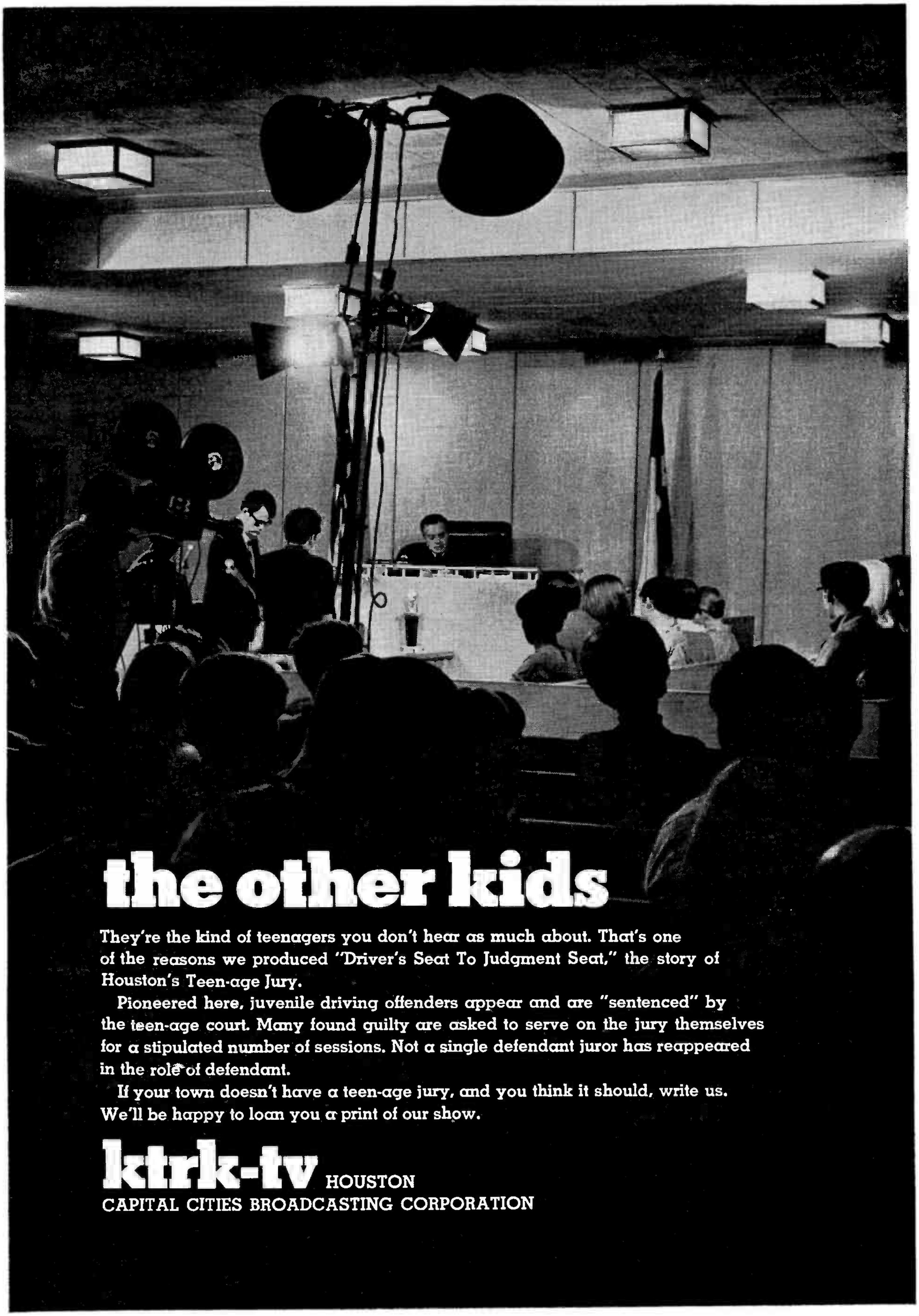
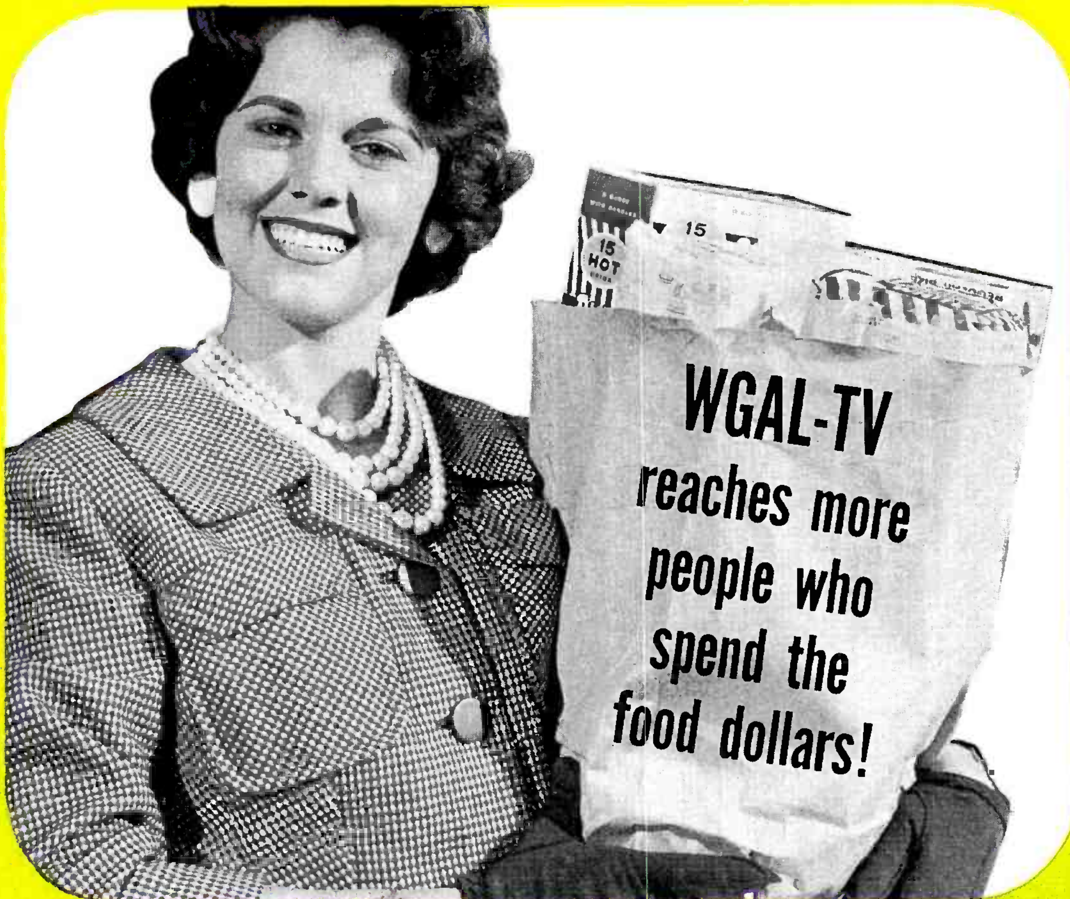
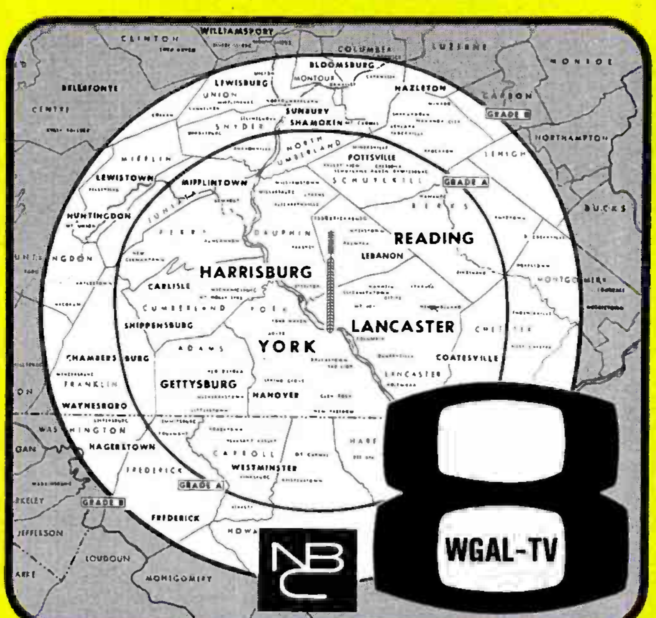
May 12, 1969:Our 38th Year:50¢

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO


the other kids
They're the kind of teenagers you don't hear as much about. That's one of the reasons we produced "Driver's Seat To Judgment Seat," the story of Houston's Teen-age Jury.
Pioneered here, juvenile driving offenders appear and are "sentenced" by the teen-age court. Many found guilty are asked to serve on the jury themselves for a stipulated number of sessions. Not a single defendant juror has reappeared in the role of defendant.
If your town doesn't have a teen-age jury, and you think it should, write us. We'll be happy to loan you a print of our show.
ktrk-tv HOUSTON
CAPITAL CITIES BROADCASTING CORPORATION





Channel 8 delivers the lion's share of audience in this important market, assures more viewers than all the other stations in the market combined*. The facts are impressive. WGAL-TV reaches **more** of the 978,700† TV homes, hence reaches **more** of the people who spend $1,163,371,000† for food, captures **more** of the $9,312,610,000† effective buying income.

WGAL-TV

Channel 8 • Lancaster, Pa.

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

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

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

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.

WGAL-TV Lancaster–Harrisburg–York–Lebanon, Pa. • WTEV Providence, R.I./New Bedford–Fall River, Mass. • KOAT-TV Albuquerque, N.M.

Trouble twins

FCC Commissioners Nicholas Johnson and Kenneth Cox are believed to be in throes of another deep study of license renewals—these in New York. Members of Johnson staff augmented by college-student intern have been checking renewals that are due for FCC action by June 1. Both commissioners have quizzed commission staffers on renewal practices.

They're saying this project is unlike one they did last year on Oklahoma stations that were up for renewal, but neither will say what is up now. Johnson-Cox report in Oklahoma criticized broadcasters' programing and FCC's renewal policies (BROADCASTING, June 3, 1968).

Voting behavior

Further insights on effect, if any, that viewing of TV election coverage has on actual voting are due to be revealed this week by Julian Goodman, NBC president, in address to NBC-TV affiliates convention. NBC engaged research firm to conduct study—primarily, it's understood, on West Coast where polls are still open after returns from eastern balloting begin to come in—during last November's elections. NBC isn't tipping Mr. Goodman's hand on findings, but despite critics' claims to contrary, most such research in past has shown voters are not influenced by coverage showing trends in other parts of country.

