rosel H. Hyde, tell them that a push toward longer licenses might be a better solution to the problem of "strike" applications than proposed legislation that would limit the commission's ability to consider competing applications at renewal time.

The executives, attending the National Association of Broadcasters' 14th annual conference of state association presidents, held in Washington April 21-23, also heard intimations of the shape of regulation to come as revealed by the FCC chairman, who made an unannounced appearance during a Wednesday "round-table" discussion session, and by several FCC staff members at a panel session on Tuesday.

The Nixon administration appeal for support in an anti-narcotics campaign came during the Tuesday luncheon, when Charles "Bud" Wilkinson, former Oklahoma football coach and presently special consultant to the President, and John Finlator, assistant director, Bureau of Narcotics, sketched the outlines of a plan to enlist broadcasting in a nationwide drive to deglamourize the use of drugs by young persons.

As a first step, broadcasters have been asked to supply breakdowns of formats of stations in their states so that the Advertising Council can prepare and schedule appropriate materials for stations' use.

Central to the campaign will be efforts by the nation's DJ's, who will be provided with factual materials and suggestions, but not canned matter, so that approaches can be tailored to individual styles. But those materials will be channeled through station managements, so that management can in turn be sure that the DJ's understand the importance of the effort and the weight that management is putting on the matter.

Disk jockeys, Mr. Wilkinson noted, are "best able to communicate" with youth, having more impact than parents or teachers on certain attitudes.

FCC Chairman Hyde told the state presidents that he felt proposed legislation that would require the commission to first deny an incumbent a license before accepting competing applications for a facility to be "contrary to the

present philosophy of the Communications Act," which spells out that no right should obtain to a licensee beyond the term of license.

He said he had urged that the commission "must consider the investment" of stations and also consider the disruptive effect upon the broadcasting system of accepting newcomers' promises (which cannot be checked in advance). But he said he could not support the legislative solution, now being advanced in Congress by the NAB and local broadcasters (see page 64).

"One possibility that would not run afoul of the philosophy of the act," he said, "is a longer license period. It may be a better way to provide stability than trying to get Congress to pass a law."

Later, in questioning, he said he favored a five-year term, which would also require an amendment to the act, a reform that would save the commission and broadcasters paperwork. But, he noted, he had been unable to persuade a majority on the commission on the merits of a five-year term. "It needs

work by you," he told the broadcasters.

On the commission proposal to limit station ownership to one full-time outlet in a given market, the FCC chairman said he expected the matter would be "looked at very carefully in order to relate action to information on the record." He said he thought the commission's final action would be "realistic."

The commission, he said, "must not shut its eyes to realities, and should not be carried away by a theory in disregard of the facts." Diversity has been the rule under commission policies, he added, noting that less than 1% is the maximum concentration under present rules—a record, he said, he doubted could be matched by any other national industry.

"The generalizations break down," he observed, "when you look at the situation as it exists."

He also said he was aware of needs of broadcasters for investment capital, and parallel desires to "go public" by offering stocks to general ownership. He said he could see "no reason why this method of financing was contrary to the public interest."

On the AM freeze, he said he expected the commission to have a notice on a new allocations policy "within two or three weeks," but he would not speculate on what might be proposed. He did advise the broadcasters "not to expect to see a new influx" of AM allocations.

The FCC staff panel on Tuesday, featured Wallace Johnson, assistant chief, FCC Broadcast Bureau; William Ray, chief, Complaints and Compliance Division, and Robert Rawson, chief, Renewals and Transfer Division.

Mr. Rawson said the commission had a "tight schedule" for rulemaking procedures on setting a cut-off date for filing of competing applications at license-renewal time. He said he doubted that the commission would go along with a proposal that the deadline for filing be set at 90 days prior to license expiration, to make it the same for all parties.

He said the staff had discussed all ranges for the cut-off, from zero to 90 days. The proposal is for a 15-day-prior-to-expiration deadline. That would give competing applicants 75 days in which to react to an incumbent's renewal application.

Mr. Ray observed, in response to a question, that guidelines on lotteries



Mr. Wilkinson

should be out "very shortly."

Mr. Rawson noted that a public notice is also in the works that is to deal with the question of handling anti-cigarette announcements so as to comply with the commission's fairness-doctrine ruling (see page 22).

Earlier during the Tuesday session, the state broadcasters expressed considerable interest in the possibility of gaining longer license terms. Another topic of above-average interest was the possibility of gaining postsunset operation authority for daytime-only stations (not rated as very likely, despite provisions in the Mexican treaty now before the Senate for ratification, noted Mr. Johnson during the FCC panel). A third was the responsibility of broadcasters in hiring minority-group employees.

One legislative threat was strongly emphasized by NAB General Counsel Douglas Anello. He noted that an amendment to proposed copyright revision that would grant royalties to recording artists had a real possibility of gaining subcommittee approval, possibly in the near future.

The matter, he reminded the broadcasters, "is a serious business." The lobbying effort for the amendment involved "astronomical sums," and the amounts that broadcasters would be liable for if the amendment was included in a new copyright bill would be very much in the big leagues, too, he added.

Figuring conservatively, he said, broadcasters would have to pay between \$31 million and \$51 million each year.

NAB Government Affairs Vice President Paul Comstock asked broadcasters to brainstorm the need for strike-application legislation currently being sought in Congress. "People are trying to remake the whole industry," he said. Longer licenses remain a very important goal, but because of the present threat to industry stability, the legislation on renewal applications is even more important.

In his general report on matters at the FCC, Mr. Anello stressed that broadcasters must sometimes "discriminate a little in reverse" when considering minority applications for jobs. He also called broadcasters to task (seconded by George Bartlett, NAB vice president for engineering) for allowing sloppy technical operations.

Marianne Campbell, Avco Broadcasting, Cincinnati, and president, Association for Professional Broadcasting Education, told of ongoing liaison with universities in making broadcasting courses better prepare students "for the real nitty-gritty of a broadcasting job."

Stockton Helffrich, director of the NAB code authority, said a threefold increase in monitoring activities plus



Three of the four members of the state presidents' conference program advisory committee met with top National Association of Broadcasters officials for last-minute coordination as the meetings got underway. From left: Grover C. Cobb, NAB joint board chairman; Keith Fowles, WAGM Presque Isle, president of the Maine Association of Broadcasters; Hank Parkinson, execu-

tive secretary of the Kansas Association of Radio Broadcasters; Clint Formby, KPAN Hereford, president of the Texas Association of Broadcasters, and NAB President Vincent T. Wasilewski. Jerry Sweaney, KTTS-TV Springfield and president of the Missouri Broadcasters Association, who was the fourth member of the program committee, joined the group later.

new arrangements with ABC and NBC to prescreen programs had led to anxiety in some quarters about "prior censorship." "Those who know me," he said, "know I'm a very reluctant censor." The previewing is proceeding, he explained, on a strictly consultative basis.

Drug abuse target of NIMH campaign

A nationwide information campaign on drug abuse has been launched by the National Institute of Mental Health, Washington, with eight 16mm color sound-on-film, and 60- and 30-second public-service spots mailed to over 350 TV stations last week. Six 60-second tapes for radio stations, as well as print ads for newspapers and magazines, began to go out several weeks earlier.

The media campaign is being supplemented by a national grass-roots educational program, including regional news conferences, workshops for high-school newspaper editors, exhibits at schools and state fairs, and mass distribution of factual literature and films.

The \$225,000 advertising campaign was produced by Grey Advertising, New York, and has been endorsed by the Advertising Council.

NBC newsman hit in Vietnam

An NBC News correspondent, Jack Russell, was wounded by shrapnel from a booby trap last Thursday (April 24) while covering the Vietnam war south of Saigon. He has been covering Vietnam for NBC News for 16 months and the Far East for 10 years.

FCC's cable regulation challenged by Stratton

Congressman Samuel S. Stratton (D-N.Y.) last week introduced a package of legislation that would nullify the FCC's interim CATV procedures, call for a full study of cable television by the Commerce Committee, or call for the FCC to rescind its notice of proposed rulemaking on CATV regulation until the Congress has had time to review and act on the matter.

He also introduced a bill that would simply limit the authority of the commission to regulate CATV.

The bill (H.R. 10268) would reverse the commission's CATV rules, in force on an interim basis during the rulemaking procedure, on the grounds that the temporary rules themselves were not "issued in accordance with established rulemaking procedures."

A second bill (H.R. 10510) would "drastically limit the authority of the FCC to regulate cable television and would, if enacted, overturn the current restrictions on CATV operations," Congressman Stratton noted in a statement.

Two resolutions (H. Con. Res. 205 and 206) call for the Commerce Committee hearings and suggest that the commission's rules be stayed until hearings and action can be taken.

NBC now in Berlin (N.H.)

WMOU Berlin, N. H., on 1230 kc with 1 kw daytime and 250 w night time, will affiliate with NBC Radio May 1, dropping ABC Radio's Information network. The station is owned by White Mountain Broadcasting Co.

A blast at regulatory agencies

Publisher's president calls for curbs on grasps for power by FCC, others

The president of the American Newspaper Publishers Association sharply criticized government regulatory agency actions against the communications media last week and particularly attacked recent FCC moves against newspaper-owned broadcast station licenses.

William F. Schmick Jr., president of the ANPA and publisher of the *Baltimore Sun*, (WMAR-FM-TV Baltimore and WBOC-AM-FM-TV Salisbury, Md.) urged Congress and the Nixon administration to establish controls over the federal regulatory agencies. He recalled that the 1968 Republican Party platform had charged that the agencies had "increasingly usurped powers."

Though Mr. Schmick was critical of a host of regulatory agencies in his speech before the 83d annual convention of ANPA in New York at the Waldorf-Astoria hotel, he leveled his main charge against the FCC and its proposals to curb newspaper ownership of broadcasting stations and CATV systems.

Mr. Schmick asserted that several recent decisions of the FCC affect the vital interest of daily newspapers but are based on no known statute and on no expressed intent of Congress. He called these decisions "a serious threat to an effective press in this nation" and said "they can become a threat to the public interest."

He cited a proposed rule of the FCC whereby, in the future, no owner of a broadcast facility would be permitted to purchase another station in the same market. He noted this proposal was followed by a statement from the Justice Department urging that this approach cover "newspaper-broadcasting combinations," both existing as well as contemplated.

"But is the ownership of broadcasting stations by newspapers bad?" Mr. Schmick said. He observed that "anti-newspaper sentiment on the FCC has grown" and cited these examples: the commission denial of license renewal for WHDH-TV Boston, primarily because it was newspaper owned, and the call for hearings on two other license-renewal applications, KRON-FM-TV San Francisco, and WCCO-AM-TV Minneapolis (all newspaper-owned), citing what the commission calls "media concentration."

"This change in the FCC's view of newspaper ownership of broadcasting stations is wholly arbitrary and without justification," Mr. Schmick charged. "In the WHDH-TV ruling the FCC now



Mr. Schmick

contends that the applicant for a renewal stands in the same position as an applicant for a first license. Under this ruling, in fact, he is worse off.

"The renewal applicant's record of achievement is of significance only if it 'exceeds the bounds of average performance' whereas the competition offers the FCC dreams and promises as close to perfection as their imagination will stretch but only such dreams and promises."

Mr. Schmick emphasized that if the FCC were to adopt any rule which makes newspapers ineligible for broadcast licenses, it "would be simply an illegal decision." He claimed the FCC does not have any authority to make such a decision and said the ANPA is "clearly on record to this effect with the FCC and Congress."

He also questioned another FCC proposal that would prohibit the common control of commercial TV stations and CATV's in the same market. He pointed out that this proposal also was supported by Justice, which contended further that newspapers also should be barred from owning CATV systems in the same community. Such a proposal, he stated, "fails to recognize the realities of advancing communications technology and its possible future applications to the newspaper business."

Mr. Schmick warned that the assault by administrative agencies must be stopped, and added: "I therefore call upon Congress to reclaim its constitutional duty to make the laws. This

would not mean doing away with the administrative agencies; it would mean re-examining their whole role in government."

Mr. Schmick asked: "How long will Congress permit this uncertainty of principle and shifting course of action to continue," noting that on the basis of the FCC's action on WHDH-TV, "every licensee lives and dies economically wholly at the whim of the FCC and its staff."

In pointing to the direction the newspaper industry would hope Congress would move, Mr. Schmick asked how long would it be "before Congress accepts its responsibilities and enacts an amendment to the Communications Act expressly recognizing the justifiable expectation of renewal for a licensee who has served the public interest well?"

He also reminded the Nixon administration that a portion of the Republican Party platform adopted at the national convention last August said that "an entrenched, burgeoning bureaucracy has increasingly usurped powers, unauthorized by Congress" and that "strict congressional oversight of administrative and regulatory agency compliance with the letter and spirit of the law are urgently needed to preserve personal liberty."

In its annual report to the membership, ANPA noted that a study completed in 1968 for it by Dr. Raymond Nixon of the University of Minnesota shows that competition between one newspaper and another has been supplanted today by competition with television, news-magazines and other media. He reported that while there are only 45 cities which have commercially competing local dailies, there are 1,298 daily cities with a total of 4,879 competing "media voices" (separate ownership of two or more newspapers or radio and television facilities or any combination of these media).

Dr. Nixon said that the extent of intermedia competition today is "far greater" than this figure indicates. Most of the 202 "single voice" cities are suburban municipalities, close to a large central city so that the absence of any local competition is "completely meaningless," he observed.

AP board choices have broadcast ties

The AP board of directors last week re-elected its president, Paul Miller, president of Gannett Newspapers. Gannett's broadcasting holdings include WHEC-AM-TV Rochester, N.Y.; WINR-AM-TV Binghamton, N.Y.; WDAN-AM-FM Danville, Ill.; WREX-TV Rockford, Ill., and WEZY-AM-FM Cocoa, Fla.

Other re-elected officers are First Vice President Eugene C. Pulliam,

Phoenix Gazette; Second Vice President William Dwight, *Holyoke* (Mass.) *Transcript-Telegram*; secretary Harry T. Montgomery, AP Deputy General Manager, and Treasurer James F. Tomlinson.

The board also re-elected to the executive committee Messrs. Miller, Dwight, Pulliam, and James L. Knight, *Miami Herald* (WAKR-AM-FM-TV Akron, WONE-AM-FM Dayton, both Ohio, and KBOX-AM-FM Dallas); Richard L. Jones Jr., *Tulsa* (Okla.) *Tribune*; Gene Robb, *Albany* (N.Y.) *Knickerbocker News* and *Times-Union*; Otis Chandler, *Los Angeles Times*; and Martin S. Hayden, *Detroit News* and (WWJ-AM-FM-TV Detroit).

On the finance committee, in addition to Messrs. Dwight and Pulliam, are J. M. McClelland Jr., *Longview* (Wash.) *Daily News*; John Cowles Jr., *Minneapolis Tribune* (WCCO-AM-FM-TV Minneapolis), and James S. Copley, *San Diego Union*.

The AP membership re-elected five incumbent directors, Messrs. Miller, Knight, Cowles, Hayden and Robb, and elected one new member, James S. Lyon, *Washington* (Pa.) *Observer-Reporter*.

Lee warns of bias against newspapers

Applicant for an FM in Billings, Mont. owns six newspapers in state

Lee Enterprises Inc., has asked the FCC to reconsider its order designating for hearing Lee's application for an FM channel in Billings, Mont. Lee says its application could be denied after a hearing only if the commission—contrary to law—discriminates against it because of its newspaper holding.

The commission set the application for hearing on April 2 on the issue of concentration of control of mass media. Lee owns newspapers in Billings and 15 other cities and is the licensee or permittee of eight broadcast stations—WTAD-AM-FM Quincy, Ill.; KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; WMDR(FM) Moline, Ill.; and KHQA-TV Hannibal, Mo.

However, Lee said its media, scattered in small communities over a wide area, do not constitute a concentration of control of media on any

level—national, regional or local. All told, Lee's broadcast and newspaper holdings have a potential audience of 3,349,329—less than 2% of the total U. S. population

Lee also noted that Montana has "a wide diversity of voices"—13 daily newspapers, eight TV stations, 40 AM stations and four FM's. Lee owns no stations in the state—the Lee station closest to Billings is 750 miles away. It does own six newspapers in Montana, but it noted that the eight television stations in the state have an average circulation of 245,000 compared with the daily circulation of about

112,000 of all six papers.

And while Lee's newspaper is the only one in Billings, the community is served by five AM, two FM and two TV stations. Thus, Lee added, it does not follow that a grant of the FM would result in undue local concentration of control.

"In practical terms," it added, it is confused as to how the operation of the kind of "good music" FM station it proposes could give it "any measurable increase in economic, political or ideological power over the public it serves under any circumstances."

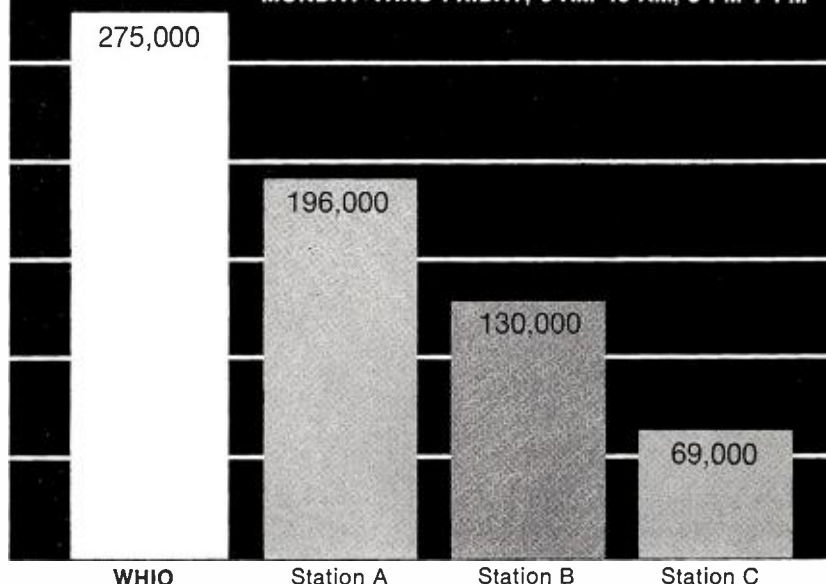
Accordingly, Lee said, the commis-



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*Source: ARB, Oct., 1968, Cumulative Persons, total survey area. Survey results subject to qualifications in said reports.



CBS Affiliate / Represented by Edward Petry & Co., Inc.
Cox Broadcasting Corporation Stations: WHIO AM-FM-TV, Dayton; WSOB AM-FM-TV, Charlotte; WSB AM-FM-TV, Atlanta; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC TV, Pittsburgh

sion could deny the application only "by discriminating against us as a newspaper applicant contrary to law." Lee noted that the courts and Congress have held that the commission may not discriminate against newspaper applicants for broadcasting facilities.

Commissioner Robert E. Lee, in dissenting to the order designating the application for hearing, said it masked a policy of designating any application for hearing that is filed by the only newspaper in the same community regardless of competitive factors. If this is true, the applicant said, it would be no less discriminatory than outright denial of the newspaper application.

Data field develops electronic magazine

Advertisements are to be included in semi-monthly programs issued on EVR

Plans were disclosed last week for what was best described as an "electric magazine" that would be "published" on CBS EVR (electronic video recording) cartridges and derive revenues through the sale of advertisements—in the form of commercials—inserted in the EVR films between editorial features.

The disclosure was made in the April issue of *Modern Data* magazine, a publication in the electronic data processing field. Delta Publications Inc., Framingham, Mass., which publishes *Modern Data*, will be co-publisher in the venture with TeleGeneral, New York. The new journal is to be called "Computer TeleJournal" and is to be issued semi-monthly.

The plans for the new venture were confirmed also last week by CBS, which is cooperating as supplier of the EVR cartridges.

A formal announcement is expected shortly by Robert E. Brockway, president of CBS Electronic Recording Division, and by Stuart Sloves, president and chief executive officer of TeleGeneral.

"Computer TeleJournal" intends to initially distribute some 300 video-tape editions beginning this fall with the expectation that it would be expanded in the spring of 1970 to 2,000 EVR cartridges. The "magazine" would be sent free to "eligible interests" in the EDP field and revenues derived from the sale of inserted messages. Since all "articles" would be in the visual sound form, advertising messages would similarly be in the form of TV commercials.

TeleGeneral-Delta has placed an initial order for 3,000 EVR players with Motorola Inc., which is the licensee in North America for manufac-

ture of the CBS Laboratories-developed attachment player. The CBS process permits the playing of high-resolution and miniaturized film on any television screen.

The *Modern Data* article announcing the new venture said "Computer TeleJournal" (475 Fifth Avenue, New York) would immediately take orders for EVR players. Motorola has priced the player at \$795. Delta said delivery of the players was scheduled for July 1970.

The initial video tape will be designed for replay on a video-tape playback machine as a one-hour tape. The EVR cartridge would be available for 52-minute play, it was stated. The programming or "editorial material" would consist of industry news, technological developments, new-product demonstrations (a 10-minute section on new products has been projected), "state-of-the-art information" and EDP training.

It is contemplated that the material would be fed through closed circuit for in-plant viewing "with exposure to the maximum number of personnel," while at the same time subscribers would be offered access to a master library of films which would be updated continually.

Strike bills get big Hill backing

Legislation attracts more sponsors in House, greater Senate support

The pace of bill introductions increased substantially in the second week of a coordinated drive by broadcasters for a legislative remedy against the current wave of "strike" applications.

The measures, based on a proposal approved by the National Association of Broadcasters and supported by state broadcasting associations and individual broadcasters, would require the FCC to first find an incumbent licensee ineligible for renewal before competing applications for the facility could be considered.

Last week, bill submissions in the House through the Thursday (April 24) session brought the total of representatives sponsoring or cosponsoring similar proposals to 27. Eight were submitted during the first week that they began to appear (BROADCASTING, April 21).

Thus far, no antistrike legislation has been introduced in the Senate, but NAB leadership stressed that there need be no concern that all the action has been thus far on the House side. Custom in the Senate, it is pointed out, is for an interested senator to wait until

a chairman or subcommittee chairman of the proper committee introduces a measure, then become cosponsor of the bill. The same custom does not prevail in the House.

Interest in the legislation has been reported running high in the Senate and Commerce Committee leaders have expressed public and private support for the aims of the proposal.

Last week bills were introduced or cosponsored by Representatives Robert McClory (R-Ill.), David T. Martin (R-Neb.), Vernon C. Thompson (R-Wis.), Chester Mize, Larry Winn Jr., Garner E. Shriver and Keith Sibelius, all Kansas Republicans, John C. Watts (D-Ky.), Jack Edwards (R-Ala.), Tom Beville (D-Ala.), Durward G. Hall (R-Mo.), Odin Langin (R-Minn.), Manuel Lujan Jr. (R-N. M.), Paul G. Rogers (D-Fla.) and Ancher Nelson (R-Minn.), both Commerce Committee members, Robert G. Stephens Jr. (D-Ga.), Samuel S. Stratton (D-N.Y.), John J. Flynt Jr. (D-Ga.) and M.G. (Gene) Snyder (R-Ky.). Mr. Snyder submitted his bill "by request," which indicated he is not personally committed to the measure but is accommodating a constituent. The constituent, his office reported, is the Kentucky Broadcasters Association.

Typical of comments on the legislation were those of Congressman Stevens. He said that the present arrangements allow "more authority than the FCC should exercise."

The commission, he added, "should take into consideration that an investment has been made by the people who have these broadcast licenses and without just cause the licenses should not be put up for grabs every time they come up for renewal. They should be judged on their performance and, if it is not what it should be, then the FCC should let it be known that the license will not be renewed and others can apply."

A canvass of representatives who have submitted bills showed that in some cases direct contact by their state broadcasting association has triggered their cooperation. Others report they were alerted to the problem at breakfasts and lunches held in Washington by state groups.

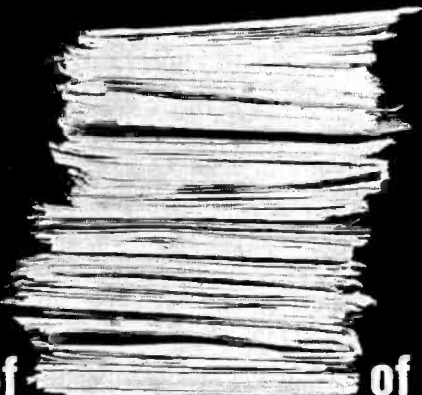
Most, however, attribute their interest to two or three letters or phone calls from home-district broadcasters.

"The stations in my district are kind enough to play a five-minute tape I make every week or so," commented Representative Martin. "Two of them contacted me, and I'm glad to help them out of an unfair situation."

Congressman Beville explained: "I just plain don't like to see people who have been performing a public service well for years arbitrarily exposed to [competing bids from] any group that might not even perform that service as well."

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Resurgence seen in nonnetwork product

Little Report rebuts FCC's 50-50 proposal, points to growth of independents, program sources

A 210-page report on the production, procurement, distribution and scheduling of television programming was filed with the FCC last week, filled with data that the networks can use in an effort to demonstrate that the sales opportunities of their competitors in the programming field are bright, and growing brighter.

The report was prepared by the Cambridge, Mass.-based research firm, Arthur D. Little Inc., and was submitted in the commission's four-year-old rulemaking proceeding aimed at promoting diversity of sources in programming.

In part, the document is an updating of material contained in the Little company's first report, on the commission proposal to limit network ownership or control of programming, which was filed three years ago (BROADCASTING, March 7, 1966). In indicating that trends underway then are continuing, the report affirms the first report's central conclusion—that the commission's "50-50 proposal" (so dubbed because its principal element would prohibit networks from owning or controlling more than 50% of their prime-time nonnews programming) is unworkable and the views on which it is based are unfounded.

But well over half of the new report contains data relevant to an alternative proposal advanced by Westinghouse Broadcasting Co., in its comment in the proceeding. WBC had proposed that the commission, as a means of opening up prime time for the offerings of independent producers (like WBC), generally prohibit stations in the top-50 TV markets served by three stations from carrying more than three hours of network programming, other than news, between 7 and 11 p.m.

And the new data collected by Little—from FCC files, the networks, American Research Bureau and Nielsen rating surveys, among other sources—suggests that the WBC proposal may be superfluous. The number of stations is on the rise, and so is the number of hours that affiliated stations are devoting to nonnetwork programming.

The WBC proposal, as well as the commission's, was sharply criticized by CBS and NBC in their comments in

the proceeding, which was initiated in March 1965 and reopened for fresh comments last September. They argued that it would limit licensees' freedom of choice of programming. ABC, however, said the idea was worth exploring in a further proceeding (BROADCASTING, June 6, 1966).

The three networks financed the first Little Report, but ABC dropped its sponsorship of the second. It did, however, cooperate to the extent of providing information.

Unlike the first Little Report, the second one contains no analysis or conclusions—just statistics. The company says in a preface that the "pressure of time" prevented its following the same approach taken in the first report. But the data provides a mine of information to be explored by those who are preparing comments, due May 17, in the proceeding.

Tables dealing with implications of the WBC proposal show that of the 616 stations now operating, 84 have gone on the air since 1965. Of these,

61 are independents, which rely on non-network programming. Most of the new stations are UHF, but the report sees the total number of TV homes with UHF receivers rising from 32,900,000 in 1968 to an estimated 59,600,000 in 1973.

And the report indicates that the independent stations' share of the audience is on the increase. It quotes an ARB report as noting that in 11 markets where there were the same number of independent and affiliated stations in 1965 and 1968, the independents' share of prime-time television households increased from 12% to 17%. The report also showed increases for independents in 19 markets where there was one independent in both years, and in four markets where there were more than one.

Furthermore, figures show that the total number of prime-time hours that commercial stations—affiliates as well as independents—devote to nonnetwork material is increasing. All stations in the top-50 markets had 1,516 hours available for nonnetwork programming between 7 and 11 p.m. in 1958; last year, the total was 3,036.

A breakdown shows affiliated stations increasing their broadcast of non-network programming in prime time from 844 hours to 1,020. On a weekly average, those stations decreased their carriage of network programming by seven-tenths of an hour, from 21.7 to 21 hours, between 7 and 11 p.m., over the 10 years. Another table puts the top-50-market affiliated stations' performance this way: In 1968, 39.4% of those stations broadcast between eight and nine hours of nonnetwork material between 7 and 11 p.m. in a given week; 37.4% of them failed to clear network programming between six and seven hours of the week. All but 4.1% of the remainder carried at least four hours of nonnetwork programming.

Much of the time thus made available is filled with off-network programs, at least in the larger markets.

However, the latest data in the report—for a week in 1969—indicates that the popularity of first-run syndicated material is making a comeback. Affiliated and independent stations in the

Weekly station hours: Hours not programmed by networks and hours of network programs offered and not carried by affiliated stations.¹ Three-network aggregate, 7-11 p.m.