Heavy eaters

Among broadcasters seen at last Wednesday's $1,000-per-plate dinner at Washington Hilton honoring President Nixon: Vincent T. Wasilewski and Grover C. Cobb, National Association of Broadcasters: James J. Hagerty, ABC; Theodore F. Koop, CBS; Peter Kenney, NBC: Willard Walbridge, KTRK-TV (Capital Cities) Houston: Lawrence H. Rogers II, Taft Broadcasting; J. S. Sinclair, Outlet Co., Providence, R.I.: George Gray, Avco, Washington.

Six-V portfolio

Sale of WIBF-TV (ch. 29) Philadelphia to Taft Broadcasting Co., approved by FCC on Wednesday (see page 48), appeared to have hit snag on Friday. Commission was informed by Taft counsel that Cleveland bank holding 3% interest in Taft might also be trustee for beneficial owner of more than 1% in KTNT-TV (ch. 11) Tacoma-Seattle. If so, purchase of WIBF-TV would put Taft over multiple-ownership limit of seven television stations.

But potentially even more embarrassing is fact that bank's interest in KTNT-TV would put Taft over rule's limit of five VHF's. Taft is now licensee of five VHF's and one U. When it received information about Cleveland bank, commission decided to withhold prepared announcement of approval of WIBF-TV sale until matter could be straightened out.

Wheel in the hand

CBS Laboratories reportedly is working on new miniature color camera—based on CBS field-sequential, color-wheel system and said to weigh six to eight pounds—for use in broadcast news coverage in low-light-level situations, in which field-sequential capabilities are rated extremely high. It is believed to be essentially same camera built by Westinghouse, based on CBS methodology, for use on upcoming Apollo moonshot ("Closed Circuit," April 7).

CBS Labs' Renville McMann has developed magnetic disc scan converter that will be used to translate moonshot transmissions from field-sequential to standard NTSC color signals, and this is believed to be one key feature of news camera, too. Another vital element in Apollo TV project and presumably central to news camera as well is secondary emission conduction (SEC) tube developed by Westinghouse's G. W. Goetz. Third element that would be common to both is new image enhancer developed by CBS Labs to sharpen moonshot pictures. Official NASA approval of camera's use on Apollo came Friday.

Tempted

Majority stockholders in WTWO(TV) Terre Haute, Ind., are beginning to nibble at bids, said to be in order of $6 million, to purchase channel 2 NBC affiliate (which has secondary ABC deal). Majority is held by businessmen unassociated with other broadcast enterprises. J. R. Livesay, 20% owner and president, owns WLBH Mattoon and WHOW Clinton, both Illinois, and has been leading figure in Daytime Broadcasters Association.

Facing it

FCC, stalled for weeks in effort to issue revised—some say "tightened"—version of CATV rulemaking, will hold special meeting Tuesday (May 13). Purpose of proposed new rulemaking is to "clarify" Dec. 13 ruling. But because commissioners were unable to fathom many of intricacies of document, prepared by general counsel's office, action has been put off several times since April 9, when item first showed up on agenda. Commission's CATV task force, which was reportedly critical of general counsel's effort, prepared its own memorandum. But, according to some officials, that wasn't too helpful, either.

Front runner

Indications last week were that Willard Walbridge, KTRK-TV (Capital Cities) Houston, will win joint board chairmanship of National Association of Broadcasters at board meeting in Washington, June 16. Only other declared candidate is Charles H. Tower, Corinthian, New York. Three fourths majority of 44-member board (33 votes) is required for election.

From group to group

J. R. (Tad) Reeves, staff VP with creative responsibilities for Westinghouse Broadcasting Co. and 13-year veteran with company, reportedly is resigning to join Taft Broadcasting. Mr. Reeves has served WBC in several capacities, including general manager of KDKA-TV Pittsburgh and president of Group W Productions, where he was responsible for *Mike Douglas Show*, *Merv Griffin Show* and other WBC productions.

Fast start

National General Television Productions Inc. is bent on becoming major supplier of filmed, live-taped, network series, specials, and syndicated programing. Company now has two hour-long film series in development with CBS-TV, has sold two major specials, one committed for next January, other uncommitted as to schedule but bought by advertiser and involving top personality. It further has three projects in development for syndication market and hour taped series and two half-hour situation comedies for networks. Executives involved have long CBS-TV backgrounds. Seymour Berns, who spent most of his career as producer-director for network, is directly responsibile for National General's TV output. He reports to Sal Iannoucci, until last year CBS-TV VP, business affairs.

BROADCASTING, May 12, 1969; Vol. 76, No. 19
Postmaster: Send Form 3579 to BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036.

WeekInBrief

New breed of middleman in broadcast advertising is the commercial producer-specialist, currently most conspicuous in serving agencies, but also in employ of at least one major advertiser, Bristol-Myers. See . . .

A middleman to cut commercial costs . . . 23

Radio Advertising Bureau figures show General Motors on top of all radio advertisers in 1968, with other major auto manufacturers also heavy spenders in radio's first billion-dollar year. See . . .

Automotives paced radio's banner year . . . 26

FCC approves sales, totaling $20 million, of KFDM-TV Beaumont, Tex.; KOAT-TV Albuquerque, N. M.; WDCA-TV Washington; and WIFB-TV Philadelphia. Also filed: application by United Artists to sell KUAB(TV) Houston. See . . .

$20 million in TV sales approved . . . 48

AT&T moves to clear up any notion that it blocked presentation of noncommercial TV program dealing with ABM controversy. Company's statement is in response to issue raised by FCC Commissioner Nicholas Johnson. See . . .

AT&T sets record straight . . . 51

Milwaukee's mayor, Henry W. Maier, takes dim view of media power held by that city's Journal Co. He plans to take complaint to Justice Department—and, possibly, to file an antitrust suit. See . . .

'Muted' voice cries out in Milwaukee . . . 54

Proposed new contract for TV stations' use of ASCAP music is to be mailed to stations this week—and is said to mean possible $53 million in savings to stations over 10-year period. See . . .

TV stations may get music break . . . 58

NBC-TV leads way with 106 nominations for 1968-69 Emmy awards, as 'Rowan and Martin's Laugh-In' draws 11 all by itself. ABC, CBS each grab 69 nominations; NET gets 25, syndicated programs draw 14. See . . .

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Is FCC's Johnson opting for government intervention in network programing? There's disagreement on answer to that question as commissioner shares platform with Tom Smothers at closed congressional session. See . . .

Nick rides Tom's train to Hill . . . 66

Proposals for domestic-satellite communications system heat up: NASA will meet with broadcasters in June; CBS group has its plan; Leonard Marks, chief of U. S. Intelsat delegation, issues call for action 'now.' See . . .

Domestic satellites come to a head . . . 73

April was a good—if mixed—month for broadcasting stocks, as they showed 2.4% gain, compared to Standard & Poor's 2% rise. CATV, manufacturing stocks lead way, with Admiral, ABC, Fuqua among individual leaders. See . . .

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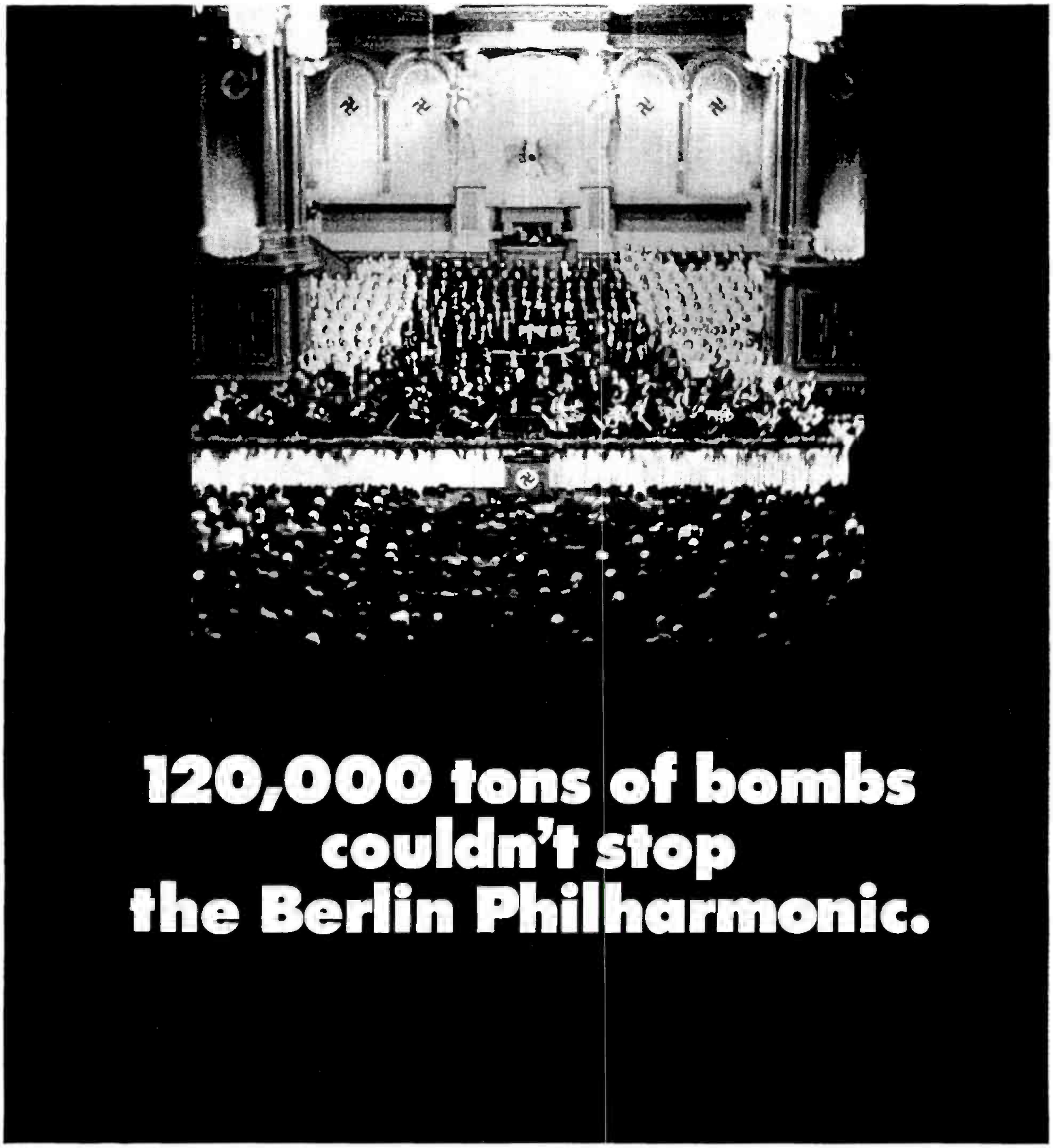
Departments

Broadcasting

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

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

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



Three quarters of their city had gone to pieces. But not the people of Berlin.

They kept the zoo open until there were no more animals to see. Walked to and from work through corpse-lined streets when the subways broke down. Listened to Beethoven concerts while a million Russian troops were breathing down their necks.

And when the man who led them into a war they hadn't wanted took the easy way out, three million of them chose to live and rebuild.

Through rare German and Russian film, "The Doomed City: Berlin" tells their story. It's one of the 52 prime-time specials Group W is presenting on its five television stations this year.

Each week, we're trying something different. A special on culture and the arts. A special on the news. A special to make you laugh. Or one to make you think.

This is the kind of innovative programming a broadcaster owes his audience. Even if they haven't asked for it.

And once they've seen it, we think they will start asking.

GROUP W

WESTINGHOUSE BROADCASTING COMPANY

WBZ · WBZ-TV BOSTON · WINS NEW YORK · KYW · KYW-TV PHILADELPHIA · KDKA · KDKA-TV PITTSBURGH
WJZ-TV BALTIMORE · WOWO FT WAYNE · WIND CHICAGO · KPIX SAN FRANCISCO · KFWB LOS ANGELES

NBC Radio top changes

Stephen B. Labunski resigned as president of NBC Radio division in surprise move announced Friday (May 9) by NBC, and Arthur A. Watson, vice president and general manager of NBC-owned WKYC-TV Cleveland, was named to succeed him.

Announcement of these moves was followed few hours later by disclosure that Stephen C. Riddleberger, vice president and general manager, NBC-owned Radio Stations, had resigned in wake of top-level changes. In addition, Raymond Eichmann, director of research and planning, NBC Radio division, gave notice he plans to leave but said he would remain until fall of this year.

NBC officials stressed that Mr. Labunski's departure—to become broadcasting consultant—was "entirely voluntary." Both publicly and privately they paid tribute to his "excellent job" as head of radio division, which comprises NBC Radio Network and NBC Owned Radio Stations.

Mr. Watson joined network as operations analyst in 1956 in New York, later serving in various executive capacities with NBC's owned stations in Philadelphia and then Cleveland when NBC and Westinghouse exchanged station ownership in June 1965.

Mr. Labunski had been general manager of WMCA New York and VP and director of parent Straus Group before joining NBC in 1965 to head its radio network. He became president of radio division in 1966.

Mr. Riddleberger was VP-general manager, ABC News, when he joined NBC as VP, talent and program administration, NBC-TV network, and subsequently moved in 1967 into radio post.

Burnett-LPE merger due

Plans for merger of Leo Burnett Co. and London Press Exchange Ltd. with U.S. agency to be surviving entity are to be announced by principals of both firms today (May 12). Burnett, Chicago, would pay undisclosed sum of cash in addition to exchange of stock for major British agency.

LPE which bills $85 million, has network of 24 offices in 19 foreign countries. Burnett billed $265 million in 1968. After merger Burnett would have estimated billing of about $375 million worldwide this year and would rank fourth among international advertising organizations. In U.S. Burnett puts about 75% of its billings into broadcast media.

Once agreements have been made final, it is explained, Leo Burnett-LPE International would headquarter in London as international division of Burnett. U.S. agency expects to continue its existing London office for present. It was founded in 1962 through acquisition of smaller English agency, Legget Nicholson and Partners Ltd.

David Dutton, chairman of LPE Ltd., is to become chief executive officer of Burnett international division. To work with him in new key posts will be T. J. Fielding, presently managing director of LPE International Ltd., and Eldon M. Sinclair, chairman and managing director of Leo Burnett Co. Ltd.

Philip H. Schaff Jr., Burnett board chairman, said U.S. agency over past seven years has had "meaningful discussions" with more than 30 agencies throughout world. Burnett in 1967 acquired D. P. Brother and Co., Detroit, through merger.

Network TV sales up

Network television billings in April 1969 rose 16% over same period in 1968 to $122,791,900, Leading National Advertisers reported Friday (May 9). Billings in 1968 were unusually low. LNA noted, because of revenue loss during coverage of political primaries and of death of Martin Luther King.

January-April period showed 7.2% increase to $578,830,500.

CBS-TV showed greatest increase (18.4%) for April. NBC-TV rose 16.9% and ABC-TV 11.2%. For January-April period, NBC rose 11.8%, CBS 5.6% and ABC 3.5%.

Avis, DDB part

Avis Rent-A-Car and Doyle Dane Bernbach announced late Friday (May 9) that by "mutual agreement" they will break six-year relationship which produced one of most successful advertising campaigns in recent years. Firms said they decided to part because of "differing points of view on direction of the 1970 campaign."

Domestic billings of Avis are just under $5 million, with large, although unspecified amount, in broadcasting. DDB will continue to handle account until Aug. 31. Avis indicated it will begin shopping for new agency immediately. Since DDB joined Avis in 1962 to produce "We Try Harder" pitch, car rental agency has experienced 400% growth.

Sees ad dollars up

Rise in advertising expenditures in television by 6.5% to $3.365 billion and in radio by 4.5% to $1.1 billion is foreseen for 1969 by John Blair and Co. in its fifth "Statistical Trends in Broadcasting," out Friday (May 9).

In TV, Blair forecast is for 6.3% rise in national/regional spot to $1.18 billion, 3.3% increase in network to $1.55 billion and 15.5% boost in local to $635 million.

In radio, projections are for 8.7% increase in national/regional spot to $350 million, 4.5% gain in network to $70 million and 1.3% rise in local to $680 million.

In foreword to 28-page report Blair President Francis Martin notes that projections are subject—as always—to wide variety of influences on national economy.

Other features include market-by-market listings of radio and TV revenues, expenses and income as reported by FCC for years 1963 through 1967, latest available. Other trends are traced in some cases as far back as 1951. Free copies are available on written request to: 1969 Blair Statistical Trends, John Blair and Co., 717 Fifth Avenue, New York 10022.

More total viewing

Television viewing and set sales hit new highs again in 1968, Television Bureau of Advertising reported Friday (May 9). TVB set average household viewing time at 5 hours 46 minutes, up four minutes from 1967.

Retail value of sets sold in U. S. during 1968 was $3,817,377,500, increase of $103,583,500 over previous year. Set expenditures have increased 156% since 1962, TVB said, and with 95% of all households now television homes, sales increases were laid primarily to purchase of color and additional sets.

Distant imports okayed

Multiple CATV owner Telerama Inc. has received limited authority from FCC to import distant signals into Cleveland suburb of Euclid, Ohio.

In decision announced Friday (May 9), commission approved importation of signals which have been carried on Telerama's systems in Shaker Heights, Warrensville Heights and Warrensville Township, all Ohio, since before Feb. 15, 1966, date of commission's second report and order. These signals may be

More "At Deadline" on page 10

Week's Headliners

Arthur A. Watson, VP and general manager, WKYC-TV Cleveland, becomes president of NBC Radio division, succeeding **Stephen B. Labunski** who resigns. Also resigning: **Stephen C. Riddleberger,** VP and general manager, NBC Owned Radio Stations; **Raymond Eichmann,** director of research and planning, NBC Radio division (for full story, see page 9).

Thomas J. McDermott, former president of Four Star Television Inc., named corporate television consultant to Interpublic Group of Co.'s., New York. Mr. McDermott has been engaged in independent film production for past year and half. At Interpublic, his first duties in newly-created job will be to undertake industry study of factors affecting cost of television commercial production.

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

carried only on feeder and distribution cable constructed before that date. Subscribers served on other cable may receive only local signals, pending further commission order.

Inside sale to insiders

Sonderling Broadcasting Co. Friday (May 9) announced sale of 30,000 shares of company stock—worth about $1.4 million—by former Sonderling executive to three other Sonderling officials. Shares sold by Richard Goodman, former vice president and one of firm's original major stockholders, to Egmont Sonderling, president; Alan Henry, executive vice president, and Roy J. Sonderling, administrative assistant for corporate affairs.

Mr. Goodman, now board chairman of General Stores Corp., said reason for sale was desire to transfer assets into areas where he has personal interest. Although no price was announced for private transaction, sources reported shares sold "close to market value." Sonderling stock, which has been going up for past month, closed at year's high of 45½ Friday on American Stock Exchange. Mr. Goodman's block represents about 3.4% of total Sonderling capitalization.

TV pays well

Largest fee reported by Senate Minority Leader Everett McK. Dirksen (R-Ill.) as required by new rule covering last six months of 1968, was for TV performance. Senator, who opposed disclosure during Senate consideration of rule, collected biggest fee of half year, $5,000, after taping Red Skelton Christmas-season program on Nov. 9, 1968, it was revealed Friday (May 9).

Rule requires honorariums over $300 be reported. Most senators showed bulk of such income coming from speaking fees. Senator Dirksen rang up grand total of $18,158.50 for half year, probably set Senate record. Other senators with larger totals, such as Senator Edward W. Brooke (R-Mass.) (who listed $21,000), filed for full year, although they weren't required to.

Deadline Club awards

Deadline Club, New York chapter of Sigma Delta Chi, professional journalistic society, has presented WNEW and WABC-TV both New York, with annual cash awards for public service. Awards of $250 each were sponsored by BROADCASTING magazine.

WNEW was selected for its coverage of assassination of Robert F. Kennedy and for "The Sound Barrier: Did We Break It or Will It Break Us?" WABC-TV's entry was "LSD: The Trip To Where?"

Receiving honorable mention were WABC for three-part series on "New Directions in Housing" and National Educational Television for "No Hiding Place," documentary on integration. Awards were made at dinner May 8.

Wants larger radio role

Commissioner H. Rex Lee Friday (May 9) challenged radio broadcasters to play "larger and larger" role in making community better place in which to live. He emphasized that station managers "must accept" this challenge in speech before eighth annual Southern California Broadcasters' Association "Radio and the Community" seminar held at California Institute of Technology, Pasadena.

Commissioner Lee stressed that "radio must seek to play a major role in creating a dialogue between all members of the community."

In his talk, too, commissioner also chided radio broadcasters for such things as "putting public affairs on in the middle of the night or early on Sunday morning," for programing talk shows "where people call in to be yelled at and insulted," and for harmless editorials on such subjects as traffic congestion, water pollution and smog that are disguised as being controversial.

Johnson dissent caustic

FCC Commissioner Nicholas Johnson says commission's approval of KFDM-TV Beaumont, Tex., sale shows that commission's "imprimatur of 'public interest' can be purchased with cheap and tarnished intellectual coin."

Commissioner, who with Commissioner Robert T. Bartley, dissented to sale of station by Beaumont Broadcasting Corp. to A. H. Belo Corp. (see page 48), expressed views in statement released with commission order on Friday (May 9).

Commissioner Johnson said applicants had not sustained their burden demonstrating why transfer would serve public interest. He also expressed concern over broadcast and newspaper, as nonbroadcast holdings of Belo firm.

Commission found no concentration of control problem.

And Commissioner Kenneth A. Cox, in concurring statement, said purchaser is not conglomerate "in any significant sense."