Year	Hours not programmed ²	Hours offered and not carried by affiliates	Total
1962	330.0	93.5	423.5
1963	315.0	97.0	412.0
1964	360.0	87.0	447.0
1965	285.0	106.0	391.0
1966	270.0	117.0	387.0
1967	285.0	138.0	423.0
1968	270.0 ³	141.0	411.0

¹ Based on the number of affiliate station half-hours per week not programmed by the networks in the Nielsen 30-market multinet area.

² This includes hours not programmed or programmed with sustaining programs. This Nielsen survey does not differentiate between hours not programmed and hours in which sustaining programs were offered. Also, this survey uniformly treats the networks' early evening news programs as being carried at 6:30 p.m. even though some stations may carry them at 7 p.m.

³ This figure does not include 30 ABC affiliate station half-hours on Saturday from 10:30-11 p.m. which were normally not programmed by ABC, but on this night carried an NCAA basketball special.

Source: Nielsen Marketing Service, Nielsen Television Index: Multi-Network Area TV Ratings for the third week in November, 1962-1968.

top-10 markets, according to the table, carried an average of 3.57 hours of such programming between 7 and 11 p.m. during the sample week, compared with 2.80 hours last year. In 1958, the comparable figure was 4.48.

The total number of hours of such programs during the 1969 week was 203, compared with 146 in 1968 and 172 in 1958.

Additional tables on station compensation may provide a clue as to why major-market affiliated stations, at least, would be ready to take more non-network programming. The tables show that stations in the top-10 markets, for instance, have experienced a 200.3% increase in revenues from advertising sales between 1957 and 1967—a jump from \$181.9 million to \$546.2 million. Their rate of network compensation has grown, too, but not nearly as dramatically—from \$44.2 million to \$64.2 million—a change of 45.2%.

Thus, their advertising sales now represent 89.5% of their total sales, compared with 80.9% in 1967. The relative importance of network compensation, on the other hand, has dropped. It now represents 10.5% of income, whereas in 1957 it represented 19.5%. The table shows that the relative importance of advertising sales decreases with the size of the market.

This and other material aimed primarily at the WBC proposal could also be used in attacking the commission's proposed rule, which is aimed at breaking up what the commission says is the growing "triopoly" of network control over the programs the public sees.

Besides its 50-50 program ownership aspect, the proposal would bar networks from acquiring subsidiary rights and interests (including those in syndication and merchandising) in independently produced programs and exclude them from domestic syndication. It would also permit them to syndicate abroad only the programs they produce.

The report shows that the trend to network-owned-or-controlled programming in prime time—which helped precipitate the rulemaking in 1965—is continuing. In 1963, programs owned by or licensed to the networks filled 93% of prime time; last year, the figure was 97%, with the remainder provided by advertisers.

In its first report, the Little company said advertisers preferred to have the networks provide the programs in which they could buy participating minutes because of the growing costs of program production. And these costs are continuing to rise.

Where it cost \$86,000 to produce a half-hour pilot and \$200,300 an hour pilot in 1964, the comparable costs last year were \$200,000 and \$329,000, according to the report. The average cost of a new half-hour episode last year was \$87,000; \$163,000 for an

Total number of affiliate station prime-time hours per week for which network programs were not carried, 1968

Time period	Total station hours during sample week						All markets
	1-10 markets	11-50 markets	Top 50 markets	51-100 markets	101-200 markets	Other markets	
6-11 p.m.	315	1355	1670	1552	1574	163	4959
7-11 p.m.	167	853	1020	1000	1031	114	3165
7:30-10:30 p.m.	69	412	481	451	499	60	1491

Source: ARB sweep survey.

hour episode. In 1964, the figures were \$61,200 and \$127,000.

The Little Report three years ago disputed the contention in the commission notice that the networks force producers to give them subsidiary rights in programs they want to present. Little noted that the \$8 million received in subsidiary rights contributed relatively little to covering program costs. And the updated report indicates that subsidiary rights yielded networks about the same amount in 1967.

It also showed that the range of network revenues for network-produced and packaged-licensed programs continues to vary considerably. The median range of revenue during a sample week in July 1968 was \$90,000 to \$99,000 per program for 136 half-hour units, but 106 units were below the median. In 1964, 65 units were below the same median.

Three years ago, Little said that, with subsidiary revenues counting for less than 1% of total revenues and with the wide variations in revenue among different programs, it would be "unreasonable" for a network to give "less weight to its prediction of program success than to its possession of subsidiary rights."

The report also indicated that the average network profit shares in regularly scheduled entertainment series continue to follow a somewhat erratic but over-all downward line. In 1964, the domestic profit share in regularly scheduled entertainment series was 27.4%; last year it was 24.2%. The comparable figures for foreign profit shares are 27.8% and 24.2%.

Another point disputed by the Little Report was that the networks occupy a dominant role in the domestic and foreign syndication markets. It noted that in 1964, the networks accounted for 12% of that market, down from a high of 25% in 1958. The networks had 14% of the market in 1965 and 1966, according to the second Little Report, and 13% last year.

The report also indicates the syndication market remains sufficiently attractive to lure producers in sizeable numbers. Forty-six producers were represented by new first-run syndicated series in 1968, and of these, 23 were new. In 1964, 30 producers, including 13 new ones, had new series in first-run syndication. However, the peak year was 1967, when 55 producers were represented by first-run series.

In preparing their new comments on the basis of the second Little Report, the networks may feel obliged to take care to defend the objectivity of the first report. When it was issued, many in the industry felt it had demolished the basis of the commission's rule.

However, the commission staff was reported to have submitted a memorandum to the commission, contending that the report's conclusions are "forced and polemic" and designed to coincide with the position taken by the networks. The staff said the statistical material was correct—but that it supported the contentions underlying the commission's proposal.

Syndication costs are broken down

The average price of an episode of syndicated programming can vary from \$32 to \$1,460. It depends on the size of the market involved and, generally, the length of the episode.

Average syndicated program costs are among the plethora of information provided in the second Arthur D. Little Inc. report, which was filed last week in the FCC rulemaking proceeding aimed at curbing network stakes in programming (see page 66).

The Little Report shows that for a 30-minute episode of a first-run syndication series, stations in the smallest markets (below 200) last year paid \$32. Stations in the top-five markets, on the other hand, paid \$445. Comparable average figures for off-network programming are \$26 for stations in markets 176-200 (those in smaller markets managed to pay a higher average price—\$42) and \$471.

For 60-minute, first-run syndicated programs, the stations in the smallest markets paid \$88 per episode, while those in markets 6-10 paid \$469 (there were no 60-minute syndicated series sold in the top-10 markets). Off-network 60-minute programs attracted from \$785 per episode, on the average, in the top-five markets, and to \$35 in the smallest markets.

Ninety-minute episodes in first-run syndication—there were none in off-network syndication—cost on the average \$1,460 in the top-five markets, but only \$450 in the next five markets and \$761 in markets 11-20. The smallest stations to buy them were in markets 126-150; they paid \$85 per episode.

TV on a psychologist's couch

Violence-probe chief, Eli Rubinstein, sees spin-off of other inquiries after year-long study

True to his calling as a social scientist, Dr. Eli A. Rubinstein, the man who will direct the staff of the National Institute of Mental Health study on TV violence (BROADCASTING, April 21) avows no predispositions.

He admits there has been a lot of talk and some studies that link TV violence and antisocial behavior. On the other hand, he feels that the final results of the NIMH project may not be all bad for TV.

There could be, he said the other day, positive attributes to TV violence that are helpful to watchers. He spoke of the "catharsis" theory that people who watch violence on TV or in the movies actually get rid of their hostilities in this vicarious manner.

Dr. Rubinstein, a native of New York, who celebrated his 50th birthday yesterday (April 27), is the NIMH specialist in the behavioral sciences. He has been given the job of recruiting a professional staff that will do the detail work under the general eyes of an advisory committee that is yet to be named (see page 69).

NIMH is part of the Department of Health Education and Welfare, with an over-all budget of \$375 million. The TV study was imposed on HEW by Senator John O. Pastore (D-R.I.), the chairman of the Senate Commerce Committee's Communications Subcommittee (BROADCASTING, March 10 et seq). The cost was estimated at about \$1 million, and the time, one year, although HEW sources privately have expressed doubts. These sources think both are too conservative.

One thing is obvious. Dr. Rubinstein is plainly excited at the opportunity of putting TV on the psychologist's couch. As a professional psychologist and a social behaviorist, he sees the TV study as a potential mother lode that may well inspire numerous other inquiries by his professional brethren in and out of government. To a scientist, that's heady wine.

How the mass media affect people is no recent interest of Dr. Rubinstein. Last year he was one of 19 behavioral scientists who, calling for a study of student unrest, stressed the need to look also at the nature of the media during and after such protests, and the media's role in demonstrations. This call for research came from a group at the Center for the Study of Behavioral Science at Stanford University in California, where Dr. Rubinstein spent the year.

Early this year, Dr. Rubinstein, still intrigued with the college violence

phenomenon, amplified his thoughts on the subject. In a paper, "Paradoxes of Student Protest," published in the February issue of the *American Psychologist*, he had this to say about the communications media:

"Not only are we in a period of rapid social change, but the effects of



Dr. Rubinstein

that change are amplified by the network of almost instantaneous communication that now surrounds the lives of all of us. . . . Today's communication media by their visual and oral impact are undoubtedly influencing behavior. The full extent of that influence has not been evaluated.

"For example, what is the effect of the fact that among all the other kinds of worlds we live in, this is the world of instant replay. No sooner does something happen, then it is predigested and regurgitated by the communication media as a new stimulus on top of the original real event."

So the initiation of the TV study is one close to Dr. Rubinstein's heart. "After all," he said the other day in a soft-voiced, couch-side manner, "TV is a very important influence on the lives of all of us." But again and again, he stressed that the project must have the cooperation of the networks and broadcasters.

He noted also that the directive is to study the presentation of crime and

violence on TV and the effect on the viewing public. This leaves the focus pretty open-ended, although, he agreed, there is explicit reference to the effect on young children.

Cautious, like most professional scientists, Dr. Rubinstein is not quite certain that the definitive answer can come from the project he will be directing. He feels, however, that some kind of a report—perhaps several—covering aspects of the question can be delivered in the year's time promised by HEW Secretary Robert H. Finch and Surgeon General William H. Stewart to Senator Pastore last month. But it is problematical, he fears, that a final, all-encompassing document can result. "We will, though, have a clearer idea of TV's influence on people, especially children," he said.

He is well aware, too, that unlike the cigarette smoking-and-health study, the TV project is more concerned with intangibles and, in the larger view, with subjective judgments. But, he noted, that is the province of the social scientist.

Dr. Rubinstein's interest in TV is average, he says. He likes to watch news programs, specials, and old movies (the last "for relaxation").

He received a degree in social science from the City College of New York in 1939; a master's degree (1948) and a Ph. D. (1951), from Catholic University in Washington. For 10 years, beginning in 1947, he was with the Veterans Administration—reaching the post of assistant director of VA's neuropsychiatric laboratory. He transferred to NIMH in 1958 and for the last 10 years has had administrative posts in training and manpower resources.

In 1965, as director of manpower and training programs, he was responsible for some \$100 million in grants and programs.

He was named to his present post last year.

He served in the Navy in World War II, retiring in 1967 as a commander in the reserves. He is a fellow of the American Psychological Association and of the American Association for the Advancement of Science. He has written extensively for professional journals—on childhood mental diseases to his most recent on student protests.

At the moment he is forming the staff for the TV study—a small highly professional group, he said; that will number about a dozen people. There will be consultants for special research, and some of the studies may be contracted out to universities or nonprofit organizations.

There's no doubt that the TV study may well be the social scientist's dream assignment for the next year—or more.

Likely candidates for violence group

Who are the men who will constitute the 15-member professional advisory committee to Surgeon General William H. Stewart for his soon-to-be-initiated study on TV violence and its effect on viewers?

Their names may be known in another week or so, when Dr. Stewart receives replies to his April 18 letter asking for recommendations. The letter went to the four principal professional societies—American Psychological Association, American Psychiatric Association, American Sociological Association and American Anthropological Association—and the three networks.

Some ideas of the panel's membership may be anticipated, however, from those social scientists who have testified before, or submitted reports to, the National Commission on the Causes and Prevention of Violence (the Eisenhower Commission): Albert Bandura, Wilbur Schramm, Alberta Siegal, all of Stanford University; Leonard Berkowitz, University of Wisconsin; George Gerbner, University of Pennsylvania; Otto Larson, University of Washington, and Joseph Klapper, CBS.

Copyright office backs performers' rights

The copyright office last week put itself on record for the first time as favoring the inclusion of performers' rights in the over-all revision bill now pending in the Senate. The office had previously indicated its support for the principle of copyright protection and payment for artists who record music as well as for composers who write it, but in past years took the position that the matter would be best handled in separate legislation.

Most observers have expected, however, that the realities of the situation would forever preclude a separate performers' bill from being enacted. Last week's turnabout for the copyright office gave ammunition to the performers' rights groups who have mounted an intensive lobbying effort to have artists' fees incorporated in a bill that does have a good chance of passage.

But the copyright office's position, set forth in letters to proponents for the artists' royalties, was hedged with provisions that specific legislation must, in order to be acceptable to the copyright office, also be acceptable to broadcasters.

The letters, signed by Register of Copyrights Abraham L. Kaminstein, say the revised amendment (Amendment 9) to the pending copyright revision bill (S. 543) submitted by Senator Harrison Williams (D-N.J.)

earlier this month (BROADCASTING, April 7), is not acceptable as it now stands, a position also taken by Copyright Subcommittee Chairman John L. McClellan (D-Ark.) (BROADCASTING, April 14).

Specifically, the letters suggest the proposed percentage of broadcasters' gross receipts called for in the Williams amendment for a compulsory license (3.5%) is too high. The letters say it appears that the percentage is somewhat higher than that now paid to composers and publishers under existing law.

"It will, we believe," the Kamenstein letters say, "be essential for you to arrive at a compulsory licensing fee that not only represents reasonable compensation but is also one that broadcasters and other users can reasonably pay."

Sindlinger finds Oscar audience falling

The television audience for the April 14 Academy Awards presentation on ABC-TV, declined for the third year in a row, according to a survey released by Sindlinger & Co. last week.

Sindlinger estimated 38.6% of the U.S. adults watched the program (projected 50.1 million) compared with

44.1% (56.5 million) in 1968 and 52.5% (65.1 million) in 1967.

Of those that watched, says Sindlinger, 39.8% (projected 19.9 million) saw the whole program, and only 36.6% rated the presentation as "good" or "best." The rest called it "fair," "poor" or had no opinion. The research company also determined that the majority of the audience was female.

Sponsor identification was high, however, Sindlinger reported. Over 37% (projected 18.8 million) correctly identified Kodak as the advertiser on the show.

NBC seeks film talent for television special

NBC plans to institute a worldwide search for talented young film makers and present a major television special in prime time based on their work, it was announced last week by Julian Goodman, NBC president.

Mr. Goodman, who disclosed this project during a talk before the Confederation of British Industry in London, voiced the hope that out of this undertaking "will come some of the forms, themes and techniques for television of the 70's." He said NBC is planning to invite nonprofessional film makers from all over the world to sub-



At the Associated Press annual luncheon in New York last week which traditionally is held concurrently with AP's annual meeting and the opening of the American Newspapers Publishers Association convention, Secretary of State William P. Rogers (r) was greeted by Ted McDowell (l), Washington Evening

Star Broadcasting Co. and president of the AP Radio Television Association. Secretary Rogers was guest speaker at the luncheon. With them are Robert Eunson (second from l), AP assistant general manager in charge of broadcast services, and Paul Miller, president of AP and of Gannett group.

Program notes:

Second time around ■ *Newsroom*, a nightly, hour news show on noncommercial KQED(TV) San Francisco has received its second Ford Foundation grant of more than \$700,000. The program first was aired as *Newspaper of the Air* during the 1968 San Francisco newspaper strike. The Ford Foundation also has given noncommercial WETA-TV Washington a \$749,126 grant to create a local news show "to be patterned after the successful . . . KQED program."

International opera ■ National Educational Television has signed with the Canadian Broadcasting Corp. and the British Broadcasting Corp. to co-produce operas in groups of threes. The first NET production, *From the House of the Dead*, by Leos Janacek, and the first BBC contribution, *Peter Grimes*, by Benjamin Britten, are expected to be broadcast during the 1969-70 season. The CBS production of *Riel*, by Harry Somers, is expected to be completed by mid-1970.

Resurrection — insurrection ■ Avco Broadcasting Corp., Cincinnati, has produced *Whose Home—This Holy Land*, a one-hour documentary about the average Israeli citizens affected in the political maneuvering of the Middle East. The special will be carried on all Avco-owned stations and will be released for syndication by Avco Embassy Films.

Joint venture ■ National Teleproduc-

tions, Indianapolis, and Broadcasters Television Systems, Cleveland, will produce a group of television programs for syndication in 1969 and 1970. The first series will be *Sun Country*, a half hour country music program. Projected productions include a group of specials filmed in major American and foreign cities and a series shot on major U.S. college campuses.

Rodeo debut ■ The California rodeo in Salinas July 17-20 will be televised for the first time in a half-hour special produced by Triangle Stations for syndication to around 175 markets. Broadcasts begin Sept. 15, sponsored by Levi Strauss & Co., through Honig-Cooper & Harrington.

'Anderson & Co.' preview ■ NBC-TV will broadcast a pilot of a proposed new comedy series, *Anderson & Co.*, at 8-8:30 p.m. Monday, May 12. *NBC Monday Night at the Movies* will be moved up one-half hour that night to fill the other half of the time period normally allotted *Laugh-In*. *Anderson & Co.*, being developed by 20th Century-Fox for possible use in the 1970-71 season, stars Fred Gwynne and Abby Dalton as parents of a 10-member family at the turn of the century in New York.

Tele-Color expands ■ Tele-Color Productions Inc., Alexandria, Va., has formed a TV program division. Tele-Color has also set up a facility for the conversion of color video tape to Super 8 film cartridges.

Another from Westinghouse ■ The Westinghouse Broadcasting Co. will offer *A Pride of Guitars*, a TV special during the week of May 12. Noted guitarists Carlos Montoya, Jim Hall, Richie Havens and Larry Coryell will appear as soloists on the program, which features the guitar ensemble of the Peabody Conservatory of Baltimore.

O'Malley debut ■ A group of California high school seniors has formed OMPC-O'Malley Radio & TV Productions. Tim O'Malley, 18-year-old company president, announced that planned objectives include the production of radio-television programs, motion pictures, and records. The neophyte firm has already recorded an interview with California Governor Ronald Reagan focusing on youth problems. Company's address is 1250 Sanford Avenue, #3, San Pablo, Calif. 94806. (415) 234-6954.

Cowboy awards ■ An episode on an NBC-TV series and a locally produced historical program by KRON-TV San Francisco were among the Western movies and television programs that last week received National Cowboy Hall of Fame Western Heritage Awards at the annual ceremony held in Oklahoma City. The winners of the ninth competition were "Will Penny," a theatrical motion picture; "Born to Buck," a documentary film; "The Buffalo Soldiers," an episode of NBC-TV's *The High Chaparral* series, and "The Bonanza Years," a factual program produced by KRON-TV.

mit their product and will assemble it into a special program. The quality and amount of the material that is obtained will determine the length of the program, he added.

He told the meeting that the project had its beginning in a recent cooperative venture between NBC and Fordham University in New York. He said some of the efforts of several American film makers were assembled into a special TV program and presented as part of the *NBC Experiment in Television* series.

Mr. Goodman was in London to attend NBC International's eighth annual World Conference, which coincided with the official opening of NBCI's new British headquarters in the RCA House there.

Lewron moves west

Lewron Television, video-tape production firm organized in 1965 in Baltimore, is shifting its headquarters to the Samuel Goldwyn Studios in Hollywood. Ron Spangler, president of Lewron, who previously has been primarily active in the firm's East Coast activities,

also will shift his base to the West Coast. Sherman Adler, formerly president of both McArthur Productions and Ivan Tors Television, has been named to head the New York operation for Lewron.

Discouraging words bring appeal for FCC action

Sixty-nine residents of a Tacoma, Wash., suburb, calling themselves the Puget Sound Committee for Good Broadcasting, haven't liked what they have heard on KAYE Puyallup in recent months, so they have asked the FCC to deny a renewal of license for the station.

Principal allegations regarding the station's programming practices involve contentions that the station failed to comply on numerous occasions with the notification procedures of the commission's personal attack rules. The Puget Sound group further claims that KAYE has devoted "a large part of its programming to the presentation of the views of James Nichols, the station's owner-manager, on local issues, particularly

on issues of concern to residents of the city of Tacoma, rather than to issues of concern to residents of Puyallup."

Mr. Nichols was said to have dispensed "dangerous and misleading medical information" on the air, stating that "honey in the eyes will cure glaucoma, that omitting dairy products from one's diet has cured skin cancer and that a hospital in Missouri not operated by 'AMA controlled doctors' can cure various types of cancer in a short time." And the group said three defamation suits against KAYE (one of which was said to be a \$17,500 judgment against the station) have already been instituted. Other allegations include charges of manipulation of phone-in programs, false rating claims and false statements by KAYE to the commission.

Announcement of the filing of the Puget Sound petition came from the United Church of Christ offices in New York. The church noted in a news release that the filing was an outgrowth of its program "to assist citizen groups in opposing the broadcast of one-sided extremist views without adequate opportunity to reply."

Changes wrought in Sloan awards

The Alfred P. Sloan Radio-TV Awards for Highway Safety, scheduled for presentation on June 3 in New York, have undergone several important changes. The awards for outstanding writing, production and programming during 1968 will be under the full sponsorship this year of the Automotive Safety Foundation, Washington. Previously, they were sponsored by the Sloan Foundation and administered by ASF.

Another notable change is that the awards in the writers' and producers' category will now total \$8,000: four cash awards of \$2,000 each. Previously they were \$1,000 each.

Other categories for radio and TV stations and networks have also been realigned to reflect size of markets. In all, the bronze plaques will be awarded in 13 categories. In addition, special awards will be given to advertisers for "exceptionally meritorious service in safety through programming sponsorship and related promotional activities."

Closing date for nominations is May 19. Judging is scheduled for May 23.

Two college football series set by Tel Ra Productions

Tel Ra Productions, Philadelphia, will produce two college football series for local telecast next fall.

One series will be *Big Ten Football Highlights*, a 12-week 30-minute package with 10 weekly highlights, a preview and review. The second series, *College Football Highlights*, will run 13 weeks, with 11 highlights, preview and review. Each series, scheduled to start Sept. 15, will include portions of five games per week.

Tel Ra has given an oil company an option for sponsorship in 16 Midwest markets, and is looking for a national spot advertiser.

'Japanese' high rating follows good reviews

National Arbitron ratings on the first CBS-TV program screened for critics in advance of telecast, *The Japanese* (cast Wednesday, 10-11 p.m.), showed the program registered ahead of its network competition, a repeat of *The Out-*

sider on NBC-TV and a repeat movie, "John Goldfarb, Please Come Home," on ABC-TV.

The Japanese scored a 15.9 rating, 33 share, to NBC's 11.6, 24 share and ABC's 10.3, 21 share. The documentary had received generally favorable reviews throughout the U.S.

National Nielsens for the two-week period ended April 6 give CBS the lead in over-all averages—a 20.5 rating, as compared with NBC's 19.3 and ABC's 16.1. The usual comedy series dominated the ratings.

Riot news curbs sought in California

The California senate last week passed a bill that would make it a misdemeanor for newsmen to stage news events or broadcast or publish false information about riots. Newsmen guilty of these charges would be subject to criminal penalties. The bill, which is opposed by the California Broadcasters Association and the California Newspaper Publishers Association, was sent to the state assembly for further screening.

The legislation would make it a misdemeanor for persons to urge unlawful acts of force or violence with intent to publish or broadcast a report thereon—at a time and place which produces a clear and present danger of a breach of the peace. It also would be a misdemeanor to publish or broadcast any statement concerning a breach of the peace which is known, or should reasonably be known, to be false and misleading.

The bill passed by a 21-10 vote, the bare majority required for approval in the 40-member California senate.

Boggs, Eckhardt on tap for RTNDA Houston meet

Representatives Hale Boggs (D-La.) and Bob Eckhardt (D-Tex.) will participate in a panel discussion on "Credibility and How to Get It," at the first 1969 regional conference of the Radio-Television News Directors Association being held in Houston's Astrodome Saturday (May 3).

Also on the panel will be Eddie Barker of KRLD-TV Dallas-Fort Worth, president of RTNDA, and J. W. Roberts of Time-Life in Washington, RTNDA first vice president.

The Houston meeting, which includes a discussion "Covering the Space Beat" with Astronaut James McDivitt, precedes other regional conferences: June 7 in Denver and Seattle, June 14 in Miami, June 21 in New York, June 28 in San Diego and Louisville, Ky., and July 19 in Duluth, Minn.

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New training ground for young directors

The Directors Guild of America and the Film Producers Association of New York have announced that they are establishing a program to train applicants to become assistant directors in the film field. Those chosen will be trained for two years on salary with TV commercials, industrial films, TV program series and motion-picture feature-production companies.

Additional information on the program, which begins this fall, can be obtained from the Directors Guild of America—Producers Training Trust Fund, 165 West 46th Street, Room 912, New York 10036.

Transmedia on the road

Transmedia International Corp., 538 Madison Avenue, New York, has been formed to operate and lease mobile tele-

vision broadcast equipment and tape units and to package and produce for TV and motion pictures. Stuart Ross, former chief counsel of Allied Artists, is president, and William Schwing is vice president in charge of sales.

Access to government sought in Connecticut

Connecticut news media have voiced support during hearings held on a bill in the state's general assembly that would allow the courts to issue an injunction immediately to enforce compliance with local laws permitting state government meetings to be broadcast.

The new provision, which would amend the general statutes relating to the broadcast of meetings, permits the circuit court of the district in which the meeting in question is being held to issue a pre-emptory injunction "upon affidavit without the issuance of rule to

show cause or the posting of a bond to enforce compliance. . . ." A court hearing would be held if the party enjoined requested that the injunction be dissolved or modified.

At present, broadcasters have recourse in the courts but, it was pointed out by news media, the process can be time consuming.

'Casey' in syndication

ABC Films has placed the one-hour *Ben Casey* series into syndication and has completed sales in nine markets. The series of 153 black-and-white episodes, was on ABC-TV from 1961-1966. It has been bought by Kaiser's WKBG-TV Cambridge-Boston, WKBF-TV Cleveland, WKBD-TV Detroit, KBHK-TV San Francisco and WKBS-TV Burlington, N. J.-Philadelphia, and Cox's WHIO-TV Dayton, Ohio; wsoc-TV Charlotte, N. C.; WSB-TV Atlanta, and WJIC-TV Pittsburgh.

Equipment&Engineering

For FCC 770 is unlucky number

In 28-year-old case agency tries another rulemaking

The FCC has revised the rulemaking it had announced it was proposing as a means of cleaning up the 28-year-old KOB Albuquerque, N. M., case. The rulemaking itself needed some clearing up.

The commission, in a news release issued on April 17, said it was proposing the reopening of the clear-channel proceeding for the limited purpose of permitting KOB to operate on 770 kc without interference to WABC New York (BROADCASTING, April 21). It noted that KOB, owned by Hubbard Broadcasting Co., now operates essentially like a Class II station on 770 kc, on which ABC's WABC is the 1-A outlet.

The proposal marked another effort on the part of the commission to resolve a dispute between Hubbard and ABC that has its origins in a commission decision in 1941 to assign KOB to 770 kc on a "temporary basis." Ever since then ABC has been trying to move KOB off the frequency or to require it to protect WABC's nondirectional signal at night.

The commission in its April 17 announcement said it was proposing to leave KOB as a full-time class II station

on 770 kc which would protect WABC's nondirectional signal. The notice said 770 kc would be added to the list of 11 clear channels on which the commission, in its 1961 clear-channel decision, said it would permit second stations to operate at night as long as they protected the dominant station.

The commission, however, also said that Hubbard may, if it wishes, apply for authority to operate with 50 kw at night, "instead of its present 25 kw, if it can afford the required degree of protection to WABC."

After the news release was issued but before the notice of proposed rulemaking was published, the commission staff discovered that KOB has been operating with 50 kw at night since 1963. The power increase, from 25 kw, was granted in accord with a 1958 decision in the case, in which the commission held that KOB and WABC should both operate as I-B's, each station's signal to be directionalized at night to protect the other's. WABC, however, has continued to operate with a nondirectional pattern.