Brighter color

Five RCA 23-inch color TV receivers will be placed on market second half of 1969 which provide "dramatic improvement" in reception by doubling brightness of picture, RCA said Friday (May 9). Receivers will be priced "slightly higher" than current top-line models, now selling at prices up to $1,550.

Ken Church dies

Funeral services for Kenneth W. Church, 66, retired senior vice president, Taft Broadcasting Co., were held Friday (May 9) in Cincinnati. Interment took place at Spring Grove Cemetery, Cincinnati. Mr. Church, who died May 6 of heart attack, served as chief national sales executive for Taft stations until 1963 when he retired. His wife, Dorothy; daughter, Mrs. Jerri Williams, and four grandchildren survive.

No cause for concern

Corp. for Public Broadcasting President John W. Macy Jr. assured public broadcasting executives Friday (May 9) that they had no grounds for anxiety about CPB reducing independence and curbing diversity of local stations. Addressing Southern Educational Communications Association in Lexington, Ky., Mr. Macy also warned broadcasters to avoid trying to calculate CPB's interests and then shaping their own to correspond to CPB's ideas.

Another EVR program

CBS Electronic Video Recording Division and Field Enterprises Educational Corp., publisher of reference publications, will produce jointly pilot group of educational films for EVR medium. Initial films will be on job training and early childhood training.

Datebook

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

■Indicates first or revised listing.

May

May 11-13—*NBC-TV* affiliates convention. Speakers include Walter D. Scott, NBC chairman; Julian Goodman, NBC president, and Don Durgin, NBC-TV president. Century-Plaza hotel, Los Angeles.

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

May 12—Annual stockholders meeting, *Capital Cities Broadcasting Corp.* Albany, N. Y.

May 12—Date for *FCC's* oral arguments on applications by WNDN(FM) Kingston, N. Y., and by 11 UHF TV permittees for additional construction time.

May 12-13—Conference on satellite communications, industrial electronics division, *Electronics Industries Association*. Speakers: Leonard H. Marks, Washington lawyer and recently chairman of U.S. delegation to International Telecommunications Satellite Consortium conference; Richard P. Gifford, and Robert Haviland, General Electric; Dr. Samuel Lutz, Hughes Research Laboratories; Dr. Richard Marsten, RCA; J. A. Fager, General Dynamics/Convair; Donald Jansky, Office of Telecommunications Management, U.S. Office of Emergency Planning. Airport Marina motel, Los Angeles.

May 12-13—Southeastern convention, *National Religious Broadcasters*. American Motor hotel, Atlanta, Ga.

May 13—Annual stockholders meeting, *3M Co.* St. Paul.

May 13—Annual stockholders meeting. *John Blair & Co.* Dorset hotel, New York.

May 13—Annual stockholders meeting. *Metromedia Inc.* New York.

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

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

May 15—Annual spring manager's meeting, *New Jersey Broadcasters Association*. Rutgers University, New Brunswick.

■May 15—Annual *New York Film Council* luncheon. Speaker: Dr. Peter Goldmark, president, CBS Laboratories. New York Hilton.

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

May 15-17—Annual international communications conference, *Society of Technical Writers and Publishers*. Marriott Twin-Bridges motor hotel, Washington.

May 16—Deadline for reply comments on *FCC's* inquiry and rulemaking proceeding on applications for channel service by telephone companies to affiliated CATV systems.

May 16-17—Annual meeting, *UPI Broadcasters Association of Mississippi*. Speaker: Peter S. Willett, broadcast services, UPI. Ramada Inn, Tuscaloosa, Ala.

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

May 17—Deadline for comments on *FCC's* proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programing, and to limit their participation in syndication activities.

May 19—Deadline for reply comments on *FCC's* proposal that would provide for type approval of phase monitors; require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

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

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

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

May 20—*Radio Advertising Bureau* regional sales clinic. Sheraton-Chicago, Chicago.

May 20—Annual stockholders meeting. *ABC Inc.* New York Hilton, New York.

May 20—*Station Representatives Association* Silver Nail and Gold Key awards luncheon. Speaker: Theodore W. Kheel, labor-management relations lawyer and mediator. Hotel Plaza, New York.

May 20—Annual stockhelders meeting. *20th Century-Fox Film Corp.* Waldorf-Astoria hotel, New York.

May 20—Fund-raising dinner communications division of *Jewish United Fund of Metropolitan Chicago*. Speaker: David Susskind. Ward L. Quaal, president of WGN Continental Broadcasting Co., will be honored as "Communicator of the Year." Standard Club, Chicago.

May 20-21—General conference of *CBS Television Network Affiliates*. New York Hilton, New York.

May 21—Meeting of *Michigan Association of Broadcasters*. Madison hotel, Washington.

May 21—Annual stockholders meeting, *Outlet Co.* Providence, R. I.

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

May 22—*Association of National Advertisers* workshop on new-product introductions. New York Hilton, New York.

May 23—Deadline for comments on *FCC's* proposal that would require uniform tuning methods for UHF and VHF on all television receivers.

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

May 23—Meeting of *Florida AP Broadcasters Association*. Sheraton Four Ambassadors, Miami.

May 23—*Pacific Pioneer Broadcasters* luncheon meeting. Speaker: Fred Waring. Sportsmens Lodge, North Hollywood, Calif.

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

May 24—Meeting of *Louisiana-Mississippi AP Broadcasters Association*. Royal Orleans hotel, New Orleans.

May 24—Meeting of *Illinois AP Broadcasters Association*. Wagon Wheel Lodge, Rockton.

May 24—Annual meeting, *Chesapeake AP Broadcasters Association*. Holiday Inn, Baltimore.

May 24-27—*Alaska AP Publishers and Broadcasters* joint meeting. Mount McKinley Park hotel, Mount McKinley.

May 25-27—Fifth annual theater, television and film lighting symposium, *Illuminating Engineering Society*. Sheraton-Chicago hotel, Chicago.

May 25-29 *ABC-TV affiliates convention.* Fairmont hotel, San Francisco.

May 26—Meeting of *Southern California Broadcasters Association*. Lakeside Country Club, Hollywood.

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

May 30-31—First annual open board meeting, *New Mexico Broadcasters Association*. Holiday Inn, Clovis.

June

June 2—Deadline for comments on *FCC's* proposed rulemaking that would permit noncommercial TV stations to present scrambled programing during part of their broadcast day.

June 2—Annual stockholders meeting, *Rice Broadcasting Co.* Atlanta.

■June 3—Annual stockholders meeting, *MCA Inc.* Sheraton-Blackstone hotel, Chicago.

June 3-5—Annual convention, *Armed Forces Communications and Electronics Association*. Sheraton Park hotel, Washington.

June 6—Deadline for reply comments on *FCC's* proposal that would require uniform tuning methods for UHF and VHF on all televisions receivers.

June 5-6—Thirteenth annual public conference of *PTC Research Institute of George Washington University*. Agenda includes discussion on "Crises in Communication." Shoreham hotel, Washington.

June 6—Third annual Belding awards for creative achievement in advertising, *Advertising Club of Los Angeles*. Beverly Hills hotel, Beverly Hills, Calif.

■June 6-7—*Wyoming AP Broadcasters Association meeting*. Convention Center, Cody, Wyo.

June 7—Meeting of *Iowa AP Broadcasters*. Fort Des Moines hotel, Des Moines.

June 8—*Television Academy Awards presentation*. Carnegie Hall, New York, and Civic Auditorium, Santa Monica, Calif.

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

June 9—Institute for Religious Communications, sponsored by communications department of *United States Catholic Conference*. Speakers include Rev. Agnellus Andrew, O.F.M., director of Catholic Center for Radio, Television and Cinema in Great Britain; Norman Cash, president, Television Bureau of Advertising; Milton Fruchtman, executive producer, Capital Cities Broadcasting, and Louis Cassels, senior editor, UPI. Loyola University, New Orleans.

June 10-14—Nineteenth annual conference of *Western States Advertising Agencies Association*. Speakers include David Mahoney, president of Norton Simon Inc., and Tyler Macdonald, president of N. W. Ayer/Jorgensen/Macdonald. Royal Lahaina hotel, Maui, Hawaii.

June 12—Meeting of *Montana AP Broadcasters Association*. Glacier National Park, Mont.

June 12—Deadline for reply comments on *FCC's* proposed rule that would permit educational television stations to televise scrambled programing during part of the broadcast day.

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

June 12-14—Annual spring meeting of *Missouri Broadcasters Association*. Millstone Lodge, Lake of the Ozarks.

June 12-16—Spring meeting of *Mississippi*

Broadcasters— Feeling the Freeze?

Defrost with Audimax and Volumax! We guarantee to increase your effective radiated power.

Are your plans for increasing power on ice? Well, here's a quick way to beat the cold: call us collect: (203) 327-2000! We'll send you Audimax and Volumax FREE for 30 days. No obligation.

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

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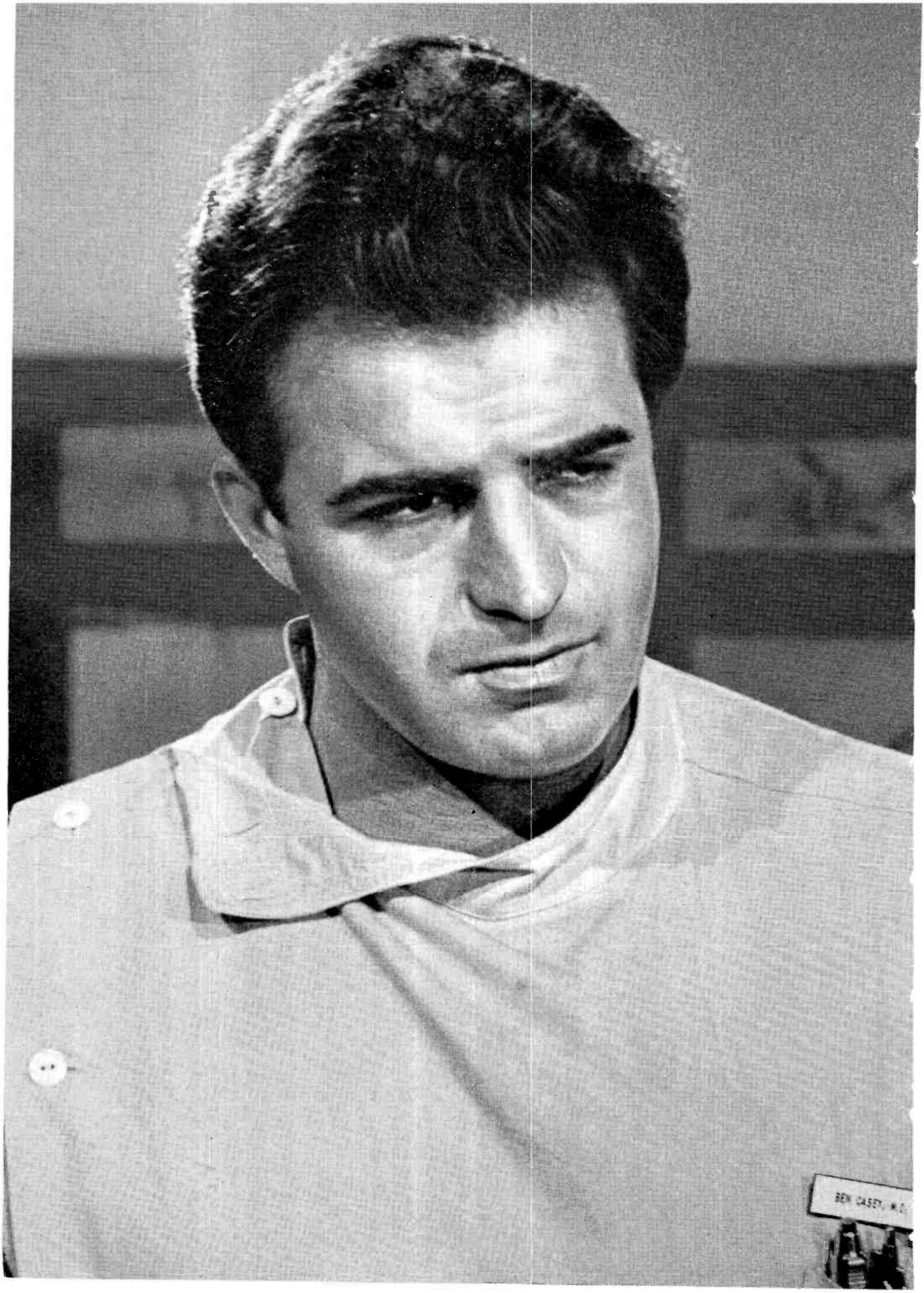