After the oversight was brought to its attention, the commission rewrote and readopted the order, which had not been released as of Thursday (April 24).

But the news release describing the new order—without pointing out the changes—said the commission "noted that in 1963 KOB was given program test authority (although not a license) to operate with 50 kw directionalized at night, and stated that this operation

would be permitted to continue during the pendency of this matter."

The news release two weeks ago said that no one presently receiving service from KOB would lose it as a result of the commission's proposal. The release describing the revised notice of rulemaking does not contain that statement.

Earth spurts out low-frequency signals

A radio astronomy satellite, sent into space to measure low-frequency radio signals that normally cannot penetrate the earth's ionosphere, has revealed that the earth itself radiates low-frequency radio signals—with the most intense radiations in the AM broadcast band.

The report of earth's radio signals was made by Dr. Robert G. Stone, project scientist for the National Aeronautics and Space Administration's first Radio Astronomy Explorer (RAE), which was launched July 4, 1968. Dr. Stone disclosed the news last week at the opening session of the spring meeting of the U. S. National Committee of the International Union of Radio Science in Washington.

The satellite, orbiting 3,640 miles above earth with 1,500-foot antennas stretching taller than the Empire State Building, detected the earth emitting sporadic low-frequency radio signals in the 200 kc to 9,000 kc band, with the most intensive bursts coming in the

lower regions of that band. The AM band runs from 550 kc to 1500 kc.

The earth's radio signals, like those from the planet Jupiter which were discovered 14 years ago, appear to be sharply beamed; quite intense increasing in intensity rapidly toward the lower frequencies, and occur in rapid but sporadic bursts. Scientists are unable to explain the mystery broadcasts from either planet, although they point out that both possess magnetic fields, the only planets of the sun's galaxy that do.

Dr. Stone also announced that the RAE also revealed that the sun is a much more active source of radio outbursts in the lower frequencies than had been expected.

Colorful look at Luna planned for Apollo 10

Color TV from outer space is on the program when Apollo 10 astronauts go for a moon orbit next month. Officials of the National Aeronautics and Space Administration said there would be 11 color TV transmissions from the spacecraft during the eight-day lunar mission May 18-26 ("Closed Circuit," April 7).

Under development by Westinghouse Electric Corp. is a small camera that will incorporate a field-sequential, color scanning wheel to provide color views of the moon and of the earth as seen by the three astronauts on their way to and during lunar orbit and on their return to earth. The color-wheel principle is similar to the device developed by Dr. Peter Goldmark and proposed by CBS during the color TV hearings held by the FCC in the late 1940's and early 1950's. The FCC finally adopted compatible color TV standards recommended by the National TV System Committee.

The Westinghouse camera, using the company's low-light-level secondary electron conduction (SEC) imaging tube, will be about 17 inches long, including lens, and 10 inches high. The 10-pound camera will draw about 3 w of power.

In an unusual step, Westinghouse also is building a tiny monitor to go aboard Apollo 10 so that the astronauts can view the camera's targets. The monitor will be about 6 by 3 3/4 inches in size, weigh about four pounds and carry a 2 by 2 3/4 inch screen.

The color views will be transmitted on a slow-scan mode. Both the color and the slow-scan will be converted into commercial U.S. color and frame standards for use by the television networks, principally at the NASA Goldstone earth station in California.

As a reserve, the Apollo 10 astronauts will also have aboard an RCA-built black-and-white camera.

Color TV sales rise while b&w sales fall

Color TV sales to dealers continued up for February and for the two months of the year, the Electronic Industries Association reported last week.

The EIA report showed, however, that radio sales seem to be sliding. Sales were down for February and for the January-February period of the year—although radio sets with FM remained slightly up for the two-month period.

During February, color TV sales were up by 6.1%, and for the year, up by 15.8%. Black and white TV sales for February, however, dropped by 12.8%, and for the year by 4%.

Total home radio set sales slumped by 16.4% in February and by 8.3% for the two-month period. Sets with FM were down 12.3% in February, but up a spare 1.6% for the year. Automobile radio sales, continuing a long-time up movement, was plus 16.3% in February, and up 20.2% for the two-month period.

For the first two months of the year:

Television		1969	1968
Color		1,008,767	870,989
Monochrome		803,754	837,565
Total		1,812,521	1,708,554
Radio			
AM		977,971	1,121,941
AM-FM or FM		529,323	520,926
Auto		1,825,821	1,518,921
Total		3,333,115	3,161,788

Sharper vertical comes from Corning unit

A method of improving vertical resolution of a television picture is reported by the Electronic Products Division of Corning Glass Works, Raleigh, N. C.

The vertical enhancement technique, using a glass acoustic delay line supplied by Corning, compares three successive lines of a normal video signal and generates a correction signal which is subtracted from the line currently on display. The result, Corning says, is a sharpening of the vertical edge response by making dark areas darker and light areas lighter.

In sight: fast way to make tape copies

A method of duplicating TV video tapes—like making a contact print from a photographic negative—was reported last week to the Society of Motion Picture and Television Engineers meeting in Miami.

The technique, which promises to make tape duplication fast and economical, was announced by Dr. Racine Vandenberg of the IBM Research Laboratories. He explained that IBM

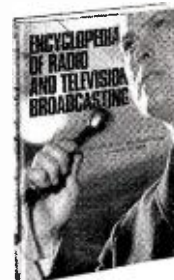
Famous last words: "So go ahead and sue"

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had developed a method of duplicating a one-hour tape in three minutes with virtually undetectable loss in fidelity. A heavily coated master tape is passed through a high-frequency field, he explained, and impresses the program on the duplicate that is clamped to the master.

When the system is commercially developed, it is expected to radically increase the use of video tape for commercials and syndicated programs, which now must be duplicated by re-recording. At present, it's estimated that only about 25% of such material is on tape; the rest is on film.

FCC looks toward scrambled ETV

A plan to permit educational television stations to televise scrambled programming for special audiences during part of the broadcast day has been suggested by the FCC in a notice of proposed rulemaking.

The proposal followed a Nov. 1, 1968, petition by Community Television of Southern California, licensee of non-commercial KCET-TV (ch. 28) Los Angeles, requesting that the commission allow ETV stations to transmit scrambled programs on a limited basis for instructing doctors, nurses and law-enforcement personnel.

Community Television suggested that the scrambled transmissions be limited to a maximum of seven hours weekly,

and not more than two hours in any day. The commission's notice proposed these limitations and also proposed that scrambling in prime time be prohibited.

In its petition, Community Television cited the need for transmitting new medical information from laboratories and research centers to doctors and nurses in hospitals and offices. It said the subject matter would be disagreeable to most people; hence the need for scrambling the transmissions.

The FCC said the need for such programs has merit, but pointed out that broadcast bands were set aside for public reception, and that uses such as this, of a more limited nature, are really a point-to-point service.

Deadline for comments on the proposed rulemaking is June 2; reply comments are due June 12.

Technical briefs:

AEL Coast representative ■ American Electronics Laboratories Inc., Colmar, Pa., has appointed Don Clark Associates, Hollywood, as AEL sales representative in southern Oregon, California, Nevada and Hawaii.

Donation ■ WFBM-AM-FM-TV Indianapolis, have contributed two TRT-1B color video-tape machines and spare-parts equipment to the Metropolitan Indianapolis Television Association. MITA, a noncommercial group, has applied for channel 20, Indianapolis.

AGC unit ■ Gates Radio Co., Quincy,

Ill., announces the availability of the Solid Statesman AGC amplifier M-6629, said to be engineered for a wide range of control, with adjustable attack/recovery time.

More light ■ Century Lighting Inc., Clifton, N. J., has available a series of newly designed tungsten-halogen spotlights. The spots feature six-to-12-inch heat resistant stepped lenses.

West Coast shift ■ Visual Electronics Corp., New York, has moved its Southern California offices to 6464 Sunset Boulevard, Hollywood. Telephone: (213) 466-6417.

Lease agreements ■ RCA Commercial Electronic Systems Division, Camden, N. J., and Systems Capital Corp., Philadelphia, have agreed to make RCA radio and TV equipment lines available under long-term leasing arrangements. The companies said RCA will sell individual units or packages of broadcast equipment to SCC, which will arrange long-term leasing to station operators. SCC said Philadelphia-based group UHF TV owner, U. S. Communications Corp., has already completed leasing arrangements with SCC for about \$9 million worth of TV equipment and facilities.

New lighting system ■ Reeves Video, New York, has signed an agreement with Unilux to incorporate the Unilux 500 system in its production of tape commercials. The system works on the principle of an electronic flash.

International

New ad tax in Britain

Higher levy on receipts of programing companies proposed by Exchequer

An additional annual levy of \$7.2 million on advertising receipts was the bitter pill prescribed for Britain's program companies in the latest budget.

The new rates, which come into force in July, will exempt the first \$1.2 million receipts; place 7% on the next \$2.4 million; 25% on the next \$6 million; 35% on the next \$14.4 million and 47% on the remainder. Previous rates exempted the first \$3.6 million; placed 25% on the next \$14.4 million, and 45% on the remainder.

A spokesman for the programing companies stressed that the levy was on advertising revenue, and not on profits. Between them, the companies have a total revenue from advertising of about

\$240 million, on which they paid the government last year \$61.2 million.

David Dutton, president of the Institute of Practitioners in Advertising, criticized the Chancellor of the Exchequer for having made "a grave mistake" in the budget proposal. The only justification that Mr. Dutton could see was that the companies were running their businesses well and getting a return on assets which the chancellor thought was rather high.

"We as advertising agencies," Mr. Dutton said, "are looking to the TV companies to make a major investment in color and produce programs to compete with the British Broadcasting Corp." He added: "It seems to me that it is almost a discouragement of the competition the BBC are going to have. The chancellor is making it easier for the BBC to compete by pressing down hard on the competition which TV companies give."

It is understood that the programing companies will be seeking an urgent meeting with the chancellor to plead for the removal of the new levy.

Muddled start for color in Britain causes flap

Ever since Paul Fox, controller of the British Broadcasting Corp.'s TV1, announced last May that Britain's full color-TV service would begin on Nov. 15, 1969, it has generally been accepted as the target date.

For almost a year television manufacturers have been producing color sets in hopeful anticipation of a minor boom next fall, since two-thirds of their annual turnover is accounted for in the three months to Christmas, and independent programers have been busily taping and stockpiling color programs in readiness.

The latest word that the color service may not begin on Nov. 15, and the General Post Office's claim that no such date has ever been officially agreed upon, has aroused a cry of anguish from all quarters of the television industry.

Set manufacturers are particularly incensed since the GPO, which is re-

sponsible for installation of the connecting links between stations, says it will not be ready with a fully operational color service before early 1970. Such a delay, in the words of one leading set manufacturer, would be "disastrous."

The muddle in starting dates, according to broadcast sources, was a matter of "bad communications between industry, Independent Television Authority, BBC and GPO. It's the old story of the left hand not knowing what the right is doing."

Postmaster-general John Stonehouse reiterated the GPO's claim that it had never proposed the target date of Nov. 15. He said, however, "I have discussed this with the industry and told them we want to do our best. I am personally very keen to meet this date because the Japanese are stocking up to invade our market and our industry could lose a hell of a lot."

Swafford says TV, jets 'homogenize' the world

The combination of television and the jet airplane is "homogenizing and Americanizing" the world, thus expanding opportunities for international marketing and advertising, according to Thomas J. Swafford, vice president of the CBS Television Services Division.

Speaking before the 38th national packaging conference of the American Management Association in Chicago, Mr. Swafford disagreed with some packaging experts who feel the world will continue to comprise separate markets despite expanding satellite TV coverage and the rising flood of tourists both abroad and here.

He noted that already American-produced programs are viewed in over 100 countries and the number of foreign-made shows aired here is increasing. The result, he indicated, is hamburgers in Paris and pizza parlors in Edinburgh.

"It's no secret that American products and services are becoming increasingly committed to overseas interests and markets," Mr. Swafford said, pointing out that television is the medium being used to bring these products into the living rooms "in what used to be far-away places."

Some advertisers are using their U.S. commercials with voice-over in the applicable language, he said, and this form is the least difficult. More expensive and more difficult, he added, are U.S. spots with the foreign dialogue lip-synched. More effective but still more expensive, he said, are new commercials made with the actors speaking the language.

The best form of all, Mr. Swafford said, is the commercial that can be



It's not every day a fisherman gets a chance to catch a 115-pound Nile perch. But Andrew D. Ring, Washington consultant and former FCC chief engineer, had his day last month on Lake Rudolph while on safari in North Kenya, Africa. With him are his wife, Clare, the prize catch and a smaller fish in Mr. Ring's right hand.

used in any country: "Product and package are readily identifiable and the product is demonstrated in such a way that really no sound track—other than the music—is necessary."

Violent reaction felt at ITA over 'Hog'

Britain's Independent Television Authority is planning to introduce stricter control of independent TV programs, following strong protests by viewers and TV critics against the violence in the first episode of *Big Breadwinner Hog*, a new crime series being shown by Granada Television.

ITA chiefs apologized and promised that offending scenes in subsequent episodes would be cut or the whole episode dropped. What brought most of the outcry was a scene where a young thug throws acid into a man's face and a detailed close-up of the acid doing its work.

Robin Chapman, who has written and produced *Hog*, says he will resist any interference with the remaining episodes, and claims that "if you show violence, it must be as something that causes pain and hurts people." He added: "The immoral programs are those which show violence as easy and

glamorous, like *The Avengers*."

Apparently no one at ITA saw the first episode before it was screened, although Granada had submitted a synopsis. Despite the apprehension of some ITA officials, the episode was passed for viewing. In future, if a synopsis shows any sign of possible offense the ITA will demand a full script and, if necessary, a preview of the program as well as mandatory cuts.

It is understood, however, that the future episodes of *Hog* are unlikely to produce the same reactions as the first. The authority says it is reluctant to drop the series which it describes as "well produced, well acted and compulsive viewing."

Nunez elected

Carlos Nunez of the Mexican communications and transportation department has been elected chairman of the Interim Communications Satellite Committee, the governing body of the International Telecommunications Satellite Consortium (Intelsat) of 68 nations. Mr. Nunez has been a delegate to the committee since 1966, and served as vice chairman last year. He assumes his new office June 1. John A. Johnson of the Communications Satellite Corp. will be vice chairman.

ITU's May Day

The International Telecommunications Union will be the theme of the first World Telecommunication Day May 17. The ITU dates its founding to May 17, 1865 when the first international telegraph convention was signed in Paris. The ITU is a specialized agency of the United Nations for telecommunications. It has 135 member countries and its headquarters are in Geneva.

Abroad in brief:

Canadian expansion ■ Audio Productions, New York and Hollywood, producer of TV commercials and industrial films, has purchased two Montreal production companies, Omega Productions and Stellart Ltd. and merged them under the name of Stellart-Drege-Audio. Last fall Audio formed Drege-Audio Ltd., Toronto.

European subsidiary ■ Tokyo Shibaura Electric Co., Tokyo, Japan, has established Toshiba Europa GmbH, with headquarters in Dusseldorf, West Germany. The new European subsidiary will handle sales of Tokyo Shibaura's consumer products. Tokyo Shibaura is one of Japan's largest electric and electronic manufacturers. The company now has four foreign subsidiaries including the new one in Germany. The others are Toshiba America Inc., New York; Toshiba International Corporation of San Francisco and Toshiba Hawaii Inc., Honolulu.

Banks in media probed by House

FCC supports broader ownership reports;
Johnson sees 'dangerous' power concentration

The House Banking and Currency Committee received an earful from the FCC last week regarding proposed legislation that would put one-bank holding companies—bank-based conglomerates with diverse business interests—under federal control.

The commission was invited by the committee to comment on the proposed bill, and in hearings held last week, a letter signed by Chairman Rosel Hyde was inserted into the record reflecting the commission's concern with the frequently gray area of who owns what in banking securities and how these holdings affect broadcast ownership.

The committee also heard from Commissioner Nicholas Johnson, who was "invited" to testify, said one committee source, because he was considered a "commission expert in this area." Commissioner Johnson took particular pains to note during his testimony, however, that he was appearing solely as "an individual commissioner." But the committee invitation provided a forum for the commissioner to present wide-ranging views on the "dangers" of bank ownership of and influence on the mass media—and to conjure the prospects of corporate censorship in such network shows as the now-defunct *Smothers Brothers Comedy Hour*.

In its letter the commission addressed itself to one section of the proposed bill that would require banks to file quarterly statements with the Securities and Exchange Commission detailing the descriptions and amounts of the secur-

ities the banks hold in a trusteeship capacity.

The commission frankly admitted in the letter that "because of the absence of adequate information concerning the ownership (beneficial and of record, which are often different) of shares of widely held, publicly traded corporations which are broadcast licensees, the commission in recent years had encountered difficulty in determining compliance with its multiple-ownership rules."

Part of the problem, the commission said, lies in determining "the proper attribution of ownership" where record and beneficial ownership were different. It cited examples where banks serve as nominees for mutual funds, and where banks serve as trustees for beneficial owners.

The commission said it had resolved this problem under its so-called 3% rule for mutual funds adopted last June (BROADCASTING, June 17, 1968). At that time the commission specified that the party voting the stock of a licensee corporation would be considered the owner of the stock, whether, in fact, the party was the owner of record. Accordingly, there would be no limit on the amount of stock that banks could hold for mutual funds. And the commission also said it was going to strictly enforce the beneficial-ownership reporting requirements in the rules.

What the commission said it found lacking in the committee's bill was "a degree of breakdown" that would reflect "the bank's power with respect to

securities." As the bill now stands, an aggregate figure for the total holdings of a particular stock issue by a shareholder of record is required, but the bank's filings would not have to disclose the number of beneficiaries, the beneficiaries themselves, or any details of the trusteeship relationships.

The commission proposed some modification in the reporting that would reflect the general "ownership, control or economic" implications of security holdings. As it noted, "there is a very wide range of bases on which banks hold legal title to stock"—the scale cited ranged from mutual-fund holdings in which a bank or its nominee serves solely as a custodian with the entire power to vote or dispose of the stock residing with the beneficial owner, the mutual fund, to private-trust arrangements wherein the bank as trustee has the power to buy, sell and vote the securities.

Accordingly, the commission suggested that bank holdings of each security be classified by the number of shares it or its nominee holds in a custodial capacity; the number of shares which the bank or its nominee has the power to dispose of and to vote, and the number of shares held and dispersed on any other basis. The commission said these proposals would prevent "disclosing individual beneficiaries or the details of individual relationships"—a prohibition that had apparently been implied in the bill.

But where the commission would seek to limit the disclosure, Commissioner Johnson suggested that the regulation's provisions require banks holding stock in broadcast corporations for the benefit of various nominees to disclose their identities. "It is frequently important to learn the names of all those persons with ownership interests in broadcasting combines. The outcome of many commission inquiries will frequently turn to precisely this issue," he

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told the committee.

Frequently the commission has run into "blank walls," Commissioner Johnson claimed, in seeking the identity of nominees for which a bank holds a percentage of stock in a group station-owner. "Persons exercising ownership controls through their power to vote their stock in a broadcasting corporation should not be allowed to hide behind the facade of banking inscrutability," he charged.

The ownership issue proved to be a small segment of far-ranging testimony from the commissioner that linked variously bank ownership of media to allegations of concentration of control of mass media, control of and distortions in news dissemination, anticompetitive practices, concentration of economic power, diffusion of ownership responsibilities and the breakdown of the decision-making process. In the process network censorship and the *Smothers Brothers Comedy Hour* cancellation received a full airing.

Commissioner Johnson claimed several ways in which banks could exercise "power and influence" over the mass media. Ownership of broadcast stations "could present a dangerous concentration of power," he said. Since banks provide indispensable financial services, they can often "dominate the economic and political life of a community. When this power is supplemented with control over information and opinion, there may be a serious loss of diverse views on local issues," he said.

Commissioner Johnson cited, as examples from a House subcommittee study last year (BROADCASTING, July 15, 1968), KAVI-AM-FM Rocky Ford, Colo., which is owned by the Rocky Ford Investment Corp. That company, in turn, owns the Rocky Ford National Bank, and has a 25% interest in the Travois Trailer Manufacturing Co. Another example he cited was the A. S. Abell Co. (*Baltimore Sun*, *Evening Sun*, WMAR-FM-TV Baltimore, WBOC-FM-TV Salisbury, Md.), which is 61.3% owned by the Mercantile-Safe Deposit and Trust Co. of Baltimore. Mercantile exercises the sole voting rights of 27% of the Abell stock.

"How does the FCC respond to situations like these?" he asked. The licenses for KAVI-AM-FM were renewed "at staff level as routine with no mention of the bank ownership question," he said. WMAR acquired its FM, he noted, "again with no mention" of the ownership question.

Another way banks may exercise influence, the commissioner claimed, is through corporate directorships. He cited Taft Broadcasting Co. (6.6% of the stock which is held by the Bank of America in the name of 29 different nominees, 3.7% of the stock is held by the Bankers Trust Co. of New York in

Taft pays \$6.5 million for amusement park

Taft Broadcasting Co., Cincinnati-based group broadcaster, has reached a preliminary agreement to acquire amusement park operator Coney Island Inc., Cincinnati, for about \$6.5 million in Taft common stock.

The transaction is subject to approval of Coney Island shareholders. The two companies previously announced plans to build a major amusement park and leisure time complex near Kings Mills, Ohio, 20 miles from Cincinnati (BROADCASTING, March 31).

Charles Sawyer, chairman of Coney Island Inc., is president of the Air

the name of eight different nominees), which has as its board chairman, David Ingalls. Mr. Ingalls is also a director of the First National Bank of Cincinnati, the First Ohio Savings Association, the Ohio Valley Financial Corp., and the Inter-Ocean Insurance Co., Cincinnati. Another Taft director, Roger Drackett, was cited as a director of the Union Trust Co. and Equitable Insurance Co., both Cincinnati.

Commissioner Johnson also raised the specter (the "potentiality," not the "reality") of anticompetitive practices, where the sole bank in a community which owns the only stations and newspapers in that community contrives to stifle competition through a variety of means—highly restrictive loans to potential competitors, and favorable credit to bank-owned media. The commissioner suggested that if the committee decided to grandfather existing one-bank holding companies, or to permit their limited expansion, then "such entities [should] be prohibited from owning mass media at least in the market area where the bank does business."

But the focal point of his testimony appeared to be the possibility ("abuse is hard to show," he said) of bank-owned media distorting, however sub-

Trails stations—WKLO-AM-FM Louisville, Ky.; WING Dayton, WCOL-AM-FM Columbus and WIZE Springfield, all Ohio, and WRIT-AM-FM Milwaukee.

Taft owns WKRC-AM-FM-TV Cincinnati; WTVN-AM-TV and WBUK(FM), Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton, Pa. Its acquisition of WIRF-TV (ch. 29) Philadelphia from William L. and Irvin C. Fox and Dorothy Kotin for \$4.5 million is still pending FCC approval ("Closed Circuit," April 21). Hanna-Barbera Productions Inc. and Fouad Said Productions Inc., both Hollywood TV program producers, are wholly owned subsidiaries of Taft.

tly, the news. "If a bank owns newspapers or broadcast stations the interests of the bank in urban renewal, community planning and government . . . and a host of other issues may very well substantially affect what the people of the community will know about those issues," he said.

The question of corporate censorship was injected when he referred to a pre-emption incident involving the National Educational Television network last month (BROADCASTING, March 17). NET, which had planned a program for national distribution on the anti-ballistic-missile system, was prevented from airing the show because AT&T on six hours notice pre-empted the lines for a regional hook-up for National Collegiate Athletic Association basketball coverage. Parenthetically, Commissioner Johnson noted AT&T is "the prime contractor for the ABM."

"Now, I want to make very clear that I am not charging AT&T did this because it is the prime ABM contractor. I have no evidence that would indicate that to be the case," he said. "All I am saying is that there is a potential conflict."

RCA was also cited by the commis-

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sioner as having the status of a major defense contractor and a "major beneficiary" of the ABM contract. It also owns and controls NBC, Commissioner Johnson noted, and "many Americans will know what they know about the ABM because they learned it from NBC. I am not charging that there has been any deliberate suppression of information or misrepresentation of views by NBC in the service of the broader corporate interests of RCA. All I am saying is that this potential conflict exists; the power exists if they wish to exercise it," he noted.

Commissioner Johnson further said he would "find out as much as I can" about a particular cancellation of one of the Smothers Brothers shows. "I think it puts us in an almost untenable position internationally when a nation like Canada takes the shows [a Smothers episode] that CBS finds unfit for Americans and shows them to Canadians. But then, of course, it was Canada that

carried the reports of American troops' involvement in chemical-biological warfare on Canadian television news programs at a time when that information was kept from the American people by the American television networks also. So . . . perhaps CBS's next effort will be to cancel the whole country of Canada," he said.

Cox revenues, income up on broadcast increase

Cox Broadcasting Corp., Atlanta, reported a 26% increase in revenues and a 6% rise in net income for the three months ended March 31. J. Leonard Reinsch, Cox president, said broadcasting division revenues showed an increase of 17% over the previous year, continuing the uptrend of recent quarters.

Mr. Reinsch said the favorable first-quarter results reflected continued

growth of all the company's divisions except the program production and distribution division. He added that sales of game shows in the television syndication operation continued to decline during the period, but that given a favorable outcome of the Federal Trade Commission's study of game shows, he looked for an upturn in sales later in the year.

Commenting on the controversy over cigarette advertising on radio and TV, Mr. Reinsch said that, in view of the number of new products being advertised for the first time on the Cox stations, "We foresee no difficulty in replacing cigarette advertising in the event a ban should be imposed." Revenues from cigarette advertising last year represented 5% of the company's total revenues.

In addition to its multiple broadcast holdings and program production and distributing activities, Cox is engaged in technical publishing and the auto

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 April 24	Closing April 17	Closing April 10	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Broadcasting									
ABC	ABC	N	69	68½	64½	76½	56½	4,709	\$ 266,600
Atlantic States		O	9¼	9½	9½	15½	9¼	1,789	18,000
Capital Cities	CCB	N	72	69½	66	79	62½	2,811	186,900
CBS	CBS	N	54½	52½	51½	54½	44½	24,138	1,215,900
Corinthian	CRB	N	29½	29½	27	37½	25½	3,384	97,300
Cox	COX	N	44½	45	43	59	42½	2,884	135,900
Gross Telecasting*		O	17½	18½	18½	19½	17½	400	16,000
Metromedia	MET	N	36½	41½	43½	53½	36½	5,408	257,600
Pacific & Southern		O	23	22½	21½	25½	19½	1,616	38,800
Reeves Broadcasting	RBT	A	22½	23½	25½	35½	18½	2,091	47,800
Scripps-Howard		O	27	26	27	31½	26	2,589	73,800
Sonderling	SDB	A	39	38	39½	40	32½	963	32,300
Taft	TFB	N	36½	36	37	40½	34½	3,363	127,800
						Total		56,154	\$ 2,514,700
Broadcasting with other major interests									
Avco	AV	N	33½	33½	35½	49½	32½	12,535	\$ 451,300
Bartell Media	BMC	A	16½	16	14½	22½	14	2,106	31,300
Boston Herald-Traveler		O	38	38	40½	71	38	574	23,000
Chris-Craft	CCN	N	41	45½	45½	58½	38½	1,395	64,200
Cowles Communications	CWL	N	13½	14½	13½	17½	13½	3,620	53,400
Fuqua	FOA	N	42½	42½	39	47	34	3,781	139,400
Gannett	GCI	N	37½	38½	38½	40½	37	5,322	223,500
General Tire	GY	N	25½	25½	25½	34½	24	17,402	461,200
Gray Communications		O	10	10	18½	12½	9½	475	5,200
Lamb Communications		O	6¼	5½	5½	10	5	2,468	13,600
Liberty Corp.	LC	N	18½	18½	18½	23½	17½	7,036	146,000
LIN		O	13	14½	14½	30½	13	1,415	19,100
Meredith Corp.	MDP	N	50½	52½	54½	59½	47½	2,744	146,100
The Outlet Co.	OTU	N	22½	22½	22½	30½	22½	1,229	30,300
Plough Inc.	PLO	N	66½	65½	66	72½	62½	6,761	446,200
Post Corp.		O	23	23½	22	40	17	566	12,700
Rollins	ROL	N	34½	36	35½	38½	30½	7,947	266,200
Rust Craft	RUS	A	31½	31½	30½	38½	29½	1,169	35,400
Storer	SBK	N	45	45	47½	62	41½	4,194	190,300
Time Inc.	TL	N	69	71	81½	100½	61½	7,211	587,700
Wometco	WOM	N	22½	23½	21½	23½	19½	5,723	121,600
						Total		95,673	\$ 3,467,700
CATV									
Ameco	ACO	A	11½	11½	12½	14½	10½	1,200	\$ 13,100
Columbia Cable		O	14½	14½	14½	15½	13½	580	8,400
Cox Cable Communications		O	18½	19½	18½	20	16½	2,500	45,600
Cypress Communications		O	15	15	15	23	12	808	12,100
Entron		O	5¼	5½	5½	10	5½	607	3,800
H & B American	HBA	A	15½	16½	17½	20	13½	4,973	70,900
Sterling Communications		O	8½	8½	7½	10	6½	500	4,900
Teleprompter	TP	A	54	53½	54½	66½	46½	995	51,000
Television Communications		O	14½	14	12½	17½	12½	2,090	26,600
Vikoa	VIK	A	24½	28	27½	33½	23½	1,573	41,500
						Total		15,826	\$ 277,900

auction field and controls Cox Cable Communication Inc., CATV group operator.

For the three months ended March 31:

	1969	1968
Earned per share	\$0.53	\$0.50
Revenues	15,988,273	12,660,917
Pretax income	3,458,674	3,122,016
Net income	1,526,674	1,436,016
Shares outstanding	2,891,000	2,868,000

FC&B shows increased earnings, lower billings

Foot, Cone & Belding, New York, released a three-month 1969 report at its annual stockholders meeting last week showing a decrease in gross billings but an increase in net income.

The stockholders approved an employees' qualified stock option plan, and an amendment to the plan providing for additional shares to be made available under the plan, and re-elected 16

directors.

The agency reported in the prospectus for the meeting the remunerations received by 18 of its directors and executive officers in 1968 totaling \$1,060,611 plus accruals from the profit sharing plan. Founder Fairfax Cone received the highest salary, \$95,000, with Chairman Richard W. Tully and President Charles S. Winston Jr. each receiving \$90,000. Retired Executive Vice president William E. Chambers Jr. was paid \$81,580; Robert F. Carney, chairman of the finance committee, \$65,000; Frank E. Delano, vice chairman of the board, \$80,000; and Brian F. MacCabe, vice chairman of the board, \$70,100.

For the three months ended March 31:

	1969	1968
Earned per share	\$0.06	\$0.05
Gross billings	56,579,000	62,097,000
Net income	135,000	115,000

Storer earnings cut by rising expenses

Storer Broadcasting Co., Miami Beach-based group broadcaster, reported a decline in net income for the first quarter of 1969.

Revenues for its broadcast properties were virtually identical to the record first quarter of 1968, but increased expenses resulted in lower profits.

Storer's 86.1%-owned subsidiary, Northeast Airlines, was similarly down in profits—\$1,719,000 in 1969 compared to \$2,521,000 in the 1968 period. The dip in profits was due to major cost increases, although the airline's gross revenues increased 15.3% to \$36 million.

For the first quarter of 1969:

	1969	1968
Earned per share	\$0.68	\$1.02
Broadcasting rev.	14,876,000	14,888,000
Pretax income	4,700,349	5,964,810
Shares outstanding	4,218,123	4,190,266

	Stock symbol	Ex-change	Closing April 24	Closing April 17	Closing April 10	1969 High	1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	32½	32½	32½	42	29½	5,113	\$ 171,300
Commonwealth United	CUC	A	13½	14½	14½	24½	13½	7,396	114,600
Disney	DIS	N	82	83½	82½	86½	69½	4,346	345,500
Filmways	FWY	A	33½	31½	30	38½	28½	1,079	33,400
Four Star		O	4	4½	5½	10	4½	666	3,800
Gulf & Western	GW	N	29½	30½	32	50½	29½	15,700	514,200
MCA	MCA	N	34	36½	37	44½	34	8,059	297,200
MGM	MGM	N	34	37½	38	44½	33½	5,762	227,600
Transamerica	TA	N	34½	33½	34½	38½	32	59,742	2,195,500
Trans-Lux	TLX	A	34½	37	35½	58½	33½	856	33,600
20th Century-Fox	TF	N	32½	33½	33½	41½	31½	7,072	227,200
Walter Reade		O	11½	12	12	15½	11½	2,248	30,300
Warner-Seven Arts	WBS	A	47½	48	49½	64½	39½	3,816	185,600
Wrather Corp.		O	13½	15½	15	22½	13½	1,760	28,200
						Total		132,615	\$ 4,408,000
Service									
John Blair		O	26½	27	25	30	22½	2,271	\$ 56,800
Comsat	CQ	N	45½	45½	45½	55½	41½	10,000	442,500
Doyle Dane Bernbach		O	28½	29½	29½	31½	28	2,104	58,900
Foot, Cone & Belding	FCB	N	14½	14½	14½	15½	14	2,159	31,000
General Artists		O	13½	14½	14½	20½	13½	581	9,300
Grey Advertising		O	16½	17½	15½	18½	14	1,199	18,900
Movielab		A	10½	10½	10½	14½	10	1,407	15,100
MPO Videotronics	MOV	A	15	14½	14½	22½	13½	536	8,000
Nielsen		O	32½	35½	35½	37	31½	5,240	189,900
Ogilvy & Mather		O	29½	30½	30½	33½	21½	1,090	30,000
Papert, Koenig, Lois	PKL	A	17	17½	19½	30½	10½	721	14,300
Wells, Rich, Greene		O	16½	17½	16½	18	13	1,501	26,600
						Total		28,809	\$ 901,300
Manufacturing									
Admiral	ADL	N	20½	19½	18½	20½	15	5,110	\$ 84,300
Ampex	APX	N	38½	37½	38½	39½	32½	10,571	407,000
General Electric	GE	N	92½	90½	91½	96½	85½	90,578	8,355,800
Magnavox	MAG	N	53½	54	54½	56½	47½	15,446	839,900
3M	MMM	N	99½	100½	102½	106	94	54,110	5,566,600
Motorola	MOT	N	120	110	109½	133½	102½	6,122	679,500
RCA	RCA	N	42½	43½	44½	48½	41½	62,612	2,606,200
Reeves Industries	RSC	A	7½	7½	8	10½	7½	3,415	28,600
Visual Electronics	VIS	A	20½	21	22	37	19	1,233	28,400
Westinghouse	WX	N	60½	63	66	71½	59½	38,239	2,571,600
Zenith Radio	ZE	N	49½	49½	49	58	48½	18,924	948,600
						Total		306,360	\$22,116,500
					Grand total			626,437	\$33,686,100
Standard & Poor Industrial Average			110.66	110.07	111.03	113.19	106.36		

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

Shares outstanding and capitalization as of March 28
*Adjusted for two for one stock split April 4

Teleprompter offers \$10-million debentures

Teleprompter Corp., New York, which had previously announced it was considering a debentures-offering (BROADCASTING, April 7), has filed a registration statement with the Securities and Exchange Commission offering \$10 million of 20-year convertible subordinated debentures through White, Weld & Co., New York.

Teleprompter, a multiple CATV owner, operates 24 cable systems, including eight in various stages of construction. Of the net proceeds of the debentures sale, \$2.5 million will be used to prepay a short-term bank loan made in connection with the purchase of a Newburgh, N.Y., CATV system from Time-Life Broadcast Inc. ("Closed Circuit", March 31).

The balance of the proceeds will be added to the company's general funds and will be available for working capital and for capital expenditures (an estimated \$5.5 million) for the next two years.

Teleprompter has 1,006,604 shares outstanding, of which Hughes Aircraft Corp. owns 17% and management officials, as a group, 15%.

Financial notes:

■ Foote, Cone & Belding has voted a regular quarterly dividend of 20 cents a share of common stock payable June 10 to shareholders of record May 20.

■ Four Star International Inc., Culver City, Calif., reported a decline in gross income but a reduction of its net loss for the 26 weeks ended Dec. 28, 1968. Gross income in 1968 was \$4,618,654

compared to \$4,979,052 the previous year. Net loss for the 1968 period amounted to \$267,730 as contrasted with a 1967 loss of \$361,813.

■ Gray Communications Systems Inc., Albany, Ga.-based group broadcaster, newspaper publisher and multiple CATV owner, reported unaudited net income of \$243,717.30 or 51 cents per share, for the nine months ended March 31, on revenues of \$3,579,639.92. Gray also declared a quarterly dividend of 7½ cents per share, payable May 15 to stockholders of record May 2.

Company reports:

Signal Co.'s Inc., Los Angeles, multi-industry group with 49.9% interest in Golden West Broadcasters reported record earnings for the first quarter of 1969, ended March 31:

	1969	1968
Earned per share	\$0.77	\$0.57
Revenues	365,000,000	352,000,000
Net income	15,800,000	11,700,000

Notes: Earnings in the 1968 quarter restated to account for the 10% federal tax surcharge. Not included in 1968 results are extraordinary items that amounted to \$37.2 million, or \$1.80 per share.

Trans-Lux Corp. had record gross revenues and income for any first quarter during the first three months of 1969, stockholders were told at the company's annual meeting in New York last Thursday (April 24).

For the three months ended March 31:

	1969	1968
Earned per share	\$0.53	\$0.24
Gross revenues	2,951,756	2,002,113
Net income	570,525	179,346

Transamerica Corp., San Francisco, diversified parent company of United Artists Corp., and whose proposed merger with Metromedia Inc. is still pending, reported an 11% increase in per-share earnings for the quarter ended March 31:

	1969	1968
Earned per share	\$0.40	\$0.36
Net earnings	24,620,500	21,942,100

Notes: 1968 figures restated. Per-share figures adjusted for two-for-one stock split and 2% stock dividend in 1969.

Outlet Co., Providence, R. I., department store chain and group broadcaster, reported record sales and broadcasting revenues but a slight decline in net income for the year ended Jan. 31:

	1968	1967
Earned per share	\$1.49	\$1.70
Sales and broadcasting revenues	63,646,670	56,447,985
Pretax income	3,905,618	3,535,244
Net income	1,984,727	1,944,399

Cox Cable Communications Inc., Atlanta-based group CATV owner and subsidiary of Cox Broadcasting Corp., reported a 47% increase in net income and a 16% increase in revenues for the three months ended March 31:

	1969	1968
Earned per share	\$0.08	\$0.07
Revenues	1,383,382	1,189,450
Pretax income	358,683	298,684
Net income	216,683	147,027
Shares outstanding	2,550,000	2,000,000

ABC maintains its upward momentum

Company reports rise in 1st-quarter earnings and big demand for TV time

ABC's improved earnings, reported for 1968, are continuing this year. The company said last week that first-quarter earnings were up 86% over the 1968 period.

Leonard H. Goldenson, ABC president, said earnings for the quarter this year were \$3.9 million or 81 cents a share, up from \$2.1 million or 45 cents a share in the 1968 quarter. Including capital and non-recurring gains, earnings were \$5,725,000 or \$1.19 a share compared with \$5.2 million or \$1.11 a share in first quarter of 1968.

Among the contributing factors cited by Mr. Goldenson for the earnings gain in the January-March period:

■ An improvement in operations of the ABC broadcast division.

■ A strong advertiser demand in television. This, he said, was also reflected in a virtual sellout of both daytime and night-time availabilities on ABC-TV for the second quarter.

Mr. Goldenson said that earnings for the company's theater division were good "although not equal to last year's first-quarter results" when several "exceptionally popular movies were in release."

ABC had reported earnings up 6.4% and revenues up 10% in 1968 to a new record level (BROADCASTING, March 18).

Mr. Goldenson explained that the first quarter 1969 capital gains of \$1,825,000, or 38 cents a share, were realized principally from the sale of the company's interest in a foreign television company, and that the capital

gains of \$3,100,000, or 66 cents a share, in the like period of 1968 were principally from the sale of the company's interest in Microwave Associates Inc.

ABC directors also declared the second quarterly dividend of 40 cents per share on outstanding common stock, payable June 14 to holders of record on May 16.

For the quarter ended March 31:

	1969	1968
Earned per share	\$1.19*	\$1.11
Operating income	3,900,000	2,100,000
Net capital and non-recurring gains	1,825,000	3,100,000
Net earnings	5,725,000	5,200,000

Note: 1968 figures adjusted for the 10% surtax.
* Assuming full conversion of convertible debentures and exercise of all stock options, pro forma net earnings would be 74 cents and \$1.06.



Mr. Goldenson

Harris-Intertype Corp., Cleveland, owner of Gates Radio Co., broadcast equipment manufacturer, reported a 15% increase in sales and an increase in net income for the nine months ended March 31:

	1969	1968
Earned per share	\$2.25	\$1.85
Net sales	240,474,000	207,756,000
Pretax income	29,195,000	22,526,000
Net income	14,146,000	11,343,000
Average shares outstanding	6,275,902	6,120,637

Note: Operating results for both years have been restated to include RF Communications Inc., which was merged on a pooling of interests basis on Feb. 28, 1969.

Chris-Craft Industries Inc., New York, boat manufacturer and group TV-station owner, reported increases in revenues and net income for the six months ended Feb. 28:

	1969	1968
Earned per share	\$1.02	\$0.76
Revenues	46,057,000	40,325,000
Net income	2,038,000	1,494,000
Average shares outstanding	1,440,004	1,222,454

Capital Cities Broadcasting Corp., New York, group broadcaster and publisher, reported a 33% increase in net income

and a rise in per-share earnings for the first quarter. President Thomas S. Murphy cited increases in national television sales and "continued progress" at its subsidiary, Fairchild Publications Inc.

For the quarter ended March 31:

	1969	1968
Earned per share	\$0.78	\$0.59
Net revenues	18,276,000	16,761,000
Pretax income	5,266,000	4,220,000
Net income	2,313,000	1,745,000

Note: Per-share earnings are on average common shares outstanding during the period but exclude shares reserved for conversion of preferred stock.

Who traded stock during March

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 March (all common stock unless otherwise indicated):

- **ABC**—Samuel H. Clark sold \$32,000 of 5% convertible subordinated debentures, leaving none.
- **Ameco Inc.**—Bruce Merrill sold 12,000 shares, leaving 707,345 held personally and 40,755 held as trustee.
- **Ampex Corp.**—Robert L. Pappas exercised option to buy 2,500 shares, giving him a total of 3,500. Mrs. William E. Roberts bought 200 shares, giving her a total of 5,350. William E. Roberts as trustee bought 3,750 shares, giving him a total of 7,268 held in trusts and 12,682 held personally. C. A. Steinberg exercised option to buy 126 shares, giving him a total of 750. Walter P. Weber exercised option to buy 1,075 shares, giving him a total of 1,345. L. Weiland exercised option to buy 250 class A common shares, giving him a total of 750 class A common shares. Robert J. Welsmann exercised option to buy 1,900 class A common shares, giving him a total of 4,500 class A common shares.
- **Avco Corp.**—James Bruce exchanged 1,500 shares for 750 of \$3.20 preferred shares, giving him a total of 1,500 of \$3.20 preferred shares. James R. Kerr exchanged 12,638 shares for 6,319 of \$3.20 preferred shares, giving him a total of 12,637 of \$3.20 preferred shares. Frank S. Larson exchanged 2,396 shares for 1,203 of \$3.20 preferred shares, giving him a total of 2,400 of \$3.20 preferred shares.
- **John Blair & Co.**—W. W. Weinress received 82,700 shares in exchange for American Printers & Lithographers stock, giving him a total of 98,230 held personally and 800 held by wife and children.
- **Boston Herald-Traveler**—Harold E. Clancy bought 7,270 shares, giving him a total of 13,420 held personally and 19 held by wife.
- **Capital Cities Broadcasting Corp.**—Thomas S. Murphy exercised option to buy 1,800 shares, giving him a total of 36,392. Donald A. Pels exercised option to buy 1,950 shares, giving him a total of 12,150 held personally, 500 held by wife and 200 held by children. J. B. Somers set sold 500 shares, leaving 1,680.
- **CBS**—Robert O. Anderson bought 1,000 shares. Robert V. Evans bought 464 shares, giving him a total of 1,264.
- **Chris-Craft Industries**—Armand G. Erpf bought \$200,000 of 6% convertible debentures.
- **Corinthian Broadcasting**—Whitcom Investment bought 31,697 shares, giving it a total of 439,773.
- **Cowles Communications**—A. L. Lee bought 1,000 shares, giving him a total of 3,400.
- **Cypress Communications**—David Graham as trading account bought 4,017 shares and sold 3,945 shares, giving him a total of 48,959 held as trading account and 1,193 held personally.
- **Walt Disney Productions**—Joseph W. Fowler exercised option to buy 1,338 shares, giving him a total of 3,789. Donn B. Tatum sold 500 shares, leaving 2,388.
- **Entron Inc.**—Stephen Hartwell sold 100 shares, leaving 330.

- **Foot, Cone & Belding Inc.**—Frank E. Delano sold 5,000 shares, leaving 42,771. Arthur W. Schultz sold 2,000 shares, leaving 23,151 held personally, 1,250 held by wife and 4,187 held in trusts.
- **General Electric Co.**—Frederick B. Dent bought 100 shares, giving him a total of 700 held personally and 359 held in trusts.
- **Gross Telecasting**—David E. Simpson as trading account bought 2,963 shares and sold 2,935 shares, giving him a total of 652 held as trading account and 100 held personally.
- **Gulf & Western Industries**—John H. DeVries bought 748 shares, giving him a total of 25,711. Don F. Gaston exercised option to buy 3,545 shares, giving him a total of 17,728. Robert L. Jones exercised option to buy 278 shares, giving him a total of 969. Judd Leighton bought 200 shares, giving him a total of 509. J. D. Barnette bought \$233,700 of 5½% convertible subordinated debentures; his wife bought \$37,100 of 5½% convertible subordinated debentures. O. C. Carmichael Jr. as family trust sold \$718,000 of 5½% convertible subordinated debentures, leaving \$13,671,855 of 5½% convertible subordinated debentures held as family trust. \$376,745 of 5½% convertible subordinated debentures held personally. \$4,013,700 of 5½% convertible subordinated debentures held by wife and \$1,595,300 of 5½% convertible subordinated debentures held as foundation.
- **Lamb Communications**—Edward Lamb sold 100 shares, leaving 14,230 held personally and 2,124,031 held by Lamb Enterprises. Arthur M. Ingram bought 8,100 class A common shares, giving him a total of 10,313 class A common shares. Edward Lamb indirectly through Lamb Enterprises sold 100 class A common shares, giving him a total of 345 class A common shares held indirectly through Lamb Enterprises. Bertam A. Ramlow sold 100 shares, leaving 345.
- **LIV Broadcasting Corp.**—Joel M. Thron sold 2,000 shares, leaving 4,063. Thomas I. Unterberg as partnership bought 21,817 shares and sold 20,083 shares, giving him a total of 2,630 held as partnership, 7,102 held personally, 100 held by wife and 100 held by daughter. Lind Carl Voht sold 2,219 shares, leaving 1,100. Thomas I. Unterberg as partnership sold \$25,000 of 6% convertible debentures, leaving none.
- **MCA Inc.**—Louis N. Friedland bought 2,500 shares, giving him a total of 15,775. Edd Henry bought 1,000 shares, giving him a total of 17,065. Jay Kanter bought 1,000 shares and sold 500 shares, giving him a total of 21,770.
- **Memorex Corp.**—Prentiss C. Hale's child sold 886 shares, leaving none. Mr. Hale holds 2,100; his wife, 2,400. Mr. Hale as trust holds 1,500. 4,200. Stanley W. Meyer bought 500 shares, giving him a total of 6,875 held personally, 840 held as joint tenant and 246 held by wife as custodian. Eugene L. Rogers bought 4,500 shares, giving him a total of 7,050. A. Zaffaroni sold 5,000 shares, leaving 5,000.
- **Meredith Corp.**—F. P. Fogarty bought 1,000 shares, giving him a total of 1,550 held personally and 325 held by wife.
- **Metromedia Inc.**—Mark E. Austad sold 100 shares, leaving 28,724.
- **Motorola Inc.**—Robert W. Galvin sold 3,000 shares, leaving 945,803 held personally, 126,705 held as trustee, 11,610 held as foundation, 26,290 held by wife, 23,334 held by daughters and 19,680 held as guardian. Daniel F. Noble exercised option to buy 2,000 shares, giving him a total of 16,448.
- **MPO Videotronics Inc.**—Sanford Greenberg and wife sold 4,000 class A shares, leaving 8,483 class A shares. Judd L. Pollock sold 500 class A shares, leaving 35,597 class A shares.
- **National General Corp.**—Alan May exercised option to buy 8,832 shares, giving him

a total of 9,783.

- **National Video Corp.**—Robert Freebeck bought 1,336 shares, giving him a total of 1,400.
- **A. C. Nielsen Co.**—George E. Blechta sold 600 class A common shares, leaving 1,480 class A common shares.
- **Ogilvy & Mather International**—W. E. Phillips sold 2,500 shares, leaving 2,950.
- **Outlet Co.**—M. A. Trowbridge exercised option to buy 100 shares, giving him a total of 1,400.
- **Papert, Koenig, Lois Inc.**—A. Cosentino sold 450 class A common shares, leaving 15 class A common shares held personally and 15 class A common shares held by wife. Norman Grulich sold 1,200 class A common shares, leaving 39,263 class A common shares held personally and 9,510 class A common shares held by members of family. Julian Koenig sold 2,000 class A common shares, leaving 68,832 class A common shares. T. Levenson sold 6,900 class A common shares, leaving 21,049 class A common shares held personally and 500 class A common shares held by wife. Frederic Papert sold 1,000 class A common shares, leaving 71,401 class A common shares held personally and 34,000 class A common shares held in trusts. B. Shlossman sold 750 class A common shares, leaving 15 class A common shares.
- **RCA**—Frank M. Folsom received as compensation 183 shares, giving him a total of 32,291. Delbert L. Mills exercised option to buy 3,416 shares, giving him a total of 30,120.
- **Storer Broadcasting Co.**—Stanton P. Kettler sold 700 shares, leaving 29,100 held personally and 718 held by wife. Keith T. McKenney exercised option to buy 1,700 shares, giving him a total of 4,100. Arno W. Mueller exercised option to buy 400 shares, giving him a total of 2,000. James P. Storer sold 300 shares, leaving 27,050 held personally and 600 held by wife.
- **Taft Broadcasting Co.**—Louis D. Bolton II exercised option to buy 2,800 shares, giving him a total of 3,028 held personally and 64 held jointly with wife. F. H. von Stade exercised option to buy 3,000 shares, giving him a total of 3,259.
- **Technicolor**—Robert Morris bought 200 shares, giving him a total of 750 held personally and 50 held by son.
- **Time Inc.**—Charles A. Adams Jr. exercised option to buy 995 shares, giving him a total of 3,810. Edgar R. Baker sold 500 shares, leaving 11,995. Hedley Donovan bought 3,000 shares, giving him a total of 41,265 held personally and 245 held by minor child. Charles L. Gleason Jr. sold 100 shares, leaving 2,307 held personally and 200 held by children. James R. Shepley sold 1,000 shares, leaving 4,050.
- **Trans-Lux Corp.**—P. E. Furber exercised option to buy 5,000 shares, giving him a total of 15,227 shares.
- **20th Century-Fox Film Corp.**—Robert L. Clarkson received 368 shares on conversion of 5½% debentures, giving him a total of 2,684.
- **Vikoa Inc.**—Aaron L. Danzig sold 200 shares, leaving 552.
- **Walter Reade Organization Inc.**—W. H. McElnea Jr. as trading account bought 5,646 shares and sold 5,897 shares, leaving none as trading account and 500 held personally.
- **Westinghouse Electric**—R. D. Blaser exercised option to buy 3,550 shares, giving him a total of 5,286 held personally and 1,075 held by estate. L. E. Kust sold 850 shares, leaving 1,330. W. A. Patterson bought 1,000 shares, giving him a total of 2,200.
- **Wrather Corp.**—John R. Andrus sold 700 shares, leaving none.
- **Zenith Radio Corp.**—Eugene M. Kinney exercised option to buy 1,000 shares, giving him a total of 33,441.

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Communications Satellite Corp., Washington, reported a decline in net income, but record revenues for the three months ended March 31:

	1969	1968
Earned per share	\$0.15	\$0.18
Revenues	10,222,000	6,938,000
Net income	1,525,000	1,798,000

Rust Craft Greeting Cards Inc., Dedham, Mass., greeting-card publisher, group broadcaster and multiple CATV owner, reported a 23% jump in net income and an increase in net sales for the year ended March 2:

	1969	1968
Earned per share	\$2.30	\$1.67
Net sales	47,525,332	44,386,513
Net income	2,403,722	1,953,609

Notes: Earned-per-share figures reflect a three-for-two stock split on Oct. 31, 1968. Net income for 1969 includes extraordinary income of \$286,059 or 24 cents per share from sale of minority interest in a CATV system.

Scripps-Howard Broadcasting Co., New York, group station owner, reported increases in net revenues and net income for the 12 weeks ended March 22:

	1969	1968
Earned per share	\$0.40	\$0.37
Net revenues	4,757,222	4,505,907
Net income	1,028,269	950,535

CCC seeks to sell 400,000 shares

Combined Communications Corp., Phoenix-based group broadcaster, has filed a registration statement with the Securities and Exchange Commission offering 400,000 common shares for public sale through Hambrecht & Quist, San Francisco, at \$12.50 per share maximum.

Also included in the registration statement are 40,000 shares to be offered through the company's employee stock option plan.

Net proceeds of the stock sale will be used to pay a portion of the \$13 million purchase price of Naegele Outdoor Advertising of Detroit Inc.

The CCC broadcast properties, KTAR-AM-FM-TV Phoenix, KYUM Yuma, KYCA Prescott, all Arizona, are owned 24.51%

by John J. Louis; 19.7% by Karl Eller, and 22.98% by Henrietta J. Louis. KBLU Yuma, owned by Mr. Eller and associates, will be donated to Arizona Western College and its KBLU-TV will be assigned to CCC. KYUM is to be sold.

CCC, which has 1,398,052 shares outstanding, also owns a sign company, two magazines, two outdoor advertising companies and operates a Muzak background music franchise.

STV files large public offering

Subscription Television Inc., New York, has filed a registration statement with the Securities and Exchange Commission offering 800,000 common shares and 160,000 common-stock purchase warrants for public sale.

The offering is being made in units—five shares and one warrant to a unit—through Goodbody & Co. and Robert Fleming Inc., both New York, at an estimated \$50 per unit maximum.

STV develops, manufactures and sells specialized electronic components and data acquisition and recording equipment and systems. It also develops and manufactures specialty farm equipment, primarily for transporting and applying agricultural chemicals.

Of the net proceeds from the sale of its stock, STV will use \$2,125,000 to pay the balance of a 5¾% note of a wholly owned subsidiary; \$800,000 to prepay two 8% promissory notes issued to United Control Corp., a subsidiary of Sundstrand Corp., in connection with STV's acquisition of the Winston Division of United Control. The balance, to be added to general funds, will in part be used for product development.

STV has 7,355,447 common shares outstanding, of which management officials own 18.7%. George L. Ohrstrom is board chairman and Kenneth F. Julin, president.

Fates & Fortunes

Broadcast advertising



Mr. Papazian

Edward Papazian, VP and associate media director, BBDO, New York, named VP and manager of media department.

John H. Lambert, senior VP and senior creative officer, Warwick &

Legler Inc., New York, joins W. B. Doner & Co., Detroit/Baltimore, as VP and creative director of Baltimore office.

Al Sarasohn, VP and associate creative director of Grey Advertising Inc., New York, named VP and creative director.

Robert B. MacDonald, associate media director for BBDO, New York, joins Erwin Wasey Inc., Los Angeles office, as VP, media.

Robert O. Bach, senior VP and director of creative services for Philadelphia region, N. W. Ayer & Son, Philadelphia, named senior VP for creative services. **Theodore M. Regan Jr.**, VP and creative director, succeeds Mr. Bach.



Mr. Bach

Mr. Regan

William H. Cartwright, manager of Detroit office of Edward Petry & Co., elected VP.

Henry I. Sherry, head of Atlanta office of McCann-Erickson, joins The Marchalk Co., New York, as senior VP and manager of Atlanta office. **Sidney B. McAllister**, managing director of product development workshop, Pritchard Wood Associates Inc., New York, joins McCann-Erickson as senior VP and succeeds Mr. Sherry as manager of Atlanta office.

John H. Brinkerhoff, VP and account supervisor, J. Walter Thompson, New York, named VP of JWT's Deltakos division, with responsibility for all of its advertising services. **Bert Peller**, associate media director, and **John H. Stevens**, account supervisor, Deltakos division, named VP's.

Herbert C. Upson, account supervisor, Ted Bates & Co., New York, named VP.

Jerome Zarin, with Smith/Greenland Co., New York, joins Daniel & Charles Inc. there as VP of marketing research.