BEN CASEY, M.D.

Broadcasters Association. Edgewater Gulf hotel, Biloxi.

■June 13-14—Annual seminar, *Texas AP Radio-Television Association*. Sun Valley motel, Harlingen.

June 14-17—Annual convention of *Georgia Association of Broadcasters*. DeSoto-Hilton hotel, Savannah.

June 15-18—Third annual Consumer Electronics Show, sponsored by consumer products division of *Electronic Industries Association*. Hilton and Americana hotels, New York.

■June 15-18—Convention of *American Marketing Association*. Regency Hyatt House, Atlanta.

June 16-17—Eastern convention of *National Religious Broadcasters*. Speakers: Dr. Billy Graham and Dr. Stephen F. Olford. Holiday Inn, New York.

■June 16-20—Summer meeting of *National Association of Broadcasters* board of directors. NAB headquarters, Washington.

June 16-21—Sixteenth annual *International Advertising Film Festival*. Cannes, France.

■June 17—New deadline for reply comments on *FCC's* proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programing, and to limit their participation in syndication activities. Previous deadline was April 14.

June 18-20—Spring meeting of *Montana Broadcasters Association*. Prince of Wales hotel, East Glacier.

■June 18-20 — Annual meeting of *Virginia Association of Broadcasters*. Holiday Inn, Afton Mountain.

■June 19-21—Annual convention of *Maryland/District of Columbia/Delaware Broadcasters' Association*. Henlopen hotel and motor lodge, Rehoboth Beach, Del.

June 22-25—Annual convention, *National Cable Television Association*. San Francisco Hilton, San Francisco.

June 22-25—Spring meeting of *Alabama Association of Broadcasters*. Tutwiler hotel, Birmingham.

■June 22-25—Institute on operation and maintenance of helical scan video recorders-reproducers, *National Association of Educational Broadcasters*. Philadelphia Marriott, Philadelphia.

June 23-26—Annual convention, *Electronic Industries Association*. Ambassador hotel, Chicago.

■June 24—Annual stockholders meeting, *Rust Craft Greeting Cards Inc.* Dedham, Mass.

June 26-July 2—National convention, *American Advertising Federation*. Waldorf-Astoria hotel, New York.

June 26-28—Instructional media research conference, *Indiana University*. Bloomington, Ind.

July

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

■July 6-18—Twelfth annual seminar in marketing management and advertising, *American Advertising Federation*. Harvard Business School, Cambridge, Mass.

■July 7—New deadline for comments on *FCC's* proposed rule that would ban cigarette advertising on radio and television. Previous deadline was May 6.

■July 21—New date for oral argument before *FCC* on its proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programing, and to limit their participation in syndication activities. Previous date was May 12.

August

■Aug. 3-5—Summer convention, *Idaho State Broadcasters Association*. Coeur d'Alene.

■Aug. 7—New deadline for reply comments on *FCC's* proposed rule that would ban cigarette advertising on radio and television. Previous deadline was July 7.

■Aug. 14-16—Annual convention. *Rocky Mountain Cable TV Association*. Durango, Colo.

■Aug. 17-20—Institute on operation and maintenance of helical scan video recorders-reproducers, *National Association of Educational Broadcasters*. Sheraton-Chicago, Chicago.

■Aug. 25-27—Convention of *American Marketing Association*. Netherlands Hilton, Cincinnati.

TVB meetings

***Television Bureau of Advertising* regional sales clinics:**
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.

September

■Sept. 8-11—1969 *National Premium Show*. International Amphitheater, Chicago.

■Sept. 22-23—Annual *National Broadcast Editorial Conference*. Detroit.

■Sept. 23—Annual meeting of *Radio-Television News Directors Association of Canada*. Detroit.

■Sept. 23-27—1969 international conference of *Radio-Television News Directors Association*. Statler-Hilton hotel, Detroit.

October

■Oct. 1-7—Japan Electronics Show, *Electronic Industries Association of Japan*. Osaka.

Oct. 5-8—1969 conference, *UPI Editors and Publishers*. Princess hotel, Bermuda.

■Oct. 19-23—Annual board and membership meetings of *Television Bureau of Advertising*. Shoreham hotel, Washington.

■Oct. 20-23—Fall conference, *Electronic Industries Association*. Century Plaza hotel, Los Angeles.

November

■Nov. 9-12—Fourteenth annual seminar of *Broadcasters Promotion Association*. Marriott motor hotel, Philadelphia.

■Nov. 19-21—Convention of *Television Bureau of Advertising*. Statler Hilton, Detroit.

December

■Dec. 7-10—Sixtieth annual meeting of *Association of National Advertisers*. Camelback and Mountain Shadows Inn, Scottsdale, Ariz.

■Dec. 8-12—Fifth annual *National Association of Broadcasters* engineering/management seminar. Purdue University, West Lafayette, Ind.

■Dec. 15—Presentation of first national awards in communications media by *American Civil Liberties Union*. New York.

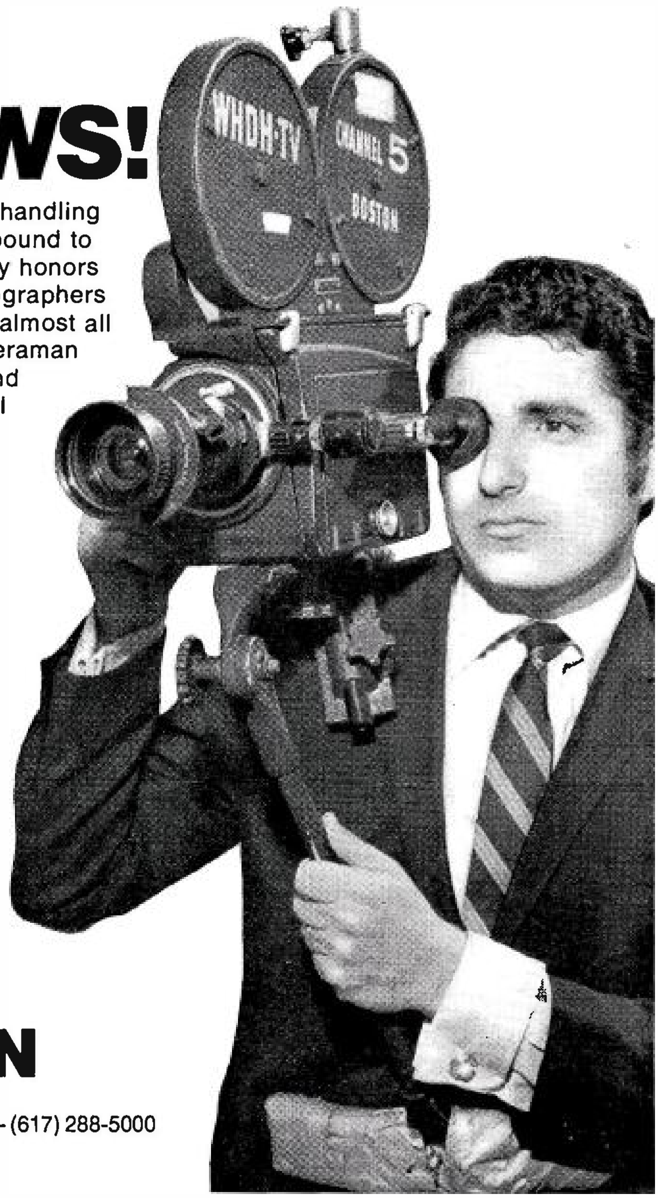
January 1970

■Jan. 19-23—Winter meeting of *National Association of Broadcasters* board of directors. Sheraton Maui hotel, Maui, Hawaii.

■Jan. 26-29—Annual convention of *National Religious Broadcasters*. Washington.

WHEN ONLY ONE TV STATION IN TOWN WINS 10 OUT OF 14 BOSTON PRESS PHOTOGRAPHERS AWARDS,

THAT'S NEWS!



How could it be otherwise? When you've got pros handling the TV news cameras the way ours do, you're bound to win prizes. Quite a few, in fact! As evidenced by honors recently handed out by the Boston Press Photographers Association. It gave five Channel 5 cameramen almost all the top prizes, besides naming WHDH-TV cameraman Larry Crowley for "Photographer of the Year" and "Best of Show" awards! Here's a rundown of all the awards:

Photographer of the Year (Larry Crowley)
Best of Show: Arlington St. Church sanctuary riot (Larry Crowley)
1st Prize: Spot News — Arlington St. Church (Larry Crowley)
1st Prize: Features — Autumn (Larry Crowley)
1st Prize: Fire Stories — Roosevelt Hotel (Jack Cryan)
1st Prize: Sports — Celts-76ers final game (Jack Crowley)
2nd Prize: General News — Vietnam Thanksgiving (Jack Crowley)
2nd Prize: Features — Brandeis art exhibit (Sumner Shain)
2nd Prize: Sports — Celtics game (John Davin)
3rd Prize: Spot News — Roosevelt Hotel fire (Jack Cryan)

Of course, Bostonians take for granted such prize-winning color camera work on Channel 5. So can you.

WHDH-TV BOSTON

WHDH-TV, 50 Morrissey Blvd., Boston, Mass. 02125—(617) 288-5000
Represented nationally by John Blair & Company

OpenMike

All 'daring' is not in TV

EDITOR: I have long questioned the singling out of television on the topic of "sex and violence." If one cares to analyze the bill of fare offered by mass media entertainment, he must also consider what people are paying to see in today's movie theaters. . . .

The movie labeling code is an admission that this type of entertainment is getting spicier by the month. Frankly there is nothing in TV that begins to approach the degree of what is politely called "daring" on the movie screen. . . . *—John F. Hurlbut, president,* WVMC *Mount Carmel, Ill.*

Run, spot, run!

EDITOR: The attached poem [excerpted] was written by WEJL staff announcer, Paul McNamara, a veteran broadcaster.

Public Service Blues

GIVE, JOIN, BUY, DO.
All day long they're after you.
Constant pleas, deluge, flood;
Give your eyes, give your blood.
Join the Army, join the corps.
Pledge allegiance to a chore.
Do your duty, give to CARE.
Join the Coast Guard or Navy air.
Go to church, live and learn.
All these things are your concern.
Have a heart, build that fund.
Please make sure that no one's shunned.
March those dimes, buy that seal.
And if you don't you're a heel.
Promos are fine for the public we reach,
But one-a-day's enough for each.
It's my opinion that people get sick,
Of a never-ending charity kick.
But one-a-day's enough for each.
But please be patient, don't blame me.
"Got to do it" says FCC.

—Paul McNamara

—Hugh J. Connor, manager, WEJL *Scranton, Pa.*

To Crosley alumni and alumnae

EDITOR: Employes of Crosley Square in Cincinnati are having a reunion of former employes of WLW and WLWT (TV) on May 31 at the Barkley House at the Greater Cincinnati Airport (smorgasbord dinner, bar set up).

. . . We would like former employes in other areas to know they can send tapes or messages for the occasion. Many will not be able to attend due to distances, but their messages can be read or, if recorded, played at the dinner.*—Betty L. Poole, 4231 Schenck Avenue, Cincinnati 45236.*

BookNotes

"The Professional Journalist: A Guide to the Practices and Principles of the News Media, 1969," by John Hohenberg. Holt, Rinehart and Winston, New York. 532 pp. $8.95.

This second edition of the guide is a revised 1960 version with new material regarding broadcast journalism. John Hohenberg of Columbia University describes radio news wire operations, radio news programing techniques, and TV news techniques with sample scripts. In addition Mr. Hohenberg deals with the scope of journalistic practice: the ground rules for reporters, the news media and public relations, public-affairs reporting, the press and the law and the news media and the courts.

Mr. Hohenberg further notes the changes television has wrought in the print media. "The American press has overreacted to the challenge of television," he says. "Some papers have gone overboard on comics, features, advice to the lovelorn and similar contemporary attention-getters . . . These nostrums on the whole do not seem to have proved anything. Rather, they have tended to debase the end product." Mr. Hohenberg continues: "The successful newspaper, more than any other news medium, must specialize in news. That is its principal offering. . . . It cannot compete with television in entertainment."

"BBC Handbook 1969," British Broadcasting Corp., London. 280 pp. 90 cents.

This reference book, published every year by the BBC, is a handy guide to every facet of its broadcast activity. The first part of the book includes articles by Lord Hill of Lutton, BBC chairman; Sir Hugh Greene, the corporation's director-general, and other executives. Subsequent sections deal with BBC income and expenditures; television, radio and international broadcasting services; engineering; the organization and senior staff of the corporation, and BBC publications. For those in need, there is even a section on what SOS messages the BBC will accept for broadcast.

"Our staff is made up of professionals. And they all know that their main obligation to stations is to sell."

Martin Nierman and Ben Holmes.

t takes a lot of great people to service great stations.

Edward Petry & Co.

MondayMemo from George B. Theiss, president of Arthur Murray Inc., New York

Arthur Murray Inc. develops its video perspective

A curious thing happened on the way to 1960. Social dancing underwent a metamorphosis, in part attributable to the youth explosion—and, in some measure, accruing from the restlessness of a post-war generation that welcomed a break from traditional forms of entertainment and self-betterment. The discotheque era came upon us swiftly. The twist, jerk, frug, temporarily displaced the fox trot, waltz and cha cha. I say "temporarily" because most things are cyclical in life.

For close to 10 years now, the dance industry has found itself in a somewhat ambiguous state. Young people come by these new dances instinctively —while the senior citizens of 30 and over rationalized: "The Monkey looks great when gyrated by the kids—but for me to go out on a dance floor and jerk like a teenager—perish the thought!" Now consider this: Our more than 250 dance studios in the United States, Canada, Europe and Asia offer expert instruction in discotheque . . . yet this comprises approximately 8% of our total instruction hours. Our patrons, in the main, enroll to learn the finer points of ballroom dancing.

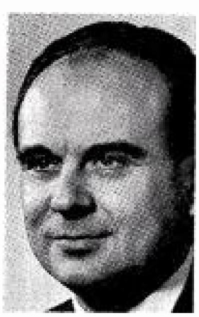
In early 1967 we noted the beginings of a resurgence of interest in social dancing. It began, oddly enough, at the high school and college levels. For one thing—slow rock and folk rock contrived to get people to move together, to hold one another. The wild, uninhibited rock beat decelerated. Additionally, big-band demand accelerated at the college and secondary-school levels, reaching a point today where people of all ages are concerned about how they carry themselves and how they hold their partners on the dance floor. The tumult and the pyrotechnics of "go go" are starting to give way to softer, more communicative and personal dancing.

Concurrent with this trend, we assessed the importance of redramatizing our image and establishing new rapport with millions of dance prospects who were not part of the 1940 and '50 dance scene. The basic "I wants" of learning to dance have remained the same over the past 50 years; the acquiring of more confidence and poise, the residual benefits of physical fitness and slimness, the facility of making new friends, "getting out of one's self" and living a little.

At this juncture we retained the services of Kane, Light, Gladney Inc. to develop a new and more gregarious Arthur Murray Studio personality. Since dance instruction appeal tended to be somewhat neuter in the 60's, we concurred with our agency's recommendation to utilize broadcast media, not alone to attract consumer interest, but also to re-excite and re-enthuse our own studio personnel.

Last fall we went network TV for the first time in 10 years with one-minute commercials in the *Tonight Show*. Local studio cut-ins were effected to give the licensees a direct feeling of participation. Rather than selling lessons or specific dances in the commercials, we sold fun and personal involvement. One particular commercial, making no offer, said in effect: "Life is what you make it . . . make it fun, fun. Get out of yourself . . . live a little . . . dance . . join the fun people at Arthur Murray's . . . here's to life!" It was set against a background of "on location" landmark shots around New York depicting an "everyman" type, Mickey Freeman, identifying and daydreaming his way into the arms of "everywoman" . . . five in all. The low-key, likeable mood of the commercial resulted in astonishing consumer response. It even helped to make local newspaper ads appreciably more effective. At the same time, to reinforce the TV effort, full-page ads in the *Saturday Evening Post,* as well as dance trade magazines, were placed. Additionally, over 100 local studio franchisees bought complementing TV and/or radio time in support of the national advertising. The result exceeded everyone's expectations, so much so that we now have in negotiation for fall an ambitious television and print effort utilizing prestige vehicles such as the *Today Show,* the new CBS-TV *Merv Griffin* program; full-page ads in *Reader's Digest, Holiday, Esquire, Newsweek* . . . and yes, even some executive-suite advertising in the *Wall Street Journal.* Theme? "Not communicating? Try dancing. Nothing else comes close!"

The philosophy of advertising for our organization has veered markedly —in the direction of television and radio. Ours is a product/service that must be demonstrated; it requires a look as well as a sound. It requires a graphic medium like television to demonstrate the proficiency of the Arthur Murray teaching methods and the friendly fun environment in which said instruction is given. Accordingly, we have advised all Arthur Murray Dance Studios to allocate more of their advertising expenditures to a combination of TV and radio. Broadcast media will be used to feature conceptual approaches for "reaching out" to the consumer. Newspaper advertising will be used to stress the value inherent in our instruction curriculum and for year-round continuity. Perhaps the most striking indication that social dancing is in the ascendancy is found in the rise of our gross studio revenue of better than $3 million dollars in the period 1966-69. Thanks in no small measure to broadcast media we are indeed putting our best foot forward.



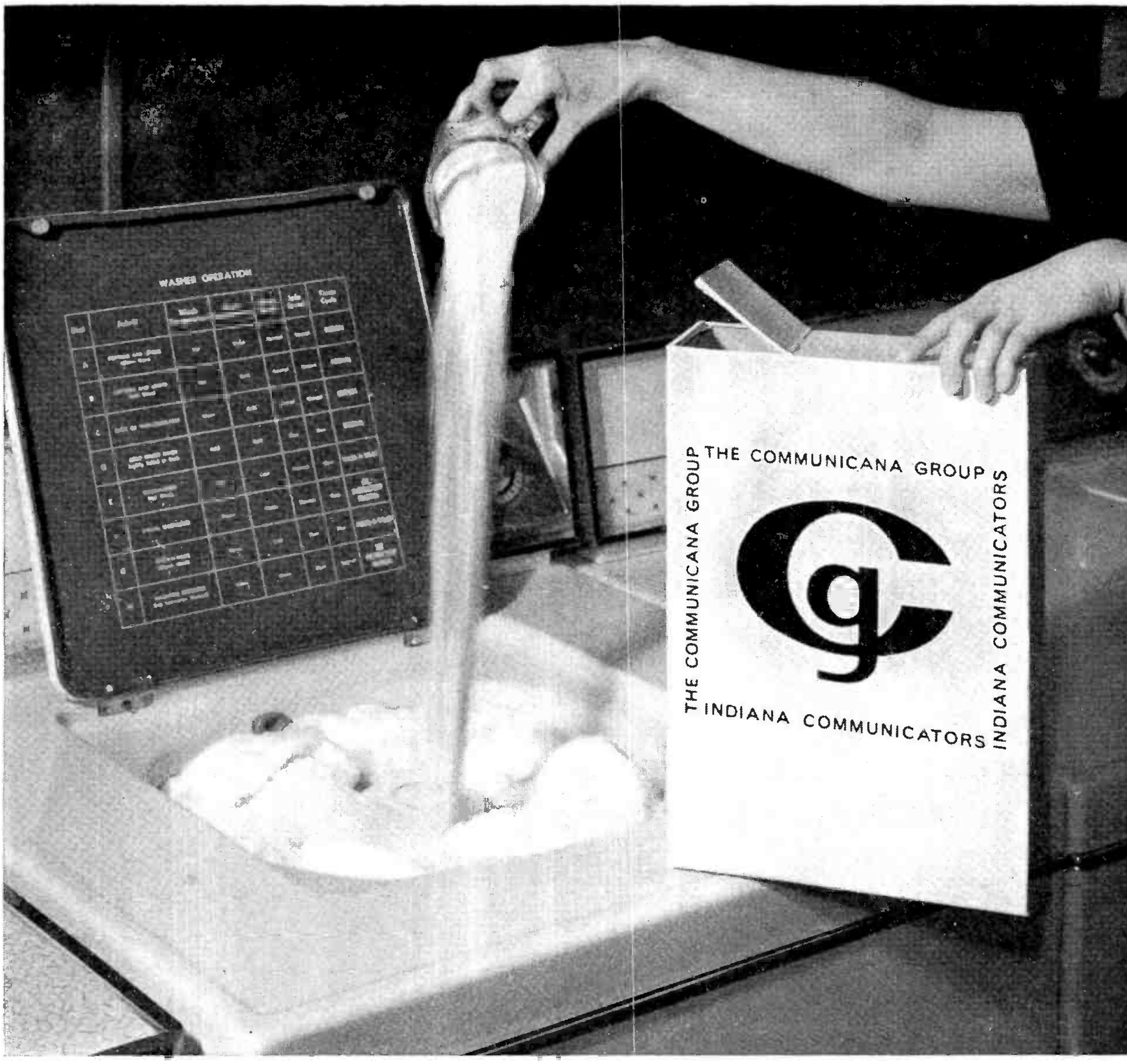
George B. Theiss, president of Arthur Murray Inc., New York, has spent all his career years preparing himself to administer the 250-studio complex—both U.S.A. and worldwide. He is one of the original group of franchisees formulated by Arthur Murray himself. At 44 years of age, Mr. Theiss has tried to revitalize the dance-franchise image and has increased gross revenues over $3 million in just three-years time. He is about to spearhead a major franchisee growth program.