Myron S. Silverman, senior copywriter and account executive, Jameson Advertising Inc., New York, joins Art Gelb Advertising Inc. there as VP/copy chief.

John Matthews, senior VP and executive creative director, Leo Burnett Co., Chicago, resigns. No future plans announced.

Norman Posen, general manager, KONE Reno, becomes national sales director for parent Lotus Theater Group, whose other properties are KWKW Pasadena, Calif., and KENO Las Vegas.

Henry D. Weiss, account executive, Blair Television, Los Angeles, named sales manager for KBIG Avalon-Santa Catalina, Calif.

John W. Britten, account executive, Savalli/Gates Inc., New York, joins WABC there as director of research and sales development. **Fred J. Harberle**, in charge of merchandising and sales

development at WABC, named director of marketing and merchandising.

George Gilbreath, with Adam Young-VTM Inc., Los Angeles, joins KGHS Los Angeles, as general sales manager.

Donald W. Meyers, VP and general manager, WAKY Louisville, Ky., joins WJRZ Hackensack, N. J., as general sales manager. Both are LIN Broadcasting stations.

Robert E. Dwan, with Fred A. Niles Communications Centers Inc., Chicago, appointed VP/producer and writer-director.

Dick Smith, radio-television director, Aylin Advertising Agency Inc., Houston, elected assistant VP and director of radio and television.

John A. McRae, general sales manager, KRAK Sacramento, Calif., appointed VP, sales.



Mr. Ripps

Griswold-Eshleman Co., Cleveland, elected VP.

Eugene B. Jacobson, senior VP-administration and systems, North Advertising, Chicago, joins Bloom Advertising Inc., Dallas, as senior VP and treasurer.

Charles Bailey, with KVIL-AM-FM Highland Park (Dallas), Tex., appointed sales manager. He succeeds **Dick Morrison**, who joins Hartwest Productions, New York.

William B. Bishop, director of advertising, Household Finance Corp., Chicago, named VP.

ANPA ad bureau elects

Walter C. Kurz, executive VP and general manager, *Chicago Tribune* (associated with WGN-AM-TV and WFMT[FM] there), elected to second term as board chairman of Bureau of Advertising, American Newspaper Publishers Association. Re-elected vice chairman was **James F. Chambers Jr.**, president and publisher, *Dallas Times-Herald* (KRLD-AM-FM-TV Dallas). **John W. Swerterman**, vice chairman of board, Washington Post Co. (WTOP-AM-FM-TV, WJXT [TV] Jacksonville, Fla.), elected treasurer, and **Robert L. Taylor**, president and publisher, *Philadelphia Bulletin* (WPBS[FM] Philadelphia; KTMS Santa Barbara, Calif.), elected secretary and assistant treasurer.

John G. Noonan, with H-R Television and H-R Representatives, New York, appointed controller.

Fred Broitman, media director, Grant, Wright & Baker Inc., Chicago, elected VP, media.

Cyril Larsen, sales executive, KHVH Honolulu, appointed sales manager.

Jack Gipson, sales manager, WBAP-FM Fort Worth, joins Dick Tipson Advertising Productions Inc. there as VP and account executive.

William Rismiller, account executive, Avco Radio Television Sales, Chicago, joins Avco's WLWI(TV) Indianapolis, as local sales manager. He succeeds **Ray Bates**, who assumes new sales responsibilities.

Media

William Schnandt, acting president, WNJU-TV Linden-Newark, N.J., elected president.

Kenneth W. Heady, general manager, KPHO-AM-TV Phoenix, also named VP.

Gordon King, deputy auditor general, Inter-American Development Bank, Washington, joins Post-Newsweek Stations as business manager.

James R. Boyle, controller, CBS News, New York, named controller of CBS Television Services division. **Joel Hymson**, assistant controller, CBS Records division, succeeds Mr. Boyle.

David E. Olsen, with WJMD(FM) Bethesda, Md., appointed operations director.

Richard S. Korsen, VP and general manager, WWTC Minneapolis-St. Paul, named executive VP of parent Buckley Broadcasting Corp.

Ronald Westby, general manager, KOKX Keokuk, Iowa, named executive VP.

Joseph E. Schmidt Jr., business manager, KDKA-AM-TV Pittsburgh, joins WATL-TV Atlanta, as general manager. Station has Aug. 1 target date.

Sanford Paul, with KGU Honolulu, appointed operations manager.

Robert B. Beall, sales manager, WTVU (TV) Terre Haute, Ind., also appointed assistant general manager.

Thomas P. Shelburne, general manager, WNEP-TV Scranton-Wilkes-Barre, Pa., named VP.

Programing

Fred Silverman, VP-daytime programs, CBS-TV, New York, assigned additional responsibilities in area of long-range nighttime program planning.

Carl Russell, VP-sales, moves from Atlanta office of MCA TV to Chicago to head up sales office there as VP, central region. **Carl Runge** moves from Charlotte, N.C., office to Atlanta as VP, southeast region.

Harry J. Wiest Jr., production manager, WNAC-TV Boston, joins WPRI-TV Providence, R.I., as program and production manager.

Ralph Riskin, head of own commercial production firm, Stylists Unlimited, Los Angeles, joins MGM Television, Culver City, Calif., as general program executive.

Frank O'Connor, network liaison executive with Universal Television, North Hollywood, named executive in charge of daytime programming and television specials for film studio.

Pat Patterson, program director, WLW Cincinnati, resigns to join Adirondack Visual Advertising, Washington, as general manager.

Jack Baigelman, midwestern sales manager, Technicolor Inc., Hollywood, named to newly created position of national audio visual sales manager for commercial and educational division.

Dale Andrews, assistant program director and air personality, WCBM Baltimore, appointed program director.

Dean Tyler, with WTMR Camden, N.J., appointed program director.

Jack Daniels, salesman-producer with Pelican Films, New York, joins CBS Electronic Video Recording Division there as regional sales manager.

John Reeves, with WGOE Richmond, Va., appointed program director.

W. K. Witherbee, with WAVE-TV Louisville, Ky., appointed head of program development. **Pat O'Hara**, with program department, and **Conrad Cagle**, director, appointed coordinator of operations and production manager, respectively.

Chuck Manno, with VPI, New York, joins Dimension Productions Ltd. there as VP and general manager.

John Durkin, producer-director, KYW-TV Philadelphia, joins WTOP-TV Washington, as assistant program manager.

Joey Jay, assistant program director, WCWR Tarpon Springs, Fla., appointed program director.

Stanley Adams re-elected president of American Society of Composers, Authors and Publishers.

John L. Bailey, continuity director, WZZM-TV Grand Rapids, Mich., named production supervisor of Production Thirteen, stations' production subsidiary, succeeding **Burdick Myre**, who joins WJRT-TV Flint, Mich., as program manager.

News

Stephen Fentress, senior producer, West Coast, NBC News, named executive producer. He succeeds **Bill Hill**, who moves to NBC News's *First Tuesday* as West Coast producer.

Jim Brooker, with CKLW Windsor, Ont.-Detroit, joins WKNR Dearborn-Detroit, as news editor-reporter.

Dan Daniels, sportscaster, WTOP-AM-FM-TV Washington, joins University of Maryland, College Park, Md., as sports information director.

Carol Colby, with WITI-TV Milwaukee, appointed women's editor of noon news program.

William H. Johnson Jr., news director, KIXL Dallas, joins WLS Chicago as news editor and newscaster.



Mr. Williams

By Williams, newscaster, WHIC-TV Pittsburgh, named news director. **Bob Nasikas**, with news department, appointed executive news producer.

George E. Lezotte, newscaster, WTEN-TV Albany, N. Y., joins news department of WTRY Troy, N. Y.

Jerry Hansen, news producer for KNBC (TV) Los Angeles, named senior news producer. **Paul Beavers**, news writer, succeeds Mr. Hansen.

Stu Nahan, news reporter, KABC-TV Los Angeles, appointed sports director.

Richard G. Carter, news writer, WLWD (TV) Dayton, Ohio, also appointed newscaster.

Ron David, local news reporter, WOL Washington, joins WTOP there as newsmen.

Promotion

Ernest H. Otto, with NBC press department, New York, appointed coordinator, NBC Radio information.



Mr. Wallrapp

ties in New York region.

Arthur L. Desmond, former head of own PR firm, joins Burton Browne Advertising, Chicago, as VP in PR division.

Ron Fagan, product service director, KFI Los Angeles, appointed to newly created post of director of promotion and merchandising.

Jackson Ross, production and continuity manager, KDWB St. Paul, ap-

pointed promotion and merchandising manager.

Equipment & engineering

Dr. Harry Nyquist, former Bell Telephone Laboratories scientist, named recipient of fourth Founders Medal of National Academy of Engineering. Dr. Nyquist invented vestigial sideband transmission system now widely used in television.

Bernard R. Segal, Washington consulting engineer, elected president of Association of Federal Communications Consulting Engineers. Others elected: **Julius Cohen**, VP, **John A. Moffett**, secretary, and **Alvin H. Andrus**, treasurer.

William S. Halstead, associate, RTV International Inc., New York, named VP for engineering.

Allied fields

Barrett H. Geoghegan, general sales manager, WABC-TV New York, joins Daniel Starch & Staff Inc., Mamaroneck, N.Y., as executive VP. His responsibilities will include development of new programs in area of television commercial effectiveness.

Robert B. Jones Jr., who retired Dec. 1, 1967, as VP and general manager of WFBR Baltimore, becomes franchise holder there for Fund Services Inc., which provides equipment and prizes for fund-raising events.

F. M. Randolph, manager for print media, advertising and promotion branch, U.S. Savings Bonds division, U.S. Treasury Department, Washington, appointed radio-TV director.

Deaths

H. Earl Rettig, 65, former NBC and motion picture-TV executive, died April 17 in St. Joseph's hospital, Burbank, Calif., following long illness. Mr. Rettig joined NBC in 1950 as operations manager for network on West Coast; prior to that he worked for several major film studios. He became a VP and treasurer of NBC in 1956 and next year became president of California National Productions, NBC subsidiary. He retired in 1963. Mr. Rettig is survived by his wife, Rosalie, and three sons, one of whom, Rick, is administrator, broadcast advertising, NBC West Coast.

Abe M. Weisman, 44, coordinator of sports publicity for NBC-TV in New York, died April 20 at North Shore hospital, Manhasset, N.Y. Mr. Weisman joined NBC in 1966 after working in sports publicity for ABC-TV and as television and projects coordinator for American Football League. He is survived by his wife, Dorothy, two sons and daughter.

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As compiled by BROADCASTING, April 16 through April 23 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

Applications

■ Del Rio, Tex.—Inter-American Television Corp. seeks VHF ch. 10 (192-198 mc); ERP 257.7 kw vis., 25.9 kw aur. Ant. height above average terrain 948.125 ft.; ant. height above ground 525 ft. P.O. address: c/o Don Renault, Box 1084, Del Rio 78840. Estimated construction cost \$10,000; first-year operating cost \$62,000; revenue \$600,000. Geographic coordinates 29° 21' 16" north lat., 100° 23' 05" west long. Type trans. RCA TT25EH(LA). Type ant. Jampro JATV 120/10/H. Legal counsel D. Gardner Renault, Washington; consulting engineer Joel E. Wharton, Boosier City, Pa. Principals: Don Renault president (51%), Marvin Hanz (15%) et al. Mr. Renault owns KWDR Del Rio, radio and TV legal service and engineering service. Mr. Hanz owns 10% of KWFR San Angelo, Tex., and is attorney. Ann. April 4.

■ Grandview, W. Va.—West Virginia Educational Broadcasting Authority seeks VHF ch. 9 (186-192 mc); ERP 291.1 kw vis., 58.22 kw aur. Ant. height above average terrain 1,000 ft.; ant. height above ground 462.5 ft. P.O. address: c/o Harry M. Brawley, 1033 Quarrier Street, Room 701, Charleston, W. Va. 25301. Estimated construction cost \$549,711; first-year operating cost \$141,650; revenue none. Geographic coordinates 37° 53' 46" north lat., 80° 59' 21" west long. Type trans. RCA TT25EH. Type ant. RCA TW15A9-R. Legal counsel Forbes W. Blair, Welch & Morgan; consulting engineer Silliman, Moffet & Kowalski, both Washington. Principals: Rex M. Smith, chairman of authority, et al. Principals control *WMUL-TV Huntington and is coordinating body for *WVVU-TV Morgantown and *WVWC-FM Buckhannon, all West Virginia. Ann. April 18.

Final Actions

■ Las Vegas—Talmac Inc. FCC granted VHF ch. 13, ERP 104.2 kw vis., 20.84 kw aur. Ant. height above average terrain 3,861 ft.; ant. height above ground 148 ft. P.O. address:

116 South Fourth Street, Las Vegas 89101. Estimated construction cost \$1,214,950; first-year operating cost \$400,000; revenue not available. Geographic coordinates 35° 57' 54" north lat., 115° 30' 00" west long. Type trans. RCA TT-11-AH. Type ant. RCA TF-12BH. Legal counsel Koteen & Burt; consulting engineer Kead & Kennedy, both Washington. Principals: Alan K. Abner, president (15%), John M. Laxalt (11%) and R. Kent Oram, treasurer (18%), et al. Mr. Abner is chairman of state regulating agency. Mr. Laxalt is attorney and representative for petroleum corporation. Mr. Oram is owner of coin concern and realty company, and vice president and stockholder of real estate. Action April 16.

■ Belton, Tex.—Central Texas College, Broadcast Bureau granted UHF ch. 46; ERP 160 kw vis., 23.3 kw aur. Ant. height above average terrain 1,261 ft.; ant. height above ground 1,126 ft. P.O. address: c/o Phillip R. Swartz, Box 848, Killeen, Tex. 76541. Estimated construction cost \$367,288; first-year operating cost \$69,100; revenue none. Geographic coordinates 30° 59' 12" north lat., 97° 37' 47" west long. Type trans. RCA TTU-12A. Type ant. RCA TFU-24DM. Consulting engineer N. W. Willett, Austin, Tex. Principals: Central Texas College board of regents. William S. Bigham, president, et al. Action April 16.

Other Actions

■ Review board in Nampa, Idaho. TV proceeding, Docs. 18379-80, granted motion for extension of time, filed April 17 by Idaho Television Corp. Action April 22.

■ Review board in Lynchburg, Va., TV proceeding, Doc. 18405, denied motion for enlargement of issues filed Jan. 16 by WLVA Inc. Action April 22.

Call letter applications

■ Channel 3 Inc., Salem, Ore. Requests KVDO-TV.

■ Reading TV Broadcasters, Reading, Pa. Requests WRPA-TV.

Designated for hearing

■ FCC set for hearing application by North Dakota Broadcasting Co. for new VHF TV on ch. 7 at Jamestown, N. D. North Dakota proposes to operate station as satellite of KXJB-TV Valley City, N. D. Action April 23.

Existing TV stations

Final Actions

■ KOGO-TV San Diego, Calif.—Broadcast Bureau granted renewal of license. Action April 17.

■ FCC denied petition for acceptance of second application for extension of time filed by St. Anthony Television Corp., permittee of Houma, La., and St. Anthony's tendered applications for extension of time

to complete construction and for changes in authorized facilities have been returned. Action April 16.

■ WWHO-TV Jackson, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 16. Action April 16.

Other action

■ FCC set aside applications by Bernard Rappaport, permittee of WGTI-TV Philadelphia for more time to build and to assign CP to Seven Arts Broadcasting Co. Extension application designated for hearing. Action April 16.

Actions on motions

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV-TV], Vikcom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, granted petition by Vikcom Broadcasting Corp. for leave to amend application to show acquisition by Vikoa Inc. (parent corporation of Vikcom) of two CATV systems owned by Rockland Cablevision, Haverstraw, N. Y., and Bluefield Cable Co., Bluefield, W. Va. Amendment is accepted without relieving petitioner from responsibility of failure to supply information concerning acquisition of Rockland Cablevision as required by rule (Docs. 18403-4, 18448). Action April 18.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lynchburg, Va. (WLVA Inc. [WLVA-TV]), TV proceeding, granted petition by WLVA Inc. for leave to amend financial portion of application (Doc. 18405). Action April 16.

Call letter actions

■ WBMO-TV, U. S. Communications of Georgia, Atlanta. Granted WATL-TV.

New AM stations

Application

■ Ridgefield, Conn.—Radio Ridgefield Inc. seeks 850 kc, 1 kw-D, DA-D. P.O. address: Box 655, Ridgefield 06877. Estimated construction cost \$71,983.48; first-year operating cost \$75,000; revenue \$75,000. Principals: Bartholomew T. Salerno, president-treasurer (90%), and Paul A. Christo, vice president (10%). Mr. Salerno owns real estate-insurance firm. Mr. Christo is employee of Honeywell (computer) Co. Ann. April 16.

Start authorized

■ KUAD Windsor, Colo.—Authorized program operation on 1170 kw, 1 kw-D. Action April 11.

Final action

■ Hohenwald, Tenn.—Lewis County Broadcasting Co. FCC granted 1540 kc, 250 w-D. P.O. address: c/o Revis V. Hobbs, 2009 Cromwell Dr., Nashville 37215. Estimated construction cost \$10,250; first-year operating cost \$18,000; revenue \$30,000. Principals: Riley D. Moore, Revis V. Hobbs and James H. Hayes (each 33⅓%). Mr. Moore is insurance agent. Mr. Hobbs is TV transmitter supervisor and owns 25% of WIZO Franklin, Tenn. Mr. Hayes is commercial manager of WAGG Franklin, Tenn. Action April 16.

Initial decisions

■ Mobile, Ala.—Mobile Broadcast Service Inc. Hearing Examiner Chester F. Naumowicz Jr. in initial decision granted 960 kc, 1 kw-D (WMOZ Mobile facilities). P.O. address: 126 First National Bank Building, Mobile 36602. Estimated construction cost \$22,900; first-year operating cost \$80,000; revenue not indicated. Principals: E. Howard Smith (32.8%), Howard L. Smith (33.9%), Robert A. Schorr and Joseph R. Bancroft (each 11.1%) and Julian E. Marx (1.7% plus option to 850 shares). Mr. Howard Smith is general manager of WLPR-FM. Mr. Schorr has interest in Electronics World Inc., General Horizons Corp. and World Wide Motors and is partner in West End

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Estates. Mr. Bancroft is employee of city and is in radio sales and service. Mr. Marx is in real estate. E. Howard and Howard are father and son and own WLPB-FM. Action April 22.

■ Hearing Examiner Herbert Sharfman in initial decision proposed denial of application by Risner Broadcasting Inc. for CP's for new AM and FM in Lebanon and by Lee Mace, for CP for new AM in Baxnell, both Missouri. Action April 22.

Other actions

■ Review board in Boynton Beach, Fla., AM proceeding. Docs. 18310-13. denied petition to enlarge issues filed Jan. 21 by Broward Broadcasting Co. Action April 17.

■ Review board in St. Louis, AM proceeding. Docs. 17210-15, 17217, 17219. granted request for certification filed March 7 by Archway Broadcasting Corp. and Victory Broadcasting Co.; that joint request for approval of agreement, grant of application of Victory Broadcasting Co. as amended and dismissal of other above-captioned applications. filed Dec. 23 by Great River Broadcasting Inc., et al.; petition for leave to amend filed Jan. 15 by Victory Broadcasting Co.; together with all related pleadings and documents, certified to commission for consideration. Action April 21.

■ Review board in New York. AM broadcast proceeding. Docs. 17454-55. granted request for additional time filed April 15 by New York University. Action April 21.

■ Review board in Lexington, N. C., AM proceeding. granted request filed April 16 by China Grove Broadcasting Co. and extended to April 23 time to file reply to oppositions to China Grove's petition to enlarge issues filed March 17. Action April 17.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Co.), AM proceeding. granted petition by Broadcast Bureau and changed time for filing proposed findings and conclusions to May 6 and time for filing replies to May 16 (Docs. 18235-6). Action April 17.

■ Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vander Plate, Radio New Jersey, Mid-State Broadcasting Co., Lake-River Broadcasting Corp. and Somerset Valley Broadcasting Co.), AM proceeding. on oral request of Broadcast Bureau scheduled further prehearing conference for April 23 (Docs. 18251-3, 18256-7). Action April 18.

■ Hearing Examiner Millard F. French in Lebanon, Pa., and Catonsville, Md. (Lebanon Valley Radio Inc. and Radio Catonsville Inc.), AM proceeding. granted in substance motion by Radio Catonsville Inc. and continued date for notification of witnesses to June 5 and 6, and continued hearing to June 24 (Docs. 15835, 15839). Action April 18.

■ Hearing Examiner Isadore A. Honig in Pittsfield, Mass. (Blue Ribbon Broadcasting Inc. and Taconic Broadcasters), AM proceeding. granted, nunc pro tunc, letter request by Blue Ribbon Broadcasting Inc. and postponed date for exchange of exhibits until one week after review board action on joint request for approval of agreement and other relief; postponed date for notification of witnesses and commencement of hearing to dates to be specified by further order of hearing examiner issued after review board action on joint request. if necessary (Docs. 18275, 18277). Action April 18.

■ Hearing Examiner Forest L. McClenning in Sioux Falls, S. D. (Sioux Empire Broadcasting Co.), AM proceeding. scheduled further hearing conference for May 27 (Doc. 17174). Action April 16.

■ Hearing Examiner Herbert Scharfman in Freeland and West Hazleton, both Pennsylvania (Summit Broadcasting CBM Inc. and Broadcasters 7 Inc.), AM proceeding. rescheduled prehearing conference to July 1 and continued hearing to date to be set at conference (Docs. 18489-91). Action April 18.

Call letter actions

■ Circle L. Inc., Reno. Granted KCRL.

■ K & R Broadcasting Corp., Red Springs, N. C. Granted WYRU.

Existing AM stations

Application

■ KQIQ Santa Paula, Calif.—seeks CP to change to 1400 kc. 250 w. 1 kw-L.S. DA-D; change studio and trans. location; install new trans. Ann. April 16.

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KGMR Jacksonville, Ark., to Sept. 29; KVON Napa, Calif., to Sept. 11; KLIV San Jose, Calif., to June 30; WIRL Peoria, Ill., to Sept. 25; WKBO Garner, N. C., to June 15; WMIN Mt. Carmel, Pa., to May 8; WRAI San Juan, P. R., to Aug. 20; KSTB Breckenridge, Tex., to Aug. 13; WISM Madison, Wis., to Oct. 28. Actions April 21.

■ KHOS Tucson, Ariz.—Broadcast Bureau granted mod. of CP to extend completion date to May 31. Action April 17.

■ KNBA Vallejo, Calif.—FCC granted application for CP to increase power. Commission granted waiver of rules granting 1190 kc. 1 kw, 250 w (CH). Action April 16.

■ WPOK Pontiac, Ill.—Broadcast Bureau granted CP to increase MEOV. Action April 17.

■ WDEA Ellsworth, Me.—Broadcast Bureau granted license covering permit which authorizes changes in hours of operation to U. 5 kw. DA-2; change ant.-system; delete remote control; change ant.-trans. location. Granted license covering CP which changes auxiliary trans. location; delete remote control for auxiliary trans.; Install new auxiliary trans. Action April 17.

Actions on motions

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co.), renewal of license of WVLK. granted motion by Bluegrass Broadcasting Co. and continued hearing presently scheduled for May 6 to Sept. 23 (Doc. 18285). Action April 18.

■ Chief Hearing Examiner Arthur A. Gladstone in Medford, Ore., and Alturas, Calif. (Medford Broadcasters Inc. [KDOV], W. H. Hansen, Radio Medford Inc. and R. W. Hansen [KCNO]), AM-FM proceeding. ordered presiding hearing examiner authorized to hold hearing sessions at Alturas, Calif., and Medford, Ore., respectively (Docs. 18349-53). Action April 16.

■ Hearing Examiner David I. Kraushaar in Medford, Ore., and Alturas, Calif. (Medford Broadcasters Inc. [KDOV], W. H. Hansen, Radio Medford Inc. and R. W. Hansen [KCNO]), AM-FM proceeding. scheduled hearing for May 6 at Alturas and subsequent hearing sessions for May 9 at Medford (Docs. 18349-53). Action April 16.

■ Hearing Examiner David I. Kraushaar in Medford, Ore., and Alturas, Calif. (Medford Broadcasters Inc. [KDOV], W. H. Hansen, Radio Medford Inc. and R. W. Hansen [KCNO]), AM proceeding. examiner, desiring to make it clear for the record that Alturas hearing sessions have been scheduled for convenience of local Alturas residents who have signified their willingness to testify in regard to KCNO Alturas license, modified April 11 prehearing commitment to limited extent that local residents of Alturas not parties to any of applications, are to be heard during Alturas hearing sessions. After local residents of Alturas are heard from it is examiner's intention to reconvene hearing in Medford, and the two renewal of license applicants will then testify first on own behalf as originally prescribed. If any party objects and is prepared to show affirmatively that this procedural change will operate to the serious detriment of public interest, he should file motion for further prehearing conference for reconsideration not later than April 22 (Docs. 18349-53). Action April 17.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]). AM proceeding. ordered further hearing to commence on May 20 (Docs. 17624-5). Action April 17.

Fines

■ WBBK Blakely, Ga.—FCC notified of apparent liability of \$400 for rule violation. Action April 16.

■ KSPO Spokane, Wash.—FCC notified of apparent liability forfeiture of \$700 for violation of rules including failure to have required operator's signature on operating

log. failure to show logs and failure of operator on duty to sign daily logs. Action April 16.

■ WMNT Manati, P. R.—FCC notified of apparent liability forfeiture of \$500 for willful or repeated violation of rules by failing to provide equipment performance measurements. Action April 16.

Rulemaking petition

■ FCC in notice of proposed rulemaking proposed reopening clear channel proceeding for limited purpose of permitting KOB Albuquerque, N. M., to operate with a class II classification on ch. 770 kc without interference to WABC New York. Action April 16.

Call letter applications

■ KTLN, Action Radio Inc., Denver. Requests KTLK.

■ WKFD, Adman Radio Co., Wickford, R. I. Requests WEAD.

Call letter action

■ KZIX, Fort Collins Broadcasting Co., Fort Collins, Colo. Granted KEWE.

New FM stations

Applications

■ Bath, Me.—Catherine Porter. Seeks 95.3 mc. ch. 237.3 kw. Ant. height above average terrain 173.5 ft. P.O. address: 20 York Street, Bath 04530. Estimated construction cost \$17,266.80; first-year operating cost \$7,000; revenue \$1,000. Principals: Catherine Porter, sole owner. Mrs. Porter owns WJTO Bath, Ann. April 21.

■ *Wingate, N.C.—Wingate College Inc. Seeks 89.1 mc. ch. 206.565 kw. Ant. height above average terrain 264.2 ft. P.O. address: c/o Dr. Budd Smith, Wingate 28174. Estimated construction cost \$50,130; first-year operating cost \$15,000; revenue none. Principals: Trustees of Wingate College Inc., 100%, W. T. Harris, president of board, et al. Ann. April 21.

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	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,241 ¹	8	4,249 ¹	62	4,311 ¹
Commercial FM	1,950	37	1,987	168	2,155
Commercial TV-VHF	496 ²	10	506 ²	14	520 ²
Commercial TV-UHF	125 ¹	51	174 ²	159	335 ²
Educational FM	363	7	370	35	405
Educational TV-VHF	71	5	76	1	77
Educational TV-UHF	73	27	100	12	112

Station boxscore

Compiled by FCC, Apr. 1, 1959

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,236 ¹	1,946	618 ¹	358	144
CP's on air (new stations)	10	36	62	9	32
Total on air	4,246 ¹	1,982	678 ²	367	176
CP's not on air (new stations)	62	167	171	38	13
Total authorized stations	4,308 ²	2,149	841 ³	403	189
L censes deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

¹ Includes three 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.

■ Oregon City, Ore.—Republic Broadcasting Inc. Seeks 106.7 mc. ch. 294. 100 kw. Ant. height above average terrain 550 ft. P.O. address: c/o James B. McGovern, Box 22125, Portland, Ore. 97222. Estimated construction cost \$85,460; first-year operating cost not indicated; revenue \$90,000. Principals: KIMN Broadcasting Co., 100%. John C. Hunter, vice president, and Kenneth E. Palmer, president, vote stock for KIMN Broadcasting. Principals own KIMN Denver and KYYI Oregon City. Ann. April 21.

■ Houston—Pacifica Foundation Inc. Seeks 90.1 mc, ch. 211. 47 kw. Ant. height above average terrain 432.92 ft. P.O. address: 2207 Shattuck Avenue, Berkeley, Calif. 94704. Estimated construction cost \$40,598; first-year operating cost \$52,292; revenue none. Principals: Robert Goodman, president of the board, et al. Principals own KPFA(FM) and KPFB(FM) both Berkeley. KPFB(FM) Los Angeles, all California. WBAI(FM) New York and applicant for new FM at Washington. Ann. April 21.