NATIONAL GENERAL TELEVISION MOVES TARZAN TO CBS NETWORK PRIME TIME!

Starts Wednesday, June 4,
7:30 P.M., EDT, on CBS Network
for the summer!

Now available for fall syndication,
the full 57 Color Hour series—
first run off network!

National General Television
Distribution, Inc.
600 Madison Ave.
New York, New York
Ken Israel PL 2-0300



Pour on the sales power in Indiana with CG. If you want to clean up with your soap and detergent sales, call the service men at BLAIR.

THE COMMUNICANA GROUP · THE COMMUNICANA GROUP · INDIANA COMMUNICATORS · INDIANA COMMUNICATORS

The Communicana Group Includes:

WSJV-TV SOUTH BEND-ELKHART 28 ABC

WKJG-TV FORT WAYNE 33 NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC and WFIM (FM), Elkhart
The Elkhart Truth (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP

BLAIR TELEVISION

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

A middleman to cut commercial costs

Bristol-Myers hires production expert; thriving colony of producers works for price-conscious agencies

Rising production costs and growing profit-consciousness are combining to foster another new breed of middleman in broadcast advertising—one who could in time have a far-reaching effect on advertising-agency functions.

He is the commercial producer-specialist, and although he is currently most conspicuous in serving agencies, his counterpart has been installed by at least one major advertiser to handle the production of all of its TV commercials, an assignment formerly shared by multiple agencies.

The new breed has emerged quietly and grown rapidly on a simple promise—to lower substantially the cost of producing commercials without lowering their quality or creativity.

Like the other middleman, the independent media buyer who catapulted on the advertising scene last year and sparked a controversy within the industry (BROADCASTING, July 15, 1968 et. seq.), the new commercial producer-specialists justify their existence in terms of superior creative and technical skills; sharp knowledge of sources of required manpower, materials and facilities, and their availability on a flexible basis, either for a short-term or a long-term assignment.

With virtually no fanfare, at least seven business organizations or individuals have cropped up in the past few months to serve in this new role of the commercial production arm primarily of an agency, but in one case as the extension of a production house, and, in another, as the commercial production department of a leading TV advertiser, the Bristol-Myers Co.

Their claim to expertise appears justified. In recent months, these executives have left top-level commercial production posts at such leading agencies as the J. Walter Thompson Co., Grey Advertising, Benton & Bowles and Jack Tinker & Partners and at such top film-tape production companies as MPO Videotronics and TV Graphics to do what was described by one entrepreneur as "my very own thing."

Their "own thing" varies somewhat from company to company. And within each enterprise, many will tailor their services to the requirements of a specific assignment. They may arrange to handle all the functions of an agency's commercial production department (concept, script, casting, production, release materials), or of an outside production house, or they may limit themselves to parts of the production process such as the direction of a TV spot or the supervision of a production.

And like the outside media buyers, their compelling selling proposition is that they can deliver a commercial production—television or radio, for that matter—at prices that can range from 15% to 35% lower than can be achieved through traditional methods. They claim they can attain these savings—with no diminution of quality—because they are experts in production; they can scout around and find the various required elements at the lowest price, and they can add a modest mark-up because they have a comparatively modest overhead compared to that of the commercial production department of an agency or of an established production house.

Today's specialists

With the exception of the Bristol-Myers Co., whose operation works exclusively for that organization, a listing of the new crop of independent TV-radio commercial production specialists, all in New York, is as follows:

Adfilm Producers Inc., 60 East 55th Street, Matt Harlib, president.

AVC-TV Production Inc., 45 West 45th Street, Mark Druck, president.

Gene Bassin Productions, 151 East 50th Street, Gene Bassin, president.

Carl Rigrod's Carlton Productions, 909 Third Avenue, Carl Rigrod, president.

Spots Alive Inc., 200 Park Avenue, Linc Diamant and Dom Cerulli, partners.

Telpac Management Inc., 777 Third Avenue, John Capsis and Costa (Gus) Leodas, partners.

Veteran film and tape production executives recall there were attempts as long as a dozen years ago to establish such specialized companies. These enterprises were all short-lived.

They acknowledge that the current developments are more substantial: These new producer specialty shops are led by highly experienced production executives; advertisers and agencies are working assiduously toward reducing costs in producing commercials, and numerous medium-sized and small-sized agencies, largely print-oriented, are eager to spread their wings into television if they can be shown an economically feasible way.

In addition to these essentially bread-and-butter factors, some producer-specialists are inclined to think that the function of the agency commercial producer is becoming obsolete or, at any rate, is becoming vitiated. They point to the ascendancy of the art director-producer, who, at some agencies, is the pivotal functionary in the production of a TV commercial.

"I was let go from my agency last year," one producer-specialist acknowledged. "I was offered a spot at another top agency, but I decided to stop and think. There's a change going on, with art directors, who are highly creative guys, in the driver's seat. They conceive excellent commercials, many that sell, but, frankly, they have little conception of cost. I felt that a nuts-and-bolts guy like myself could find a place in this industry to work for smaller agencies primarily but also help larger agencies in keeping costs in line."

Other industry executives echoed this view and one former agency production executive observed: "I don't think we're going to recognize the agency of 1975. This is an era of increasing specialization. I think more and more agencies are going to turn over more and more of their work to outside specialists. Perhaps the very largest and the most successful will contain essential control, but I see even them using outside specialists on occasion."

Perhaps the most dramatic and noteworthy development uncovered during the BROADCASTING sampling was the news that Bristol-Myers, the third largest TV advertiser (estimated $80 million), set up its own TV commercial production department about two months ago. B-M has engaged Sid Greenhaus, who was a top-echelon official with TV Graphics Inc., New York, for 15 years, to direct the new unit, which will arrange for the production of all Bristol-Myers TV commercials. This relieves its agencies of this assignment and, not incidentally, the 16.65% commission (said to be standard on production costs) on all the elements in which it is not directly involved.

Mr. Greenhaus would only confirm that he is the director of commercial production for Bristol-Myers but would not provide any details of his operation. Efforts to reach Mr. Greenhaus's superiors at Bristol-Myers proved unsuccessful.

From some advertising agencies and from other producer-specialists close to Bristol-Myers' production commitments came an estimate that B-M spends from $2.5 million to $3 million annually in this sector. They expressed the view that Mr. Greenhaus' operation could save at least 30% of the production budget by eliminating agencies' commission and by arranging for the various elements in a commercial directly without engaging the services of an outside production house, whose markup is said to be about 40% over actual cost.

Several agency executives noted that Bristol-Myers' effort undoubtedly is being scrutinized by Colgate-Palmolive and Lever Brothers, whose TV-radio commercial expenditures approximate those of B-M, and by the kingpin television advertiser, Procter & Gamble, which spends $5 million to $6 million annually on TV commercial production.

Advertising agencies involved in various B-M brands, including Doyle Dane Bernbach, Ogilvy & Mather, Grey Advertising and Young & Rubicam, were either reluctant to discuss the development or could not be reached for comment after several telephone calls. One high-level executive at a Bristol-Myers agency made this observation:

"Frankly, we don't think this is something we should discuss with the press. Our client has decided to try this to see if it can save money. It remains to be seen if this is practicable. We are now in the process of reviewing this practice with our client to see how it's working."

An executive of another B-M agency equally was nettled when asked to comment on the Bristol-Myers action and to describe the method of operation. He replied:

"This is an experiment that Bristol-Myers is undertaking. I don't feel we should comment on it. After all, clients have a right to experiment. The agency business is in a period of transition. We have some companies that are providing only creative services. I don't think we have the right to comment on an experiment."

Neither of the Bristol-Myers agencies reached would reveal whether it had lost commissions on the production assignments that B-M has handled independently. One volunteered that its agency producers still supervised the productions, but the spokesman avoided the question of compensation.

Without referring to Bristol-Myers by name, a spokesman for the Broadcast Advertising Producers Asssociation, consisting of executives employed by leading agencies, last week issued a warning that if agency creative departments do not find a solution to rising production costs, "the client will find itself outside the agency."

He added that "the danger remains that outside agreement may be developed that ultimately will interfere seriously with future creativity."

In addition to Mr. Greenhaus, who is on staff at Bristol-Myers, the producer-specialists are John Capis and Costa (Gus) Leodas of Telpac Management Inc., New York; Linc Diamant and Dom Cerulli of Spots Alive Inc., New York; Matt Harlib of Adfilm Producers Inc., New York; Gene Bassin of Gene Bassin Productions, New York; Mark Druck of AVC-TV Productions Inc., New York, and A. Carl Rigrod of Carl Rigrod's Carlton Productions, New York (see page 23).

The most ambitious undertaking is Telpac, which according to Messrs. Capsis and Leodas, opened its office two weeks ago with a staff of 20. Mr. Capsis was formerly an associate partner and director of the TV department at Jack Tinker & Partners, New York, and Mr. Leodas was manager of the TV department at Tinker.

Mr. Capsis told BROADCASTING last week that Telpac has seven advertising agencies as clients and said he would reveal their identity within the next two weeks. He said that Telpac would perform every service now handled by "high-overhead, internal agency departments," including consultation on script development, production analysis, continuity clearances, bidding, contracts, casting, styling, production supervision, completion and quality control, broadcast traffic and residual payments. Telpac also will function in radio commercial production.