■ Milwaukee — Milwaukee Board of School Directors. Seeks 89.9 mc. ch. 205. 24 w. Ant. height above average terrain 896 ft. P.O. address: c/o Robert R. Sauchy, 5225 West Villet Street, Milwaukee 53208. Estimated construction cost \$70,247; first-year operating cost \$58,600; revenue none. Principals: Thomas A. Linton, secretary-business manager of board, et al. Ann. April 21.

Starts authorized

■ KBRI-FM Brinkley, Ark.—Authorized program operation on 102 mc. ERP 3 kw. U. ant. height above average terrain 190 ft. Action April 15.

■ KPOC-FM Pochontas, Ark.—Authorized program operation on 103.9 mc. ERP 3 kw. U. ant. height above average terrain 145 ft. Action April 16.

■ WCCO-FM Minneapolis—Authorized program operation on 102.9 mc. ERP 2.7 kw. ant. height above average terrain 420 ft. Action April 16.

■ KWFC(FM) Springfield, Mo.—Authorized program operation on 97.3 mc. ERP 100 kw. U. ant. height above average terrain 480 ft. Action April 16.

Final actions

■ *Urbana, Ohio—Urbana City Board of Education. Broadcast Bureau granted 91.7 mc. 1.43 w. Ant. height above average terrain 95 ft. P.O. address: c/o John C. Richard, 500 Washington Avenue, Urbana, 43078. Estimated construction cost \$3,700; first-year operating cost \$1,000; revenue none. Principals: State Board of Education, State of Ohio. Action April 17.

■ El Paso — Sun Country Broadcasting Co. Broadcast Bureau granted 97.5 mc. 60 kw. Ant. height above average terrain 1,080 ft. P.O. address: 5300 El Paso Drive, El Paso 79905. Estimated construction cost \$31,000; first-year operating cost \$14,000; revenue \$25,000. Principals: Lawrence M. Daniels, president and general manager (27.2%),

et al. Principals own KINT El Paso. Action April 14.

■ *Killeen, Tex.—Central Texas College Broadcast Bureau granted 91.3 mc. 50 kw. Ant. height above average terrain 1,170 ft. P.O. address: c/o Phillip R. Swartz, Box 848, Killeen 76541. Estimated construction cost \$100,760; first-year operating cost \$12,600; revenue none. Principals: Central Texas College board of regents, William S. Bigham, president, et al. Action April 22.

Other actions

■ Review board granted application by J. C. Blacett for new class A FM at Hardinsburg, Ky. Application by Breckenridge Broadcasting Co. for similar facilities denied (Docs. 17856-7). Grant affirms initial decision of September 16, 1968, by former Chief Hearing Examiner Cunningham. Action April 21.

■ Review board in Ocean City, N.J., FM proceeding. Docs. 18409-9. denied petition to enlarge issues filed Jan. 27 by Lester H. Allen. Action April 17.

Actions on motions

■ Chief Broadcast Bureau, on request by J. W. Shirley, extended to May 5 time to file comments and to May 15 time to file reply comments in matter of amendment of table of FM assignments (Fayette, Hartsville and Talladega, all Alabama) (Doc. 18476). Action April 18.

■ Hearing Examiner Thomas H. Donahue in Lincoln, Neb. (Cornbelt Broadcasting Corp. and KFMQ Inc.), FM proceeding, scheduled conference for April 18 (Docs. 17410, 18174). Action April 15.

■ Hearing Examiner Forest L. McClenning in Waukegan and Des Plaines, both Illinois (The News-Sun Broadcasting Co., Edward Walter Piszczek and Jerome K. Westerfield and Maine Township FM Inc.), FM proceeding, granted petition by Maine Township FM Inc.; reopened record; took official notice of ordinance passed and approved at regular meeting of Waukegan City Council July 1 granting franchise of News-Sun Broadcasting Co. for construction and operation of CATV system in Waukegan; and again closed record (Docs. 13292, 13940, 17242). Action April 18.

Rulemaking action

■ FCC in report and order adopted proposal to assign ch. 235 to Chesapeake-Portsmouth-Virginia Beach, Va. (Doc. 18423). Action April 16.

Call letter applications

■ Richey Airwaves Inc., New Port Richey, Fla. Requests WGUL-FM.

■ University of Hawaii, Honolulu. Requests *KTUH(FM).

■ John Carroll University, Cleveland. Requests *WJCR(FM).

Call letter action

■ Garden City Broadcasting Inc., Missoula, Mont. Granted KYSS-FM.

Existing FM stations

Application

■ *WCVN(FM) Covington, Ky.—Seeks CP to replace expired for new station. Ann. April 21.

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KYTE(FM) Livermore, Calif., to July 15; *KPCS(FM) Pasadena, Calif., to June 30; KFOA(FM) Honolulu, to Sept. 15; KRNT-FM Des Moines, Iowa, to Oct. 1; KCMT-FM Alexandria, Minn., to Nov. 1; *KBIA-FM Columbia, Mo., to Oct. 14; *KBMJ-FM St. Louis to Oct. 12. Actions April 14.

■ KABL-FM San Francisco—Broadcast Bureau granted mod. of SCA to make changes in programming. Action April 15.

■ WCCC-FM Hartford, Conn.—Broadcast Bureau granted license covering changes. Action April 17.

■ WWJ-FM Detroit — Broadcast Bureau granted CP to install alternate main trans. at proposed new main ant.-trans. location; and granted CP to change ant.-trans. location to 26201 Greenfield, Southfield, Mich.; install new trans.; new ant.; make changes in ant. system, ant. height to 500 ft. Action April 15.

■ WLAV-FM Grand Rapids, Mich.—Broadcast Bureau granted CP to install new trans.; ERP 28 kw; remote control permitted. Action April 15.

■ KKWB(FM) Breckenridge, Minn.—Broadcast Bureau granted CP to replace expired permit for new station. Action April 17.

■ KRST(FM) Albuquerque, N.M.—Broadcast Bureau granted CP to replace expired permit for changes. Action April 14.

■ WWGO-FM Erie, Pa.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action April 17.

■ KDLO-FM Watertown, S.D.—Broadcast Bureau granted CP to install new trans.; ERP 100 kw. Action April 15.

■ KDJW-FM Amarillo, Tex.—Broadcast Bureau granted mod. of CP to install new trans.; ERP to 54 kw. Action April 16.

■ KSFA-FM Nacogdoches, Tex.—Broadcast Bureau granted CP to replace expired permit for new station. Action April 14.

■ WTID-FM Norfolk, Va.—Broadcast Bureau granted mod. of CP to add vert. polarized ant.; ERP to 9.1 kw; ant. height to 350 ft.; remote control permitted from studio location 84 32nd Street, Newport News, Va. Action April 15.

■ WKWK-FM Wheeling, W. Va.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action April 15.

■ WLEO-FM Ponce, P.R.—Broadcast Bureau granted mod. of SCA to change subcarrier frequency from 67 kc to 41 kc for program relay and 67 kc for background music service. Action April 3.

Actions on motions

■ Office of opinions and review in Chicago, assignment of license of WFMT(FM) from Gale Broadcasting Co. to WGN Continental FM Co., granted motion by Lorraine Perman, et al., and extended to April 21 time to file findings of fact and conclusions of law (Doc. 18417). Action April 16.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, denied motion by Chronicle Broadcasting and ordered deposition of Albert Kihn taken (Doc. 18500). Action April 17.

Rulemaking petition

■ KVLG LaGrange, Tex.—Requests amendment of table of FM assignments to assign ch 285A to LaGrange. Ann. April 18.

Call letter applications

■ WENE-FM, WENE Inc., Endicott, N.Y. Requests WMRV(FM).

■ KPOP-FM, KPOP Radio, Roseville, Calif. Requests KPIP(FM).

Call letter actions

■ WNEF-FM, Gerity Broadcasting Co., Bay City, Mich. Granted WGER-FM.

■ *KBMJ-FM, University of Missouri, St. Louis. Granted *KWMU(FM).

(Continued on page 95)

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.

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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.

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RADIO—HELP WANTED

Management

Manager. Hard working. Aggressive. 1st phone and engineering ability would be advantageous. Strong on sales. Investment opportunity for right man. Daytimer in small N.Y. State market. Contact Philip Spencer, c/o WCSS, Amsterdam, N.Y. Box D-240, BROADCASTING.

Selling Manager, up to \$25,000. See our display ad page 93.

Sales

Executive level position opportunity. All phases, including sales. Multi-station. Excellent salary for right man. Box D-17, BROADCASTING.

Aggressive experienced manager salesman for major Georgia city. Somewhere is a man who wants to move up. If you can produce you can make big money with us. Guarantee plus commission. Box D-193, BROADCASTING.

Southern location. Experienced creative salesman. Management and announcing background. Box D-244, BROADCASTING.

Executive capable of administering group of radio stations with variety of formats. Prefer about 10 years experience in radio with thorough knowledge of sales, programming, budget control. Box D-302, BROADCASTING.

Washington D.C.'s hottest young new contemporary station seeks young professional salesman, will eventually direct sales. Newly-created position requires eager, aggressive and knowledgeable sales approach. Man should earn \$15,000 first year. Rush resume: Box D-331, BROADCASTING.

Will guarantee you what you are worth. Will consider salesman or experienced radioman wishing sales. Dale Low, KLSS/KSMN, Mason City, Iowa 50401.

Professional time salesman needed at once. Good salary and commission for right man. Excellent opportunities for eventual management position. Write or call Sales Manager, KPRI, San Diego, California. 714-239-1385.

Experienced time salesman for ethnic daytimer. Contact Manager, KZEY, Tyler, Texas.

Metromedia Radio's —WASH in Washington is seeking an experienced, agency-oriented, creative salesman looking for advancement and real opportunity. Must be self-starter. Send resume and salary requirements to WASH, Washington, D. C. 20016. No phone calls.

Immediate opening for experienced Sales Manager and Salesman in growing operation. Salary, commission, bonus. Great potential. Send complete details today to: Richard F. Palmquist, General Manager, WRAC, Racine, Wisconsin 53405.

Versatility pays . . . WXXX needs good combo man . . . salesman/announcer . . . salesman/chief engineer . . . top dollars for right man . . . base plus draw against commissions . . . hospitalization . . . competitive market . . . ARB #1 . . . sharp . . . neat . . . efficient . . . professionals only . . . new studios under construction . . . Buddy Van Cleave, WXXX . . . send resume, tape and references to Box 471, Hattiesburg, Miss. 39401. 601-583-2618.

Announcers

Position open for a top 40 personality with production ability at a 50 kw major market operation. Top salary for the right man. Send aircheck and resume to Box C-420, BROADCASTING.

Needed: Two real top 40 pros to join #1 rated metro Kentucky station. Right man has chance for advancement. Rush resume, tape and pic to Box D-137, BROADCASTING.

Idaho medium market #1 rated station wants good announcer to handle farm director duties. Know things Agricultural, mix with Agriculture community. Report and write farm news. Use tape recorder extensively. You will work a board shift and help build specialized farm programming. Send tape with resume. No phone calls. Box D-141, BROADCASTING.

Announcers continued

First Class License. Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Versatile country announcer. Pleasant West Virginia college city. Second vacancy in eight years. Previous men still our employees. Mature, steady, chatter. Copy writing and production. Some sales. Resume and salary. Limited experience considered if potential. Family man preferred. Box D-182, BROADCASTING.

Pro—top 40, Afternoon drive. 5 kw ±1 in Tri-City area. You better be good. Tapes. Box D-221, BROADCASTING.

Attention Bilingual Spanish speaking announcers or first phone combo men (need not to be bilingual). Interested in working a market with summer weather all year round plus the greatest beaches in the hemisphere? If you'd be interested in working one of the most attractive Latin-American markets write Box D-224, BROADCASTING.

Drake format, top 25 market rocker needs production pro who can also handle a short housewife shift. First phone mandatory; no maintenance. Great opportunity to learn major market radio and move up with top organization. 9a.m.-3p.m. shift Sunday-Friday. \$145/week plus outside gigs guaranteed. Box D-253, BROADCASTING.

Afternoon drive personality at swell east coast rocker. #1 in every way. Very neat staff. You'd be happy here. Send tape. Box D-263, BROADCASTING.

Race Track announcer. Good job for a quick thinking sports announcer. Year-round work with a fast-growing company. Excellent side benefits. Knowledge of thoroughbred race horses desirable. Good chance for advancement. All replies confidential. Write Box D-275, BROADCASTING.

Morning man with production or sales opportunity in expanding solid 2 station 150,000 market. Benefits and security. Box D-276, BROADCASTING.

Announcer qualified for writing and commercial production. Sales possible; active market, non-metropolitan, fulltime station. Box D-307, BROADCASTING.

Swinging 100,000 market midwest station looking for good, aggressive, sales-announcer-production combination. Send tape, photo, resume and sales background. Box D-334, BROADCASTING

Successful and growing midwestern chain of modern country music stations has a rare opening for fast paced personality with first phone, no maintenance involved. The individual we seek will join our newest station in Lincoln, Nebraska, a market of 200,000 and the home of the University of Nebraska. He will work with young broadcast pros in a position that offers unequal stability. The starting salary is \$150 a week. Our opening is immediate. Rush air check and resume to Fred L. Scott, General Manager, KECK Radio, P.O. Box 6006, Lincoln, Nebraska 68506 or telephone 402-489-6575.

Tired of cold winters? Come to Southern California, break into Los Angeles-Long Beach market. KNAC (FM) expanding programming, needs two experienced announcers (MOR and Underground Rock). Send resume, tape to: James Harden, KNAC, 666 E. Ocean Boulevard, Long Beach, California 90802.

KOOO, Omaha, Nebraska, has opening for first phone, modern country music pro. Starting salary is \$150 per week. Send air check and resume immediately to Jim Treat, general manager, KOOO, Box 37 W. D., Omaha, Nebraska.

Experienced Announcer with 3rd Phone—production ability helpful. Regional Farm Station, soon 50,000 watts. Immediate opening. Send tape and resume to KRVN, Lexington, Nebraska.

Soul jock. First phone, for Ethnic radio station. Contact manager, KZEY, Tyler, Texas.

Experienced announcer, first phone, no maintenance, for 10 kw modern CGW. Housing available if desired. Send tape, photo, resume, WAXU, Box 759, Lexington, Ky. 606-254-8888.

Announcers continued

Wisconsin AM/FM in northern Milwaukee metro area Combo. Some countrywestern. Production, news or sales an asset. Mr. Kraychee, WBKY, West Bend.

Weekend announcer MOR format. 3rd phone required. WBME, Belfast, Me 04915. Send tape-resume. 16 hours/wk.

24 hour top 40 needs First class license with good air voice. Permanent. Send tape, picture. No phone calls. WCLS, Columbus, Georgia.

Country Western announcer. WEET Radio, Box 6955, Richmond, Va.

If you are top rated in small or medium market and looking for a great job send MOR air check, resume and salary requirements to: Program Director, WINR AM-TV, Binghamton, New York 13902.

Authoritative voice for daily MOR show. Opportunity as PD, production or 1 hour daily talk show. Benefits and security with established operation. Rick Bennett, Manager, WJLL Radio, Niagara Falls, N. Y.

Immediate opening for experienced MOR announcer. Hospitalization, life insurance, salary continuity, and other benefits. Send tape, photo, and resume to Jim Carrigan, Radio Station WKRK, P.O. Box 113, Columbia, Tennessee 38401.

Announcer-Salesman. Permanent. Third endorsed. Good salary. Good station. WLSD AM-FM, Jacksonville, Illinois.

Immediate opening: Enthusiastic, adult personality. MOR. Tape, resume, salary to Bob MacCallum, WLVA, Box 238, Lynchburg, Va. 24505.

Immediate opening—Radio Station WNFL. We need MOR-First phone announcer-DJ. 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, Wis. 54301.

Immediate opening for experienced staff announcer at 5 KW full-time CBS station established in 1921. Will host MOR DJ shows plus opportunity for TV experience on full color CBS-TV affiliate. Send resume, picture and audio tape to Program Director, WSBT, South Bend, Indiana.

Ohio MOR needs announcer. Will consider limited experience or qualified beginner. Must have 3rd phone with endorsement. Contact Program Director, WTNS, Coshocton, Ohio 43812.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. CGW station in Virginia. Opportunity for sales. Position available in May. Send tape and resume to P.O. Box 231, Bassett, Virginia. or call 703-629-2509 day, 703-647-8493 night.

Great hunting, fishing and job opportunity. If you can announce, sell and gather news, and like small town living with medium to large market pay, send tape, photo and resume immediately. Must be married with no problems. Prefer ex-GI. Mr. Moreland, P.O. Box 471, Reedsport, Ore. 97467. Must be a pro.

Rare opportunity in major Florida market. Established 50,000 watt Modern C & W needs bright, friendly sounding professional for daytime air and production shifts. First phone preferred but not essential. Salary open. Phone Allen Hall, Program Director, at 904-354-4501.

Technical

Chief Engineer. East \$235 weekly to start. Resume, references and current pic required. Box D-24, BROADCASTING.

Combination engineer-play-by-play, or combination engineer, morning man. Start \$600 plus monthly. West-mid-west area. Write Box D-159, BROADCASTING.

Immediate opening for experienced studio/audio engineer in large Miami Radio station. Send resume Box D-203, BROADCASTING.

Engineer-Announcer for S.C. daytimer in resort area. Short airshift. Write Box D-278, BROADCASTING.

Technical continued

Southern California opportunity for chief engineer-announcer. Beautiful city, fine AM/FM facilities. Must have excellent references, strong contemporary radio background. Top money, fine working conditions. Air mail resume and air check to: Norman W. Lofthus, KDES, Palm Springs, California 92262.

First Class Engineer with maintenance experience for suburban AM-FM station. Rapid promotion to Chief Engineer for right man. Rush resume including references and salary requirements to C. Dingman, WCTC, 385 George Street, New Brunswick, New Jersey 08901.

Why fight it? Really live in Fort Lauderdale. engineer, experienced. AM/FM directional—maintenance. Phone WFTL, 305-566-9621.

Versatile first class engineer. Full maintenance of AM radio station and CATV program origination studio. Also responsible to operate and program CATV local channel with local faces, ideas, issues. A challenge for stable, creative man. Send resume to Andy Hilger, WJON, St. Cloud, Minn. All applicants will be thoroughly checked.

First phone immediately announcing-engineer. Michigan Top 40 AM-FM. Call WKFR, 964-7173.

Versatility pays . . . WXXX needs good combo chief engineer/announcer . . . chief engineer/salesman . . . dollars for right man . . . hospitalization . . . competitive market . . . ARB #1 . . . new studios under construction . . . neat . . . sharp . . . efficient professionals only . . . Buddy Van Cleave, WXXX, Box 471, Hattiesburg, Miss. 39401. Resume, tape, references . . . 601-583-2618.

South Texas with 500 watt daytime CP needs first ticket capable of rebuilding transmitter, getting new station on air in rural community near San Antonio. Must manage small staff, do board work, sales, copy writing for MOR and CGW programming. \$160 weekly plus profit share. W. E. Berger, Box 400, Hondo, Texas 78861.

NEWS

News director for ABC affiliate in beautiful cosmopolitan university town in northeast. Handle local morning and noon newscast. Direct reporters. Excellent for pro. Box D-58, BROADCASTING.

Ohio radio station needs experienced news director. We are a highly paced respected news operation. Personal interview a must. Send tape and resume. Box D-297, BROADCASTING.

Excellent opportunity—Immediate opening for news director. Send tape and resume as soon as possible. KEW1, 700 Kansas, Topeka, Kansas 66603.

Will consider all applications for News Director. This station believes in news. Vacancy created by promotion within group. Send tape, resume and salary requirements to: Manager, KMA Radio, Shenandoah, Iowa 51601.

Well-rounded newsmen/woman. Read well, report, write. 34th market—decent pay. Tapes, resumes to Paul Burke, News Director, WAVI-WDAO, Dayton, Ohio.

Have position open for News Department staff member. Typing and voice must be acceptable. Starting salary about \$100. 6-day week, 3-week vacation, hospital benefits, etc. Apply in person or by actual tape. H. M. Thayer, WGHQ, Kingston, N.Y.

Wanted: Newsman 5,000 Watt-er needs accurate responsible news announcer-reporter. Benefits excellent, affiliated with morning newspaper and FM. Contact Jack Speech, WNAM, Neenah, Wisconsin 54956.

Needed immediately, experienced newsmen, 1st phone preferred. No beginners. Single station market, ABC affiliate. Send full information WRHL, P.O. Box 177, Rochelle, Illinois 61068.

Program, Production, Others

Need experienced afternoon traffic dj for Pulse rated #1 Mod country in medium Gulf Coast market. Must be creative production man. Benefits include life, health and dental insurance, all paid. Profit sharing and Xmas bonus. Maximum to start \$500 month. Tape, resume and picture to Box D-260, BROADCASTING.

24 hour top 40 needs good production man with on-the-air sales ability. Send tape, picture. No phone calls. Permanent. WCLS, Columbus, Georgia.

Situations Wanted Management

Promotion manager with creative imagination. Diversified broadcasting and advertising background. Excellent references. Resume will tell all. Box D-149, BROADCASTING.

Management continued

10 years in radio. Looking to return to radio. Assistant director of Broadcasting School in Philadelphia, Pennsylvania. Metro voice MOR. Prefer spot as program director. I have the background you want. Write Box D-256, BROADCASTING.

General Management position desired in good town to raise family. Experienced operator looking for lifetime situation. Box D-277, BROADCASTING.

St. Louis broadcaster seeks managers-sales managers position. Box D-314, BROADCASTING.

Successful manager desires change. Prefer Southeast. All others considered. First phone. Experienced in all phases. Box D-321, BROADCASTING.

All around experienced radio man available. Sale of station, Mgr., sales, news, sports, DJ. Relocate. Box D-329, BROADCASTING.

Sales

Available June—experienced sales manager. Eighteen years radio and television. Can train and develop staff plus carry good personal billing. Box D-322, BROADCASTING.

Energetic young salesman—university degree in broadcasting with minor in advertising and journalism. Experience in all phases. Currently employed in college town. Looking for opportunity to grow with reputable company. Available July 1st. Draft exempt. Steve Feder, 1207 South Wall, Carbondale, Illinois 62901 or call 618-549-8145.

Announcers

Personality Personified—no brags, just facts—Radio and/or TV—any format or Talk—credentials unlt. Box D-2, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box D-31, BROADCASTING.

Small and medium market managers: Be number one! Switch to the proven "maximum music" format. Contact Bill Drake, c/o Drake-Chennault Associates, Los Angeles—or—save that exorbitant consultant's fee and let me program your station. Even on a limited budget, I'll make your sleepy station come alive with an image pulling heavy ratings and revenue everywhere. In addition to establishing and maintaining this consistently professional sound with all its subtleties. I also offer the following pluses: I will immediately make money for you with my creative copy and sharp production. If necessary, I can go on the air myself. (I run a tight, bright airshow.) I have a first class license. I may be a "synthetic" Drake, but I'm also a genuine bargain. Let me make your station a winner! Box D-104, BROADCASTING.

Third phone, DJ, tight board, solid news, commercials. Box D-117, BROADCASTING.

California: CGW, Top rated announcer, experienced personality, witty but not wordy, military complete, third endorsed, college. Box D-127, BROADCASTING.

Congenial DJ-announcer, commanding newscaster, 3rd endorsed, MOR—top 40—Imaginative, versatile, tight board, sales appeal, modern personality, 31, family relocate. Box D-173, BROADCASTING.

Experienced dj-announcer-newscaster, 3rd endorsed, Married. No floater. I'm your man! Box D-197, BROADCASTING.

Experienced DJ, music/production director. MOR, top 40, modern CGW. Single, 24, draft exempt, (reserves). Available June 1st. Box D-211, BROADCASTING.

College grad, with degree in broadcasting 3 yrs. exp. Prefer midwest, but will consider any offer. Box D-236, BROADCASTING.

1st phone announcer wants to move to West Coast, Rock or easy listening. Experienced as P.D. No maintenance. Box D-237, BROADCASTING.

Newscaster—Announcer—DJ; prefer CGW or MOR format. Good worker. Box D-239, BROADCASTING.

Sharp CGW personality. Young, digs real country music. No hick. Leave Engelbert Humperdinck at the MOR station. High ratings guaranteed. Major/medium market. State best salary offer first letter. Box D-255, BROADCASTING.

Stayed in small market 3½ years to get full, varied radio background so I could be selective when I move. I'm ready now! Want bright MOR personality show and production. Mature voice, inventive, single veteran. Medium market, pay negotiable. Prefer Rockies or far west. Box D-264, BROADCASTING.

Teen Bopper Appeal—22, 9 months experience, college altar plans, will relocate, desires Top 40—MOR. Box D-263, BROADCASTING.

Announcers continued

1st Phone-Announcer. 6 years experience. 4 years at same station. Married. 26. Some sales experience. Prefer country or middle of road format. Box D-269, BROADCASTING.

Female: DJ/Announcer determined and eager, Broadcast School, 3rd, typist, Women's World News, interview and copywriter. Will consider offer anywhere—immediately. Box D-280, BROADCASTING.

Position wanted—Young Top 40 and MCR personality with 5 yrs. experience, looking for chance to move up. Tape and resume upon request. Box D-283, BROADCASTING.

Up-Tempo MOR jock also sports radio sch. grad, 1st phone, no exp. Married—29 . . . give me a chance. Box D-285, BROADCASTING.

First Phone announcer-salesman. Broad experience, presently in fourth California market. Seeking advancement. Box D-290, BROADCASTING.

Fantastic R & B DJ now available. Eight years experience. Third class ticket. Tight board. Sensational in production and promotions. Family man but will move where there's a groove. Inquire Now. Box D-293, BROADCASTING.

Aggressive sportscaster wants challenging sports position . . . 2 years sports director . . . 5 years play-by-play . . . journalism degree . . . married with one son . . . 1 year TV . . . will consider all offers over \$190. Box D-295, BROADCASTING.

DJ-Announcer, recent grad broadcasting school, 3rd endorsed, married, wants permanent position—interested in sales, newscasting and control board. Box D-303, BROADCASTING.

Fine experienced air personality. Minimum \$750 acceptable if also permitted to sell on commission. Box D-315, BROADCASTING.

College Student majoring in broadcasting desires summer employment. Announcing, Program producer, Sports, some sales. Prefer North Central States. 2½ years experience. 3rd endorsed. Box D-318, BROADCASTING.

24 year old DJ. Intelligent, personable. Great copy and news. 3rd ticket. 2 years college. Looking for spot in New England area. Military completed. Box D-323, BROADCASTING.

Broadcasting School Graduate, first phone, married, family, will relocate. Any reasonable offer accepted. Box D-325, BROADCASTING.

Air personality: seeks permanent position with community minded station, small or medium size city. Prefer East Coast where I can raise a family. "Talk, News, Weather, Specials, Sales." Housewife appeal, talent, good voice. Box D-326, BROADCASTING.

DJ-Newscaster, mature voiced school graduate seeks rock, R&B, or MOR station. 3rd endorsed, draft deferred, will travel. Box D-328, BROADCASTING.

Negro beginner, top 40, R&B DJ. Broadcast School Grad. Gordy c/o 734 Euclid, Cleveland, Ohio 44114.

Female DJ—3rd—tight board—well qualified—news gathering—traffic—experienced—children. Write: Pupil, 314 Bradley Bldg., Wabash, Indiana 46992. Phone: 219-563-4426.

The no. 1 jock in the 57th market for 2 years, is looking for a higher top-40 market. 5 years experience. Married. ½ a child (it will be one child soon). 413-739-6889.

First phone; intelligent, ambitious young man with first phone and B/A degree, desires position in announcing. Call Harry Gain Harrison, 817-CR4-7898.

Experienced first phone announcer available for immediate employment, 914-452-2838.

Attention! All radio stations. Experienced Cleveland announcer, with third endorsed license needs work immediately, can do three formats. If interested, write Jesse T. Brooks, 696 E. 128 St., Cleveland, Ohio 44108.

Dartmouth College man available 10 June. Four years commercial experience. Top 40. Tight board. Good delivery & production. Box 103, Hanover, N. H.

Just graduated from Broadcasting school. 3rd endorsed. I am a beginner and I don't believe it is a handicap, but just that—a beginning of something big. I have talent, desire, and a basis in the fundamentals. All I need is that first break. Tape and resume on request. Brian Clendenen, 322 Hudson St., Hartford, Conn. 06103. Prefer North-east.

Third class endorsed, announcer, news, sports, play by play. Prefer Central Penna. Excellent recommendations. Bill Warker, Jr., York, Pa. Call 717-843-7728.

Announcers continued

DJ/Production. First Phone. Top 40. Broadcast School Graduate. Married, military completed. Massachusetts or Rhode Island. Available May. Wally Cahoon, 7158 East Hyatt Street, San Diego, California 92111. (714) 278-9319.

Available immediately: If you're looking for a versatile announcer with additional experience in equipment maintenance (first phone) let's get together. Over fifteen years in broadcasting. Personal interview preferred but not mandatory. Presently self-employed. Rod Arkell, High Springs, Florida. Telephone (904) 454-1373.

Young, announcing school graduate, third, endorsed; tight board, good radio voice, single, draft-exempt, wants start in radio. Desires MOR format. Contact: Don Drew, 223 Jones Drive, Bridgeville, Pa. 15017.

1st Phone/Experienced/Prefer Country/Not a swinger. Love to do news and production. Desire an aggressive country operation with a chance to do light maintenance. Objective: chief engineer. Phone: 213-333-4737.

Personality with a good voice and love for radio. Limited, but exceptional experience. Stephen Ostrow. 148-15 231 St., Rosedale, N.Y. 11413. 212-723-9141.

DJ/Announcer—recent graduate of Broadcasting School—needs start. Tight board, third phone endorsed. Pleasant, but strong voice. Single, draft exempt, will relocate. Write: Dan Marks, 511 S. Rav St., New Castle, Penna. 16101. Phone: 412-654-1478.

Technical

Engineering Supervisor. Extensive AM directional antenna, allocation and transmitter experience. Fly to deal directly with FCC for present employer. Supervise staff of 3. E.E. degree. New all around chief at \$11,700 but outgoing birthplace medium market. Box D-162, BROADCASTING.

Rochester or Buffalo. Student with first phone, competent board operator, car. Part or full time. Box D-289, BROADCASTING.

First phone engineer. Presently chief midwest AM. 20 years experience. Can handle board shift. Prefer Southwest or So. California. Availability. 90 days. Box D-320, BROADCASTING.

Available immediately. See my ad under "announcers." Limited experience in equipment maintenance: AM-FM, directionals and some automation. Rod Arkell, High Springs, Florida. Telephone: (904) 454-1373.

NEWS

Experienced, aggressive college junior wants news, announcing, sales or related summer work in California or Arizona. Box D-178, BROADCASTING.

Editorial—Attractive, Talented, Female, news writer/reporter seeks new challenges. Excellent background. Ten years hard news, newspaper/radio. Some announcing. Prefer news media but would consider attractive P-R offer, leading firm. Box D-226, BROADCASTING.

News Director seeking new market, 5 years experience. radio news and talk show. Like a chance for TV News—tape and resume available. Box D-267, BROADCASTING.

Aggressive college man majoring in broadcast journalism desires summer position with news organization. Any market. 7 years experience in FM radio as reporter, announcer, sportscaster. Box D-272, BROADCASTING.

Draft Deferred, college graduate seeks on air position in News. Presently working N.Y.C. News Department. Prefer Northeast—accept any good offer. Third endorsed. Box D-292, BROADCASTING.

Former news director seeks news directorship . . . 23, married . . . 3 years news . . . 1 year TV journalism degree . . . minimum salary \$190. Box D-296, BROADCASTING.

Need a good summer newsmen? 1 1/2 years experience, good writing. Box D-308, BROADCASTING.

College grad., broadcast school grad., some experience. Married, I-Y. No market too small. Call 315-769-2029.

Programing, Production, Others

Children's show with successful format looking for new market. Will make your young viewers happy. Guaranteed top ratings for your station. Box D-148, BROADCASTING.

Weather forecaster with comprehensive delivery. Working knowledge in meteorology, 4 years weather-casting. Versatile broadcasting and advertising background. Excellent references. Box D-150, BROADCASTING.

Prog., Prod., Others—(cont'd)

Producer / director seeking imaginative creative position with progressive station. Extensive background in broadcasting. Excellent references. Box D-151, BROADCASTING.

Radio copywriter, production skills, third phone, college grad. desires creative challenge in Nevada, Colorado, New Mexico, or Arizona. Box D-190, BROADCASTING.

Tired of being #5 in 4-station market? Take-charge, format-genius P.D. will program Top-40, contemporary-MOR, modern-CGW, or anything in-between. If yours was an also-ran in the last Pulse, and you need talent and drive more than "Years of experience," I'm yours for \$150/wk. Currently P.D. at nation's greatest commercial student-station. Ivy grad.; available July 1st. Box D-281, BROADCASTING.

Girl Friday. Logs, traffic, statements, and keeping salesmen straightened out. Experienced in major market operations. Prefer East Coast but will go where the work is. Box D-286, BROADCASTING.

Production Companies: One of the Northwest's finest voices and personalities is seeking a secure position with a production company. \$10,000 + considered. Resume and tape available. Box D-313, BROADCASTING.

P.D.—Administrator who also functions as air personality, crack copywriter and production man. Is promotional minded, sales conscious, and has a first phone. Get a pro who specializes in building a sound you can sell. Full charge only. Dial 216-958-3438.

TELEVISION—Help Wanted MANAGEMENT

CATV Manager for large community CATV system in major N.E. area. State experience, personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.

Manager-Sales Manager—experienced, loyal, sober, reliable, UHF TV. Real challenge, top wages and benefits. Position now open, please apply to Box D-311, BROADCASTING.

Sales

Great opportunity for experienced and successful TV salesman to work in a major market. WTCN-TV, Minneapolis, has an attractive offer for a proven producer. Generous pay, plus commission with plenty of fringe benefits including stock option. If you qualify, send resume to Norm Page, WTCN TV, Minneapolis, Minn.

Unparalleled opportunity. A young public company in the communications-entertainment field has immediate need for sales personnel with extensive experience to sell its color video-tape production facilities (mobile and studio) to advertising agencies, production companies, networks, etc. Company also needs personnel with experience in TV syndication to develop production and sales. Unlimited chance for advancement, substantial draw, stock options, and multitude of other fringe benefits. Send resume with complete information to Box D-274, BROADCASTING. All inquiries will be treated confidentially.

Announcers

Station expansion in north's largest city. Anchorage's better music station needs professional, quality announcer. \$825 to start. Send tape, resume, photo to Ken Flynn, KHAR AM-FM-TV, Pouch 7-016, Anchorage, Alaska 99501.

Technical

TV technician—large N.Y.C. Diocesan ITFS system. Involves basic electronic maintenance and operation of studio master control, and MATV equipment. Technical skill and flexibility needed. Salary dependent on qualification and experience. Box D-208, BROADCASTING.

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Maintenance/Operations technician—northern Wisconsin. Going full color and increasing staff; will pay for experience. Send resume to Box D-271, BROADCASTING.

Immediate opening for First Phone Engineer able to operate all new RCA color equipment. Contact Bob Martins, Chief Engineer, KMR-TV, Palm Springs, Calif. Phone: 714-325-7121.

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.

Technical continued

Fetzer TV needs engineers with first class license for WWTV, Cadillac, Michigan and WWUP-TV, Sault Ste. Marie, Michigan. Experience desirable but not essential. Diversified operation. Good pay and many company benefits. Write: P.O. Box 427, Cadillac, Michigan or call collect 616-775-3479.

Engineers for studio and transmitter operations—rapidly expanding, full-color state network. New building, new equipment. Begin at \$10,200 with excellent fringe benefits including group insurance and retirement plan. Advance in 6 years to \$13,400. Send resume to: Maryland Center for Public Broadcasting, RFD 1, Box 1478, Owings Mills, Maryland 21117.

NEWS

Fourth Market has opening for staff writer/producer for TV News Department. Must be experienced. Contact Box D-111, BROADCASTING.

Photographer reporter, silent, sound on film. Upper midwest. Network VHF. Salary open. Send resume and requirements to Box D-166, BROADCASTING.

Wanted: News Director for major midwest TV market in university town. Must be strong on-the-air personality. Salary open. Box D-288, BROADCASTING.

California CBS-TV affiliate seeking experienced News Director. Full color operation. Will anchor evening one-hour local newscast. Send complete background, VTR or film, and recent photo and salary requirements to Redd Gardner, General Manager, KBAK-TV, Box 2929, Bakersfield, Calif. 93303.

Immediate opening for experienced news writer-reporter on camera work, photography desirable, fringe benefits, ideal working conditions. NBC TV affiliate. Send VTR and resume to Ken Bechtel, Station Manager, KCMT Television, Alexandria, Minnesota 56308.

TV Newsmen, for top-rated Washington Post-Newsweek Station, Florida. Good at reporting, writing, on-air. Contact Bill Grove, WJXT-TV, Broadcast House, Jacksonville, Florida 32207. An equal opportunity employer (M/F).

Programing, Production, Others

Major market station wants creative cameraman-editor for TV commercial unit. Only those with commercial film production experience need apply. Box D-170, BROADCASTING.

TV floorman-director—need some experience on floor, but will train in directing. Good chance for young man to grow, good midwest market, all color station, lots of production going on. Send full information to Box D-252, BROADCASTING. Or call Erv, 319-364-4194.

Film Photographer—Creative—16mm SOF and silent wanted by Special Projects Dept. of award-winning NBC Midwest top-40 market station. Chance to express yourself in documentary, feature and commercial film shooting. Editing experience necessary. Send film or VTR sample with resume. Box D-270, BROADCASTING.

Midwest VHF NET affiliate. Immediate opening for experienced producer-director. Must handle people, be creative. Send resume and salary requirements. Box D-279, BROADCASTING.

Triple threat talent. The number one station in a major market has a great opportunity on the weekend news team for a meteorologist or experienced weatherman who can also be an enthusiastic host on class public affairs programs. Some staff announcing duties involved, too. This is a network owned station so the opportunities, conditions, benefits and standards are first class. Put your personality in a letter along with your resume and immediately send to Box D-305, BROADCASTING.

TELEVISION

Situations Wanted Management

Program Executive presently employed desires new challenge in top management. Young and experienced. Excellent references. Box D-265, BROADCASTING.

Sales

T.V. Sales Manager—Eastern market preferred 11 years experience as sales manager, account executive. College degree. Family man. Box D-291, BROADCASTING.

Very, very successful radio salesman would like to make switch to TV—if there's more money & a future. Box D-300, BROADCASTING.

Announcers

Currently announcer-weatherman, with experience in news & sports writing, airing, and commercial writing seeks better opportunity elsewhere. Would like to move to major market, but will consider all offers. Box D-282, BROADCASTING.

Announcers continued

Kid's show—producer emcee. Staff versatility, college, mature. Fall availability. Prefer southwest. Box D-309, BROADCASTING.

Fine, experienced, live-camera commercial announcer, additionally adept broadcast sales. Box D-316, BROADCASTING.

Technical

TV Engineer, first phone, 2-year technical graduate, experienced, available now. Box D-235, BROADCASTING.

12 years experience all facets TV engineering, including field engineer for major manufacturer. Experienced chief. Strong on planning—construction. Desire position as TV chief. Not a yes man. Will run technical operation the right way. Box D-284, BROADCASTING.

First phone AM-TV experience 22 years electronics. Box D-304, BROADCASTING.

NEWS

Outstanding interviewer and newscaster seeks major market. Currently employed major Eastern market. Radio talk show considered. 38, Telephone 716-876-6938. Box D-45, BROADCASTING.

Newsman seeking prime time anchor slot major market. Experienced, solid network background radio and TV news or will consider news directorship if substantial salary. Box D-215, BROADCASTING.

Hard news camera position desired. Presently production manager—newsfilm in top ten market, ten years experience in national and international news including networks—Viet Nam—top references, married, employed. Available immediately. Box D-306, BROADCASTING.

I'm a sports nut. I cover as many events as possible. Have interviewed top names and know background and history of teams, players, and events making today's news. Experienced in all phases of sports coverage both television and radio. Box D-312, BROADCASTING.

Programing, Production, Others

Television host with own show in top ten market. Host of nationally syndicated radio show. 31 years old. 17 years experience. Seeks new challenge. Box D-257, BROADCASTING.

Producer/Director: Age 29, 3 years experience in variety of live/taped production in top ten market. Entering most productive years, take advantage of ambition. Box D-273, BROADCASTING.

Girl Friday. Logs, traffic, statements, and keeping salesmen straightened out. Experienced in major market operations. Prefer East Coast but will go where the work is. Box D-287, BROADCASTING.

New Station? Key to success is key people. Experienced, young production manager will hire, organize, and train dynamic team. Box D-298, BROADCASTING.

Creative young talent. Draft exempt. N.Y.C. station credits as producer, director, writer, film-maker, documentary researcher. Experienced all phases of broadcasting. B.A., M.S. in TV. Salary and position no object. Will relocate. Box D-301, BROADCASTING.

Young, fast moving producer of The Today Show abroad seeks new challenge. Unusual and complete background—plus progressive organization and opportunity major consideration—more than the "green." All replies answered. Full background and details Box D-317, BROADCASTING.

Television production manager/continuity director, 35, family man, desires Nebraska or "West of Mississippi" small to medium market. Thirteen years radio-TV experience: Continuity, production, operations, semi satellite management.—Short course 1st phone. Box D-319, BROADCASTING.

Director in eastern medium market desires similar position at a more progressive station. College graduate, experienced in all phases of broadcasting. Five years in capacity of director of news and public service programs, commercial production and entertainment programs at full-color, network affiliated, commercial VHF station. Seeking station that will fully utilize abilities. Most willing and anxious to relocate immediately. Box D-324, BROADCASTING.

Creative Services Director/writer/cinematographer/editor. College graduate with 8 years experience in keeping clients happy and on-the-air. Seasoned pro with experience in all phases of Television Production. Ready for a bigger challenge, prefer top 50 markets in mid-west or mid-Atlantic. Box D-336, 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 to Buy—Equip.—cont'd

Need low priced 1 kw AM transmitter, also G. R. Mod. 916-A bridge, priced right for immediate cash purchase. Box D-249, BROADCASTING.

400 to 500 foot self supporting tower. Give details & price. Mr. Lee, WSBG, 2400 W. Madison St., Chicago, Ill. 60612.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Jack Panels and patch cords, Audio and video, new and used, Precision video coax cable and connectors (Belden 8281). Write for catalog. Gulf Electro-Sales, Inc., 6325 Beverly Hill, Houston, Texas 77027, Phone 713-781-3066.

Western Electric, 506 B-2, 10 kw FM Transmitter with Gates M5534, exciter and Gates M 5688 sub-carrier inserter. Available approximately June 1st. Contact Cal Williams (513) 422-3625.

Shure Mixers and microphones, Turner, AKG, Vega, Fairchild, Langevin, Pultec, Universal Audio, Best deals. Audiovox, Box 7067-55, Miami, Florida 33155.

Like new Gateway Console, large Gates Turntables, microphone with adjustable stand and Gates desk. Total 40 hours. Box D-294, BROADCASTING.

Andrew Multi-V 8 Bay FM antenna. In service now and giving excellent performance. Reasonable. John R. Kreiger, KYET, 113 West 8th Street, Austin, Texas. AC 512-478-8521.

RCA TR-11 videotape machine, excellent condition, new air headwheel, solid state processor, set up and check out, available southeast. 703-272-6071.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI 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.

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.

INSTRUCTIONS continued

See our display ad under instruction on page 94. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028, HO 2-3281.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st class Radio Telephone License (famous 5 week course). Total tuition \$360. Class begins at all R.E.I. Schools May 26. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

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 programmed methods and earn while you learn job opportunities. Contact AT5, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo men and announcers.

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 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.)

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1967-68, one week sessions were held in Memphis, Seattle, Minneapolis, Washington, D. C., Portland and Los Angeles. An outstanding success rate has brought expansion in 1969 to Boston, Detroit, Atlanta, Denver and New Orleans. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D, Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Follow the leader to a fast first phone... the Nation's original four week accelerated course with results guaranteed. Tuition \$295.00, rooms \$8.00 weekly. Next class May 12th. Tennessee Institute of Broadcasting, 2106-A 8th Ave., South, Nashville, Tennessee... phone 297-8084.

Go First Class! Prepare for your first class FCC License Examination (in 4 weeks or less) at TEL, only \$295.00. Highly recognized and fully guaranteed. Classes begin the first and third Monday of each month. Reserve your place now. Write or call Tennessee Electronics Institute, 121 Fairfax Avenue, Nashville, Tennessee 37203. Phone—(615) 297-3213.

Cleveland Institute of Broadcasting. New class starting April 16, 1969. Still not too late to enroll. Studios: 633 Hippodrome Bldg., Cleveland, Ohio 44114. Enroll now—711-2811.

First Class License in 4 weeks guaranteed! \$225.00. Dixie Radio Institute, c/o Diplomat Inn, Huntsville, Alabama, 205-539-5982.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools, Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Radio Group V.P.

Expanding group broadcaster has an exceptional opportunity for a broadcast executive capable of assuming total responsibility for 7 radio stations. Our client wants an individual under 40 years of age with a proven record of achievement. Southeast base and a minimum \$35,000.00.

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RADIO

Help Wanted—Management

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Established young multiple owner broadcasting firm with excellent growth record is now further diversifying, considering public offering. Company needs talented man as backup preferably with broad background including sales knowhow, proven administrative ability, general broadcast sensitivity, love of challenge and hard work. Key man stock options and compensation plan depends on you. Resume please.

Box D-169, Broadcasting.

MANAGER (RADIO) UP TO \$25,000.

Ours is a Smaller Eastern Market, off the beaten path. No glamour, no bright lights. We need a super-human selling manager who sells like the Devil! Our Daytime AM and Fulltime FM are completely separate, approximately 5 miles apart and to keep the billing above the \$300,000 level involves putting in about 12 hours a day on the part of the selling manager. Formats are "Good Music" on the AM and "Modern Country" on the FM. Our demands are rough. We require stability, loyalty, sobriety, and complete teamwork with the home office and a guy who will earn his \$25,000. salary. Our Employees know of this ad.

Write me, the group Vice President, full and complete details if you think you are our man. A recent snapshot will be appreciated.

Box D-333, Broadcasting.

Sales

WANTED SALESMAN CALLING ON RADIO STATIONS

Have high quality, proven 5-minute daily show. Liberal commission.

Fortune Productions
3305 E. Douglas, Wichita, Kans. 67218

STATION FOR SALE? You Can't Top A CLASSIFIED AD in Broadcasting

Announcers

Major

top 10 market station looking for exceptional talent. To qualify, you must have a solid background, humor, warmth, and a special style all your own. Money will not be the object if your talent and qualifications impress us.

Box D-299, Broadcasting.

BRIGHT ARTICULATE DJ

with something to say who can pick-up the phone and talk, capable of fielding conversation ranging from social science to sex. First ticket help-rul but not essential. Reply:

Box D-332, Broadcasting.

Program, Production, Others

WANTED—LICENSED PROGRAM—PERSONNEL

Accepting applications for Producer-Directors and other program personnel with FCC first phone. Send full details to
Box D-143, Broadcasting.

For Best Results You Can't Top A CLASSIFIED AD in Broadcasting

Situations Wanted

NEWS

* PRO WANTS NEWS *
* Now Asst. P.D. at No. 1 Suburban in Top *
* 10. 25, College. Four Years all Phases Radio- *
* TV. Positive Delivery, Top Writer, Interviews, *
* Phone Shows, Documentaries. Prefer N.Y.C. *
* Area or N.E. *
* Box D-310, Broadcasting. *

Att: Kentucky, Indiana & Ohio
Metro-Market Veteran Announcer desires
Program Director-Announcer or News
position with solid, progressive organiza-
tion. Market size not important. Personal
interview required.

Box D-330, Broadcasting.

Situation Wanted

Programing, Production, Others

TRY SOMETHING NEW!

Joek with an amazing ratings record has an exciting, unique and revolutionary programming idea. I want a P.D. job. Your station must be at least medium market and desperate for success. AM or FM.

Box D-327, Broadcasting.

Technical

Video T&I Engineer

BSEE or equivalent. Prefer video signal, video camera, or VTR experience. Will work with Development Engineers to determine specifications and test procedures on new video products. Duties include some black box design, capital equipment recommendations, and first-run test on prototypes.

Located on the San Francisco Peninsula. Relocation assistance provided. Excellent fringe benefits. An equal opportunity employer.

Send resume in confidence to:
Mr. Harlyn Prouty, 2655 Bay Road, Redwood City, Calif. 94063

AMPEX

Help Wanted Overseas Director Engineer

Mature dependable engineer first class license maintenance experience in TV Transmitters. Translators. Video Tape 660 machines, plus AM broadcast Transmitters, and Automation Systems. Job requires training and detail supervision of local technicians. Operation covers two TV stations. AM and FM. Three year minimum contract, housing and transportation. Salary commensurate with experience. Send full detail resume. William Nielsen—KUAM, P.O. Box 368 Agana, Guam.

TV—Help Wanted—Sales

BROADCAST SALES ENGINEER

Exclusive territory for sale of rapidly expanding line of broadcast equipment requires highly motivated, sales-minded individual with strong technical knowledge of equipment primarily to AM, FM, and TV stations. Leading company with history of high profit and rapid growth.

Salary plus commission—with full fringe benefits and travel expenses paid.

Send resume or call Robert T. Fluent, Assistant Personnel Manager, 123 Hampshire, 217-222-8200.

GATES RADIO COMPANY

A subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS 62301

An equal opportunity employer (M&F)

Television

Help Wanted

Programing, Production, Others

WANTED: Photographer/Laboratory Co-ordinator to supervise small laboratory staff and coordinate photo services. Still and 16mm. photographic ability necessary. Masters degree desirable, but the right man can qualify with a B.A. and experience. Salary \$8,500 for 12 month contract. For further information contact: Gregory K. Schubert, Station Manager, WBGU-TV, Bowling Green State University, Bowling Green, Ohio 43402. Bowling Green State University is an equal opportunity employer, and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

WANTED—LICENSED PROGRAM—PERSONNEL

Accepting applications for Producer-Directors and other program personnel with FCC first phone. Send full details to

Box D-168, Broadcasting.

WANTED:

Director of Continuing Education to be responsible for the development and implementation of programing in this area. Prefer applicants with Masters Degree and some experience in the production, either closed-circuit or on-air, of adult in-service, or continuing education program. Salary \$10,000 per year on a twelve month contract. For further information contact: Gregory K. Schubert, Station Manager, WBGU-TV, Bowling Green State University, Bowling Green, Ohio 43402. Bowling Green State University is an equal opportunity employer, and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

MONEY IS SECONDARY

To opportunity . . . young TV sportscaster wants to move into sports production with large organization . . . experienced in radio and TV but anxious to learn more . . . married . . . military completed . . . 1st phone . . . full details first reply to

Box D-266, Broadcasting.

WRITER PRODUCER

For Documentary Film Unit

Top-ten market network owned station. Must be experienced, at home with all phases and types of production. Please send resume, references & salary requirements to Box D-261, Broadcasting.

An Equal Opportunity Employer

ASSOCIATE PRODUCER

For Documentary Film Unit

Top-ten market network owned station. MA in communications, or equivalent experience required. Please send resume, references & salary requirements to Box D-262, Broadcasting.

An Equal Opportunity Employer

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MISCELLANEOUS

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AUTOMATED

For information contact:

CHRIS CUTTER

202-544-7487 or write:

635 C St., N.E., Wash., D. C. 20002

Miscellaneous

(continued)

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B

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QUALITY RECORDING TAPE

2" wide x 833' Mylar, new on spools in cans \$9.95
1/2" wide x 2400 Acetate on 10" reels used (Audio & Reeves) \$5.95
1/4" wide x 2400 used 7" Reeves new condition \$1.95

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(Continued from page 88)

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K07EZ and K09EZ both Beulah, and K11HC Williston, both North Dakota; W02AL West Nanticoke and W07AL, W09AI and W13AP all Wellersburg, both Pennsylvania. Actions April 17.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KAHU Waipahu, Hawaii; KPGM(FM) Los Altos, Calif.; KPUG Bellingham, Wash.; WATR-AM-FM Waterbury, Conn.; WBRU(FM) Providence, R.I.; WCCC-FM Hartford, Conn.; KUTI Yakima, Wash.; *WCFM(FM) Williamstown and WCRX(FM) Springfield, both Massachusetts; WDCR Hanover, N.H.; WDEA Ellsworth, Me.; WESX Salem and WGAW Gardner, both Massachusetts; WILI Willimantic and WLAD-AM-FM Danbury, both Connecticut; WMNB-AM-FM North Adams, Mass.; WNHV White River Junction, Vt.; WOTW-AM-FM Nashua, N.H.; WRYT Boston; *WSCB(FM) Springfield, WRSO Malborough and WTAG Worcester, all Massachusetts; WTSV-AM-FM Claremont, N.H.; WTVL-AM-FM Waterville, Me. Actions April 17.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KDUX-FM Aberdeen, Wash.; KEZY Anaheim, and KNAC(FM) Long Beach, both California; KNDU(TV) Richland and KOOD Lakewood, both Washington; KTRB Modesto and KWHY-TV Los Angeles, both California; KVAC Forks, Wash.; WPSL Monroe, Pa.; WBEC Pittsfield and WBOS(FM) Brookline, both Massachusetts; WDOT Burlington, Vt.; WEMJ Laconia, N.H.; *WFCR(FM) Amherst, WHIL-AM-FM Medford, WMRC Milford and WBNP Newburyport, all Massachusetts; WPOP Hartford, Conn.; WSJR Madawaska, Me.; KDFL Sumner, Wash. Actions April 7.

Other actions, all services

■ Chief, Broadcast Bureau, granted in part a request by Electronics Industries Association, and extended to June 16 time to file comments, and to June 30, time to file reply comments in matter of inquiry into possible change in certain TV signal specifications contained in rules to facilitate international program exchange (Doc. 18505). Action April 21.

■ FCC released specification of facts and matters to be examined in consolidated hearing designated for license renewal applications of Midwest Radio-Television Inc., for WCCO and WCCO-TV Minneapolis on issues of possible undue concentration of media control. (Doc. 18499). Action April 16.

Translator actions

■ Gunnison County Chamber of Commerce, TV division, Almont, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Spring Creek, Taylor River resort and Summer Home area on ch. 9 by rebroadcasting KREY-TV Montrose, Colo. Action April 18.

■ K10FD McCall and New Meadows, both Idaho—Broadcast Bureau granted CP to change type of trans. of VHF translator. Action April 17.

■ K76AB and K78BA, both Winnemucca, Nev.—Broadcast Bureau granted CP's to change trans. locations of UHF translators to Winnemucca Mountain (Old Radar Site), Winnemucca; change trans.; and make changes in ant. systems. Action April 14.

■ K09IU Penasco, N.M.—Broadcast Bureau granted mod. of CP to extend completion date for VHF translator to Oct. 15. Action April 14.

■ City of La Moure, La Moure, N.D.—Broadcast Bureau granted CP for new VHF translator to serve La Moure on ch. 2 by rebroadcasting KTHI-TV Fargo, N.D. Action April 18.

■ K78BK, K80BT and K82BB, Selling, Taloga and Vici, all Oklahoma—Broadcast Bureau granted CP's to make changes in UHF translators. Action April 10.

■ KTVB Inc., Huntington, Ore.—Broadcast Bureau granted CP for new VHF translator to serve Huntington on ch. 12 by rebroad-

casting KTVB(TV) Boise, Idaho. Action April 18.

■ Maupin Television Corp., Maupin, Ore.—Broadcast Bureau granted CP for new UHF translator to serve Maupin on ch. 70 by rebroadcasting programs of KPVT(TV) Portland. Action April 8.

■ W77AD Bellefonte, State College and Port Matilda, all Pennsylvania—Broadcast Bureau granted mod. of CP to change primary TV station of UHF translator to WTPA(TV) Harrisburg, Pa. Action April 18.

■ W78AK Minersville, Pottsville and Port Carbon, all Pennsylvania—Broadcast Bureau granted license covering new UHF translator. Action April 17.

■ W07AL, W09AI and W13AP all Wellersburg, Pa.—Broadcast Bureau granted CP's to make changes in ant. systems of VHF translators. Action April 17.

■ K13AX Philip, S.D.—Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action April 17.

■ Marathon Motel, Marathon, Tex.—Broadcast Bureau granted CP for new VHF translator to serve Marathon on ch. 13 by rebroadcasting KMID-TV Midland, Tex. Action April 14.

■ K02FQ Escalante, Utah—Broadcast Bureau granted CP to change frequency of VHF translator to ch. 2, 54-60 mc; change type trans. Action April 10.

■ W74AP Galax, Va.—Broadcast Bureau granted license covering new UHF translator. Action April 14.

■ K11EY Ephrata, Soap Lake, Moses Lake and Larson Air Force Base, all Washington—Broadcast Bureau granted CP for changes in VHF translator. Action April 17.

■ FCC modified CP's granted Laramie Plains Antenna TV Association Inc., for new VHF translator at Tie Siding, Big Laramie Valley, Laramie and Bosler, all Wyoming, to specify that applicant not duplicate simultaneously or on same day program broadcast by KFBC-TV Cheyenne, Wyo.; and that Laramie, within thirty days, certify to commission that it has written consent of Denver TV's to rebroadcast all of programming of those stations, on non-duplicated basis. Action April 16.

■ FCC granted first applications in translator relay service for Telemundo Inc., licensee of WKAQ-TV San Juan, P.R. Stations will be used in connection with operation of UHF translators in Puerto Rico. Action April 23.

■ W05AM Coral Bay, St. John Island, V. I.—Broadcast Bureau granted mod. of CP to extend completion date for VHF translator to Oct. 9. Action April 9.

■ W03AH Fredensborg King Quarter, V. I.—Broadcast Bureau granted mod. of CP to extend completion date for VHF translator to Oct. 9. Action April 9.

CATV

Final actions

■ FCC granted Cable TV of Sylacauga Inc., operator of CATV system in Sylacauga, Ala., waiver of hearing provisions of rules and authorized it to carry distant signals of WSPA-TV, WCOV-TV and WKAB-TV all Montgomery, Ala.; WJRJ-TV WSB-TV and WAGA-TV, all Atlanta; WCFG-TV Birmingham, Ala., when it becomes operative. Action April 16.

■ FCC authorized Triangle Cable Co., Oakdale, Calif., in Sacramento-Stockton TV market to begin operation of proposed CATV system at Oakdale, carrying signals of KNTV(TV) San Jose, but not of KSBW-TV Salinas. Action April 9.

■ FCC granted request for Interim authority and waiver of distant-signal requirements by Northwest Illinois TV Cable Co. Inc., Galesburg, Ill., to carry distant signals of non-network WGN(TV), WCUI(TV) and WFLD(TV) all Chicago; KSST(TV) Davenport, Iowa; KPLR(TV) St. Louis, and *WTTW(TV) Chicago. Action April 16.

■ FCC denied petitions by Jacksonville Television Cable Co. for waiver of program exclusivity requirements of rules and Jacksonville, N.C., system ordered it to give protection to WITN-TV Washington and WNCT-TV Greenville, N.C., within 30 days. Action April 23.

■ FCC denied request by Tele-Vue of Clarksville Inc., operator of CATV system at Clarksville, Tex., for waiver of program exclusivity requirements of rules and ordered

it to give protection to KTAL-TV Texarkana, Tex., within 30 days. Action April 23.

■ FCC denied request by Staunton Video Corp. for waiver of program exclusivity requirements of rules and Staunton, Va., system ordered to give protection to WSVN-TV Harrisonburg, Va., within 30 days. Action April 23.

■ FCC denied request of Tomah State Wide T.V. Inc., operator of Tomah, Wis., CATV system, for waiver of nonduplication requirements of rules, or for declaratory ruling. Tomah has been directed to afford program exclusivity to WKBT(TV) La Crosse, Wis., within 30 days of release date. Action April 9.

Ownership changes

Applications

■ KATV(TV) Little Rock, Ark., and KTUL-TV Tulsa, Okla.—Seek transfers of control of Griffin-Leake TV Inc. from John T. Griffin (56% before, none after) et al. to Marjory G. Leake (37% before, 86% after) et al. Consideration: exchange of stock (see KWTW(TV) Oklahoma City below). Ann. April 16.

■ KBRN Brighton, Colo.—Seeks assignment of license from The Mile High Broadcasting Co. to Southwestern Broadcasters Inc. for \$110,000. Sellers: Virgie E. Craig, president, et al. Buyers: James Douglas, president (10%), Harry T. Starkland, vice president (25%), Arthur J. Shadick, treasurer (15%) et al. Buyers own KKAT Sante Fe and KCFL Roswell, both New Mexico; KPRI(FM) San Diego and KTMF(FM) Santa Ana, both California; KRDS Tolleson, Ariz., and KKAM Pueblo, Colo. Ann. April 11.

■ WPRC Lincoln, Ill.—Seeks assignment of license and CP from Prairie Radio Corp. to The Virginia Broadcasting Corp. for \$255,000. Sellers: Ray F. Knochel, president, et al. Buyers: James A. Mudd, president (20%), Richard E. Flister, vice president, Richard K. Holt, secretary-treasurer (each 27½%), and F. M. Webb (25%). Mr. Mudd owns 12½% of WLY Centralia and of WRAM Monmouth, both Illinois. Mr. Flister has banking interests. Mr. Holt is CPA, owns 25% of water treatment equipment manufacturing firm and has other business interests. Mr. Webb is retired insurance agent. Ann. April 22.

■ WKNR-AM-FM Dearborn, Mich.—Seeks transfer of control of Knorr Broadcasting Corp. from Nellie M. Knorr, executrix of estate of Frederick A. Knorr, deceased. Walter O. Briggs Jr., Van Patrick; Charles J. Sitta, et al. (as a group 100% before, none after) to John Communications Inc. (none before, 100% after). Consideration: \$5,500,000. Principals of John Communications: John Giannetti, sole owner. Mr. Giannetti is attorney. Ann. April 22.

■ WRLH(TV) West Lebanon, N.H.—Seeks transfer of control of Upper Valley Television Broadcasters Inc. from Upper Valley Television Broadcasters Inc. (100% before, none after) to Johnson & Whitman Communications Inc. (none before, 100% after). Consideration: \$76,050. Sellers: Nelson A. Crawford, treasurer, et al. Buyers: William R. Johnson, president, and Stephen L. Whitman, treasurer (each 50%). Messrs. Johnson and Whitman each own 50% of commercial printing and weekly newspaper publishing firm in Canaan, N.H. Mr. Johnson is attorney. Ann. April 14.

■ WTLV(TV) New Brunswick, N.J.—Seeks assignment of CP from Department of Education. State of New Jersey to New Jersey Public Broadcasting Authority for purpose of legislative reorganization under act of governor. Principals: Dr. Carl J. Marburger, Commissioner of New Jersey State Department of Education, et al. Ann. April 16.

■ KBIM-AM-FM-TV Roswell, N.M.—Seek assignment of licenses from Taylor Broadcasting Co. to Holsum Inc. for purpose of corporate reorganization. Consideration: exchange of stock. Principals: W. C. Taylor, president of Taylor Broadcasting (33.8% before, 14.48% after). Gene Reishman, president of Holsum (28% before, 47.72% after). J. Kenneth Smith (11.61% before, 26.42% after), et al. Ann. April 22.

■ KWTW(TV) Oklahoma City—Seeks assignment of license from Griffin-Leake TV Inc. to Century Communications Co. for purpose of corporate reorganization. Consideration: exchange of stock. Principals: John T. Griffin, Mrs. James C. Leake, et al. If approved, Mr. Griffin will control KWTW(TV) and Mrs. Leake will control KATV(TV) Little Rock and KTUL-TV Tulsa (see KATV-TV Little Rock and KTUL-TV Tulsa above). Ann. April 16.

■ WIBG Philadelphia—Seeks transfer of control of Seaboard Radio Broadcasting Corp. from Storer Broadcasting Co. (100% before, none after) to Buckley Broadcasting Corp. of California (none before, 100% after). Consideration: \$5,700,000. Sellers: Bill Michaels, president, et al. Buyers: Richard D. Buckley Jr., president (11%), and Richard D. Buckley Sr., vice president (89%). Mr. Buckley Sr. owns WDRG-AM-FM Hartford, Conn., and 45% of stock brokerage. Messrs. Buckley Sr. and Jr. own 89% and 11%, respectively, of KGIL San Fernando, Calif., KKHI-AM-FM San Francisco, KOL-AM-FM Seattle and 94% and 6%, respectively, of WWTG Minneapolis. Ann. April 22.

Actions

■ KDNO(FM) Delano, Calif.—Broadcast Bureau granted assignment of license and SCA from Jesse L. Koonce to Chester W. Newell for \$47,000. Seller: Jesse L. Koonce, sole owner. Buyer: Chester W. Newell, sole owner. Mr. Newell owns 56.67% of applicant for new FM at San Bernardino, Calif., and has interests in tape-recording firm and hog farm. Action April 15.

■ KTLN Denver—Broadcast Bureau granted assignment of license from Radio Denver Inc. to Action Radio Inc. for \$998,750. Sellers: Richard B. Wheeler, president, et al. Mr. Wheeler is son of former Senator Burton K. Wheeler (D-Mont.). Buyers: Welcome Radio Inc., 100%. Harrison M. Fuerst, president, et al. Buyers own WSLR Akron, Ohio, and WOKO Albany, N. Y. Action April 15.

■ WDRN(FM) Norwalk, Conn.—Broadcast Bureau granted assignment of license from Foremost Broadcasting Inc. to Norwalk Broadcasting Co. for \$30,000. Principal: James Stolcz, president (98%), et al. Mr. Stolcz is sole owner of WNLK Norwalk. Action April 15.

■ WKID Urbana, Ill.—Broadcast Bureau granted assignment of license from WKID Broadcasting Co. to Stewart Electronics for \$235,000. Sellers: Robert F. Meskill, president, et al. Buyer: L. Frank Stewart, sole owner. Mr. Stewart owns WLRW(FM) Champaign, Ill., and owns electronics firm. Action April 15.

■ WMUR-TV Manchester, N.H.; KIKU-TV Honolulu, Hawaii; WCUY(FM) and WJMO both Cleveland Heights, Ohio—Broadcast Bureau granted transfer of control of Friendly Broadcasting Co. from Richard Eaton (100% before, none after) to United Broadcasting Co. (none before, 100% after) for purpose of corporate reorganization. No consideration involved. Principal: Richard Eaton, sole owner of Friendly Broadcasting Co. and United Broadcasting Co. Friendly Broadcasting is parent of United Television Co. of New Hampshire Inc., licensee of WMUR-TV. Mr. Eaton owns WOOK and WFAN-FM-TV all Washington; WJMY-TV Detroit; WFAB Miami-South Miami, Fla.; WSID-AM-FM and WMET-TV all Baltimore; WBXX New York; WINX Rockville, Md.; KALI San Gabriel; KECC-TV El Centro and KVEZ(FM) San Mateo, all California. Action April 17.

■ WRNW(FM) Mount Kisco, N. Y.—Broadcast Bureau granted assignment of license from Tri-County Broadcasting Corp. to Lake Champlain Broadcasting Corp. for \$70,000. Sellers: Walter Phillips, president, et al. Buyers: Joseph Newman, president (30%), Donald J. Lewis (20%), Gilbert Siegal (15%) et al. Mr. Newman owns 13% of real estate firm and 45% of accounting firm, Mr. Lewis owns 95% of WHBI(FM) Newark, N. J. and has same interest in hotel. Mr. Siegal is lawyer and owns 1% of WHBI(FM). Action April 18.

■ WNBE-TV New Bern, N. C.—Broadcast Bureau granted assignment of license and CP from Piedmont Television Corp. to Continental Television Inc. for \$960,000. Sellers: Nathan Frank, president, and Harold H. Thoms, treasurer (each 50%). Mr. Frank owns 97% of WHNC-AM-FM Henderson, N. C. Mr. Thoms owns 33% of WAYS Charlotte and of WCOG Greensboro, both North Carolina, and 35% of WEAM Arlington, Va., and of WKLM Wilmington, N. C. Buyers: Henry C. Wilson, president-treasurer (21.5%), Louis S. Amann (7.86%), Quantas Systems Corp. (30.74%) et al. Mr. Wilson owns 37.43% of WPDJ Clarksburg, W. Va., and is director of defense electronics firm. Mr. Amann owns 75% of real estate investment firm. 4% of real estate development firm and is stockbroker. Quantas performs variety of electronic, electrical and mechanical engineering services. Action April 15.

■ KACT Andrews, Tex.—Broadcast Bureau granted assignment of license from KACT

Radio Inc. to PAM Stations Inc. for \$85,000. Sellers: Clint Formby, president (51%) and Marshall Formby, secretary-treasurer (49%). Messrs. Formby own KLVY Levelland and KPAN Hereford, both Texas. Marshall Formby owns 40% of KFLD Floydada, Tex. Buyers: Richard A. Peterson, president, and Gary L. Miller, vice president, each 50%. Messrs. Peterson and Miller each own 50% of KBSN Crane, Tex. Mr. Miller is stock broker. Action April 18.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through April 23. 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*.

■ Centerville, Iowa—Continental Transmission Corp. (group CATV owner), a subsidiary of Continental Telephone Co., St. Louis, has applied for a 25-year franchise. The company would pay 2% of its gross sales with a minimum rate of \$75 per month. Monthly rates would not exceed \$6, and installation fees would be about \$5.

■ Thurmont, Md.—American Telecable Services Inc. of Silver Spring, Md., has applied for a franchise. Monthly rates would be \$4.95.

■ Falmouth, Mass.—Bayside Television and Appliance Co. has applied for a franchise. The firm would charge \$15 for installation and \$4.95 monthly. Free service would be given to schools, police stations and fire departments.

■ Otsego, Mich.—Allegan Tele-Ception Inc., Allegan, Mich., has applied for an exclusive 10-year franchise. Buell Daniel is president of the firm. The company would pay 4% of its gross receipts and would provide free service to schools.

■ Plainwell, Mich.—Allegan Tele-Ception Inc., Allegan, Mich., has applied for an exclusive 10-year franchise. The firm would pay 4% of its gross annual receipts and would provide free service to schools.

■ Parsippany, N. J.—WRAN Dover, N. J., has applied for a franchise.

■ Phillipsburg, N. J.—Clear-Plc TV of Easton, Pa., has applied for a nonexclusive 20-year franchise. The firm would pay 3% of its annual gross receipts to the town and would provide free service to all town-owned buildings and schools.

■ Middletown, N. Y.—Nine firms have applied for a franchise: Continental CATV Inc., a New Jersey firm; Time-Life Broadcast Inc., New York (group CATV owner); American Telephone and Communications Corp.; KWR Systems Inc.; Sonic TV Systems Inc.; Community Antenna Systems Corp.; Telecable Corp.; Better TV of Orange County, and Highway Displays Inc.

■ New Castle, N. Y.—Four firms have applied for a franchise: Mid-County Television Corp., Community Antenna Television, Westchester Cablevision Co., and Micro-Video Corp.

■ Minerva, Ohio—Two firms have applied for a franchise: Carroll System, a division of the Upsilon Co., and Lisbon Cable Television. Lisbon Cable Television would provide a 12-channel system.

■ Nazareth, Pa.—DJ Television Cable Co. has been granted a franchise. Daniel Notaro is president of the firm. The company will provide 12 channels for \$3.50 monthly.

■ Scranton, Pa.—Nine applicants have requested a franchise: Dr. Joseph Friedman, a Scranton dentist; Tele Cable Corp. of Norfolk, Va. (group CATV owner); David Adams of Carbondale, Pa.; American Telecable Service Inc.; Semit Cable Co., represented by Frank Blewitt, general manager of the *Scranton Times*; Northeastern Pennsylvania Cable TV Co., represented by Theodore Laputka; Universal Television Systems Inc. of Old Forge, Pa.; Industrial Electronics Co., represented by Walter O'Hara; and Joseph Dobbs, operator of WICK Scranton. Dr. Friedman said his syndicate would pay 33% of its net profits back to the city once the original investment had been recovered, and would charge customers about \$4.50 per month. Tele Cable Corp. would charge customers \$14.95 for installation.

Mary Dorr is a go-go girl. Oh, not the topless dancer kind, of course. What would a mother of five, the national president of the highly professional American Women in Radio and Television Inc., be doing communicating on only one channel? No, Mary Dorr is a go-go girl who goes anywhere and everywhere on behalf of stereophonic communications — communications among all peoples.

Read her notices: the press blurbs noting an accomplishment, sketches of her career. Vibrant is an adjective that keeps appearing. And vibrant she surely is.

A femme fatale for the CIA? You could make a case for it by her dossier. There was Korea, Japan, Thailand, the Philippines in 1963; Honolulu in both 1966 and 1967; around the world in 29 days two years ago; Mexico City and Toronto in the past year. But Mary Dorr works for no reaper. Instead, she plants the seeds of better communications wherever she goes. Consider the various auspices under which she travels: as a delegate to the Asian-American Women Broadcasters' and Writers' Conference; in hopes of organizing a "World Congress of Women in Radio and Television;" on the invitation of a foreign friend made through the Educational Foundation of AWRT as a speaker for the broadcast industry forums of American Women in Radio and Television.

Indeed, it has been primarily for AWRT that she has crossed this country—West Coast to East Coast—some 30 times in the last year (twice in one particularly flitting period). She makes another trip this week, from her smart apartment on a quiet, palm-lined street in Santa Monica to the space-age Shamrock Hilton hotel in Houston. On Thursday night (May 1) she'll preside at the opening banquet of the 18th annual AWRT convention. The next morning she's scheduled to deliver a sort of state of the union report. She'll tell the some 600 delegates expected for the five-day annual meeting (April 30-May 4) that there are now more AWRT chapters than ever before, with four organized during her administration and four more in the process of joining (AWRT totals currently are 53 chapters and about 2,200 members). There'll be more remarks about the internal structure of AWRT and then, for practical purposes, Mary Dorr will step down as national president to be succeeded by Marion Corwell, producer, writer and performer for the Ford Motor Co.

"What kind of a year has it been?" she's asked. It's comparable to asking a man if he loves his children. How do you answer? What can you say that can even hint at the pain, disappointments, the hard work, the patience and the boundless joys that are involved?

Mary Dorr: AWRT's woman on the go

"It has been an exciting year," she says, "challenging but rewarding." But Mary Dorr's face is more eloquent. It radiates when she answers. All in all, it must have been a good year.

And now that it's over, what? There's not much time in Mary Dorr's way of things for lingering over sweet things past. She's a go-go girl, remember? So with her AWRT ship of state sinking slowly into the sunset, she'll devote even more of her time to what has become a major cause, dreams of establishing a "World Congress of Women in Radio and Television." She has been actively organizing and will continue to

Week's Profile



Mary Dorr (nee Wright)—president, American Women in Radio and Television Inc., New York; free-lance broadcaster, commercial spokeswoman, broadcast consultant and lecturer, Santa Monica, Calif.; b. Oct. 11, 1918, Megargel, Tex.; women's director, WFAS White Plains, N. Y., 1952-53; daily show, WFIL-TV Philadelphia, 1953-55; hostess for movie show, KRON-TV San Francisco, 1956; public service director, KRE Berkeley (now KPAT), and disk jockey for KTIM San Rafael, Calif., 1956-59; free lance commercial spokeswoman, book dramatizations, lecturer, broadcast consultant, 1959-present; m. John Dorr of Pasadena, Calif., June 25, 1939; children—Diana Jeanne, 23; John Jr., 20; Denny, 17; Donny and Kenny (twins), 11.

advise the prospective international body, which may meet for the first time in world session next year in conjunction with the 19th AWRT convention, both to be held in London.

Then, too, on June 1, Mary Dorr, who has been committed to no one employer since 1959, will settle down on the professional staff of the Western Pacific region of the American Bible Society in Los Angeles. She'll be in charge of women's activities for the non-profit group that distributes and encourages the use of the Bible.

This will add still another job position on a 32-year career resume that already reads as it would if the swallows got lost on their way back to Capistrano. Born in Megargel, Tex., the youngest of four girls in a family of five children, she grew up and went to school in Long Beach, Calif. The move must have made a sizeable dent in Megargel's population because that northern Texas town, about 60 miles south of Wichita Falls, only had a population of 123. Ever since, Mary Dorr has exuded the small-town virtues in a big-town package.

Starting with her years in Berkeley, Calif., majoring in public speaking at the University of California, she crisscrossed the nation for more than 20 years working as newscaster, commentator, interviewer, program hostess, public service coordinator, women's director and commercial announcer for some 15 radio and TV stations in markets big and small—from San Francisco to Philadelphia; from Salem, Ore., to White Plains, N. Y. More recently she has been doing voice-over commercials, and book dramatizations for women's clubs.

Along this circuitous route, Mary Dorr found time to marry John Dorr, a union now 30 years strong, braced by five offspring. It's Mr. Dorr who spurred Mary Dorr's job hoppings. First as a U.S. Navy pilot during World War II, then as long-time executive for IBM Corp. (he's now manager of personnel for the western region of the U.S.), John Dorr constantly has been in situations where transfers are standard operating procedure. From his Navy days, he retains a love for flying, a passion shared by his entire family. From Diana Jeanne, the eldest at 23, down on to John Jr. and Denny and finally to Donny and Kenny, the 11-year-old twins, and most certainly including mother Mary (she's a star example), all of the Dorr's fly. They own the "Golden Goose," a 65-foot-long PBY Catalina flying boat, which has been converted into an up, up and away home away from home for family camping or fishing excursions.

It proves again that opening statement about Mary Dorr. Even when she relaxes, she is a go-go girl.

Editorials

Welcome aboard

The newspaper establishment has at last turned against an FCC whose antics it thought amusing as long as they roughed up radio and television without harming the printed press. In addressing the annual convention of the American Newspaper Publishers Association last week, William F. Schmick Jr., president of the organization, called upon Congress and the Nixon administration to prevent such agencies as the FCC from taking the law into their own hands.

A year ago, two years ago, while the FCC was still concentrating its meddling on programing matters or advertising content, an ANPA president who went to the broadcasters' defense would have been laughed off the podium. Now things have changed.

Mr. Schmick made his speech in a week that also produced FCC orders specifying issues on which license renewals for KRON-FM-TV San Francisco, owned by the *San Francisco Chronicle*, and WCCO-AM-TV Minneapolis, linked in ownership with the *Minneapolis Star and Tribune* and the *St. Paul Dispatch and Pioneer Press*, had been set for hearing. He referred in his speech to the earlier lifting of the license of WHDH-TV Boston, owned by the *Boston Herald-Traveler*. It is understandable that Mr. Schmick would feel some sympathy for the principals in those cases. He is publisher of the *Baltimore Sun* which is associated in ownership with WMAR-FM-TV Baltimore and WBOC-AM-FM-TV Salisbury, Md.

It is also understandable that a good many members of Mr. Schmick's audience listened intently to his remarks. All told, some 400 newspapers are linked in ownership with radio or television stations. All of those holdings have been made less secure by recent decisions of the FCC.

In deciding to give WHDH-TV's facility to a rival applicant without other media holdings in Boston and in setting KRON and WCCO for hearing on, among other issues, the question of combinations of media control, the FCC is making standards by ad hoc proceedings. Case by case it is writing the kind of administrative law that more properly is the responsibility of Congress.

Mr. Schmick is, of course, correct in pointing out that Congress has passed no law disenfranchising newspapers from broadcast ownership. He would have been equally correct if he had recalled that the Congress had as much as forbidden the FCC years ago to disqualify newspaper applicants for broadcast facilities. The question now is whether the publishers and broadcasters, acting jointly, can persuade the Congress to establish broadcast-ownership policy in an orderly way.

There is no doubt that they have the power to do so, if they exercise it wisely. Neither is there doubt that they are owed a sympathetic audience in the White House, which has the power to make personnel changes that could bring the FCC back under rational control.

Closing the gap

It would be hard to imagine a more useful service for disk jockeys to perform than the one assigned to them last week by Charles (Bud) Wilkinson, special consultant to the President, and John Finlator, associate director of the Bureau of Narcotics and Dangerous Drugs. The DJ's were asked to join in the effort to reduce the use of drugs by the young.

The plan, as described elsewhere in this issue, is to enlist

all kinds of DJ's using all kinds of formats in an informational campaign. As the Messrs. Wilkinson and Finlator explained, a favorite disk jockey may be in closer communication with the young than parents or teachers or other adults. Indeed, said Mr. Wilkinson, the DJ's have a "unique relationship" with the youth of America.

The plan is to be executed by state associations of broadcasters, the National Association of Broadcasters and the Advertising Council. Along the way the professional advice of the DJ's themselves will, we trust, be solicited.

Gravy train

Recording artists and producers are pursuing their campaign to get a form of copyright protection for their work. If they succeed, they will be paid royalties for the broadcast of records as composers and publishers are paid now.

In the Senate, where copyright revision is now under consideration, the performers and manufacturers have attracted strong support. Senator Harrison Williams Jr. (D-N.J.), who has been their man all along, has introduced a proposal to fix their royalties at 3.5% of the broadcasters' gross receipts and has claimed support from a number of influential colleagues (BROADCASTING, April 14).

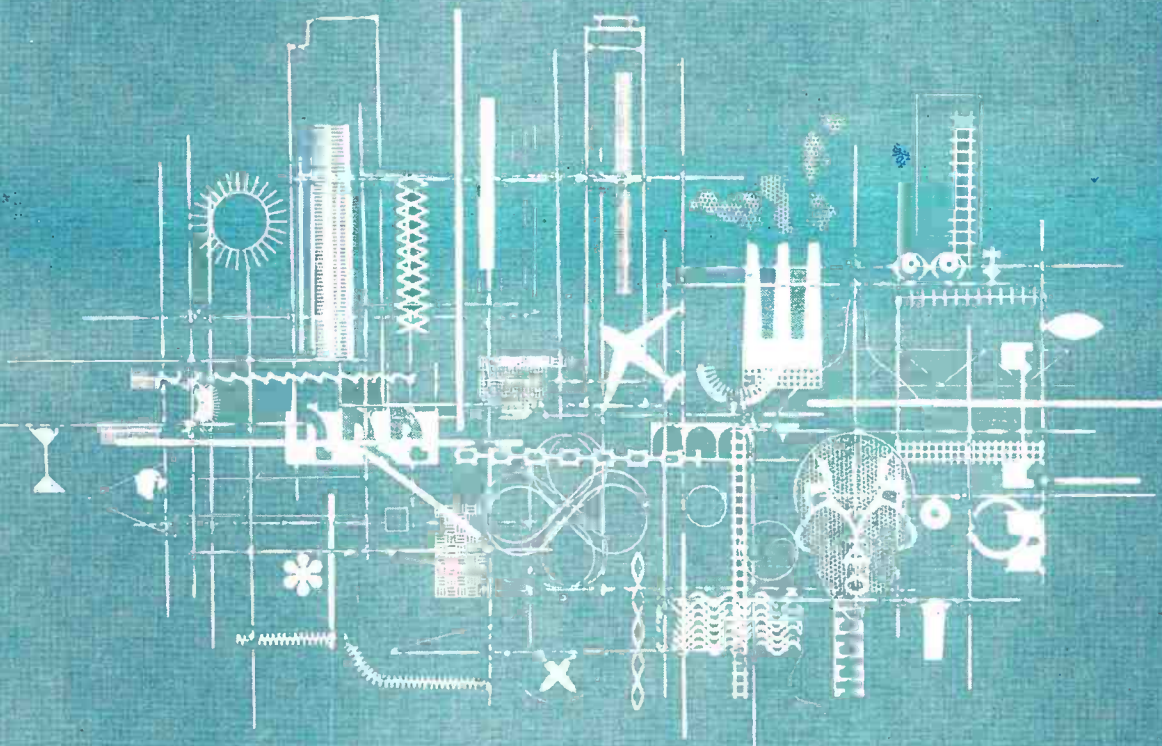
There are still some senators whom the performers have so far failed to beguile. One is Senator John L. McClellan (D-Ark.), chairman of the Senate Copyright Subcommittee, who has said he has reservations about the Williams bill. These senators and others who are still uncommitted must be made aware that there is no justification for the expansion of a copyright law to include performances and reproductions along with original works.

Artists can now make fortunes from the sales of a hit record, and those sales, it is not irrelevant to mention, are largely stimulated by exposure of the record on the air. Nonfeatured musicians are well paid for their performances on records, in accord with contracts worked out by their union. The record manufacturers must be doing well. If they were not, there would not be so many of them. None of the petitioning interests are subjected to a hardship that needs to be corrected by doubling the broadcasters' music-royalty bill.



Drawn for BROADCASTING by Sid Hix
"Look at that eye. . . . He's been delivering controversial editorials again!"

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This month WRC-TV and the NBC Owned Stations launch a ten year project concerning life in the 70's. During May, we'll explore the quality of urban life—devoting more than 20 programs to the problems and changes our cities face in the coming decade. Virtually all of our regularly scheduled public affairs programs, a number of specials with NBC's Ron Nessen and a prime-time hour (produced jointly by all 5 NBC Owned Stations) will be dedicated to developing a better understanding of urban environment. We're taking an enormous amount of time in May . . . because we believe our viewers will take time to face up to the critical problems confronting our cities.

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