Mr. Leodas added that the Telpac staff will give smaller and new agencies "complete television production capability and will allow larger agencies to reduce or discontinue their own TV production departments." He indicated that some of their clients are agencies that are dropping their own production departments.

"Our new company," Mr. Capsis said, "is the natural outgrowth of a business climate in which agency profits are down, and at the same time, the need for specialization is up. Real specialization is something most agencies—no matter how large—cannot afford as a continuing overhead expense."

Linc Diamant and Dom Cerulli were associates at Grey Advertising before they left several months ago to launch Spots Alive Inc. Mr. Diamant was a senior producer at Grey with wide experience in the TV-radio commercial production area and Mr. Cerulli was a writer and creative director with background in both television and radio commercial production.

They stressed they had not yet formally announced the opening of their company but already have completed assignments for several agencies. Mr. Diamant said they recently handled a production assignment for one client and the total cost for a one-minute color commercial was $999.

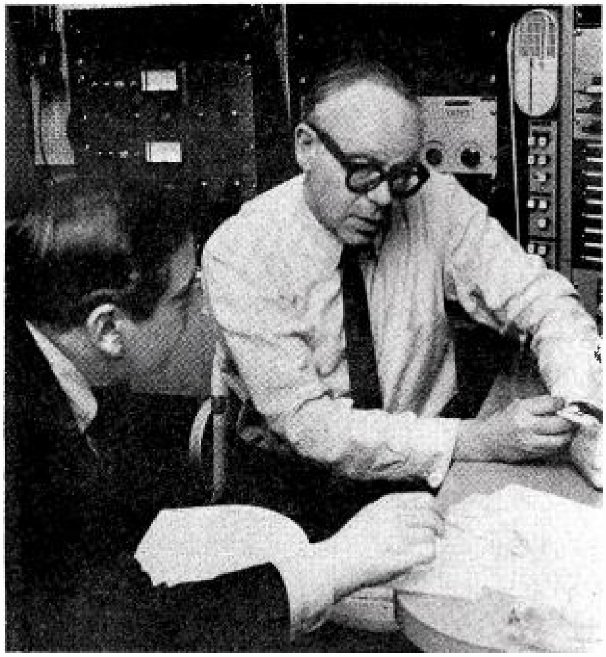
"This included all costs," Mr. Diamant said. "It was a simple but, we

Rich out on his own

Dick Rich, one of the founders of Wells, Rich, Greene, New York, and until only recently senior vice president and chairman of the creative strategy board of that agency, announced late last week that he would become a very specialized specialist. Working out of his Manhattan home, he will provide a creative consulting service that will advise agencies and advertisers on television and radio advertising only.

Mr. Rich said he plans a pay-as-you-go arrangement whereby his client will pay a creative fee for storyboards and strategy without committing himself to production. If the client likes what he sees, Mr. Rich will supervise productions for a production fee. If the results go on the air, Mr. Rich receives residuals.

Mr. Rich will work openly with clients, or in the case of ad agencies, make his services available on a confidential basis. He said he has one client thus far—an agency that prefers to remain anonymous. Mr. Rich added that he has already turned down one client—his former agency, Wells, Rich, Greene.



Dom Cerulli (l), Linc Diamant

Mark Druck

Carl Rigrod

Gene Bassin

Matt Harlib

feel, an effective commercial. We were able to do this because we knew where we could obtain all the elements of a commercial at the best price and still maintain quality."

Mr. Cerulli emphasized that Spots Alive's forte is the know-how of Mr. Diamant and himself, but added:

"Like anybody else, talent and facilities are available to us. Perhaps we have an edge because we know where to go. We are not tied down to a production house. We can put together all the facets of a production from various places, depending on the budget."

Mr. Diamant said the company can function as a complete broadcast production department for small and medium-sized agencies, and can provide services, as required, for large agencies.

Adfilm Producers Inc., New York, was formed by Matt Harlib last December. At that time, he was vice president and creative supervisor of TV production for the J. Walter Thompson Co., New York. He will undertake television and radio commercial production assignments and said he has fulfilled projects for a number of agencies.

Mr. Harlib said he works on a yearly retainer from some clients and on a per-project basis for others. He echoed others in saying his overhead is low and he can tap a pool of skilled cameramen, directors, performers, and editors when they are required.

"There aren't many agencies that need a highly experienced and talented producer all the time," he said. "This development is really a groundswell. The emphasis today is toward a more efficient use of the means of commercial production. We can save money for clients. It all depends on the nature of the assignment and the budget with which we can operate."

A. Carl Rigrod's experience spans more than 30 years as a writer, producer and director in television and radio. He was a senior vice president at West, Weir & Bartel and recently a vice president at MacManus, John & Adams, New York, when he decided to form Carl Rigrod's Carlton Productions, New York.

"I've only been out on my own for less than six years and I still don't have a permanent office," Mr. Rigrod reported last week. "But in that short period of time, I've been gratified with what I've been able to do. I have written, produced and directed some radio spots for one client. I've made a special film presentation for another. And I've completed a documentary script for a third client, and others are knocking on my door."

Mr. Rigrod hopes to become involved with multimedia presentations, covering radio, television, sales films and slides. He feels a small independent company such as his can provide economic advantages to clients, but he stresses that his "won't be a bargain-basement operation."

"I have at my disposal my many years of accomplishment plus my know-how in putting together a production team and getting the right facility for a particular assignment," Mr. Rigrod stated.

Gene Bassin took 18 years of production experience to Gene Bassin Productions, New York. He has been a TV-radio production executive with Kudner Advertising, Grey Advertising, Doherty, Clifford, Steers & Shenfield, Lennen & Newell, and, most recently, Benton & Bowles, all New York.

"I'm a one-man operation," Mr. Bassin said, "and I handle one assignment at a time although I may have several projects in the works. When I obtain an assignment, I assemble the people and the elements I will need."

Mr. Bassin began his company quietly about 10 months ago and has completed radio and television production projects for such agencies as Galbraith, Hoffman & Rogers; Street & Finney, and Helfgott & Partners, all New York. He said he also has served as a director and production supervisor on short-term stints for several major agencies.

"I'll say I work harder than I did when I was with major agencies," Mr. Bassin remarked. "But somehow it doesn't seem so grinding or tiresome.

Mark Druck formed AVC-TV Productions Inc. eight weeks ago after 20 years as a writer, director, producer and production manager including stints with MGM Telestudios, EUE division of Screen Gems, and MPO. He considers his service "an extension of the TV commercial production house" and he works in association with the agency commercial producer.

"Instead of going to a production company and engaging them to produce a commercial, an agency producer may come to me and tell me what he requires," Mr. Druck explained.

Mr. Druck said that on a typical one-minute TV commercial assignment, he will deliver the spot at cost, plus his fee ranging from $1,000 to $2,000, depending on the length of time spent and on services used. He estimated that

Automotives paced radio's banner year

RAB figures show GM top advertiser in '68; Sears, Colgate-Palmolive other big spenders

Advertising last year put 13% more money in spot radio, 3% less in network radio, compared with their spending levels in 1967, and total radio advertising reached $1.074 billion to make 1968 the medium's first billion-dollar year.

This appraisal is reported today (May 12) by the Radio Advertising Bureau in releasing estimated spending of the top-100 radio advertisers by parent company and brand in spot and network.

RAB placed the total spot-radio spending at $331.1 million, of which $268.2 million was invested by the top-100 spot advertisers. For network radio, the total was put at $70.8 million, of which $64 million was placed by the top-100 network advertisers.

General Motors, which boosted its spot-radio spending 29% to $24.9 million, was the leading advertiser in combined network and spot—over $30.4 million in 1968, a gain of 21%. Other automotives contributing to the high spending levels were Ford Motor and Chrysler, both investing substantially in spot.

Other standout radio advertisers—on the basis of combined network and spot—were Sears Roebuck & Co. ($11.1 million in spot) and Colgate-Palmolive (over $11.2 million, a gain of 98%).

RAB's radio estimates and listings, released quarterly for network and spot, are prepared by Radio Expenditure Reports, Larchmont, N.Y., from confidential reports from networks, stations and station representative firms.

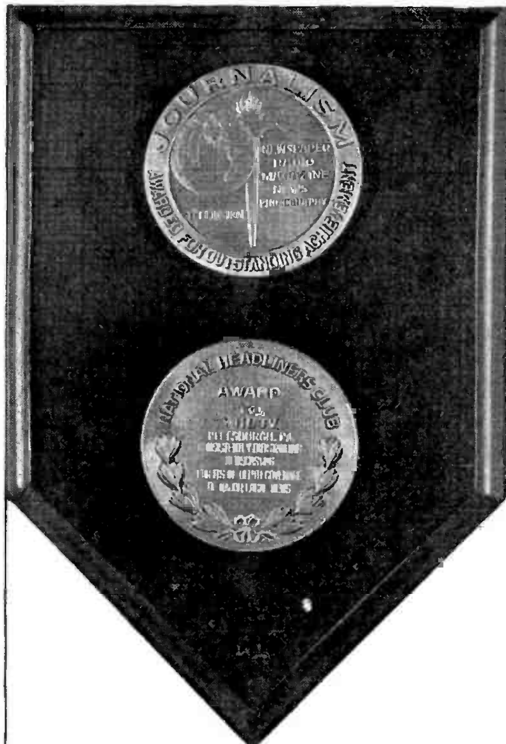
Top 100 network radio advertisers, 1968

	Expenditures
1. General Motors Corp.	**$5,501,000**
Buick Div.	1,092,000
Chevrolet cars	1,782,000
Chevrolet trucks	138,000
Delco-Remy Div: United Motors Service	717,000
Fisher Body Div.	4,000
Frigidaire Div.	63,000
Oldsmobile Div.	811,000
Pontiac Div.	268,000
Guardian Maintenance	78,000
Institutional	548,000
2. Colgate-Palmolive	**4,062,000**
Ajax	290,000
Cold Power	1,448,000
Fab	711,000
Ultra-Brite	1,267,000
Wash 'n' Dri	346,000
3. R. J. Reynolds	**2,832,000**
Camel cigarettes	1,103,000
Salem cigarettes	1,008,000
Winston cigarettes	721,000
4. Lorillard Corp.	**2,670,000**
Kent cigarettes	1,329,000
Newport cigarettes	361,000
True cigarettes	980,000
5. State Farm Mutual	**2,658,000**
Insurance	2,658,000
6. Sterling Drug	**2,401,000**
Bayer aspirin	580,000
Cope	689,000
Ironized Yeast	403,000
Phillips Milk of Magnesia	459,000
Lehn & Fink Div: Lysol spray	270,000
7. Ford Motor Co.	**2,379,000**
Autolite Div.	111,000
Ford cars	1,100,000
Lincoln/Mercury Div.	852,000
Ford tractors	74,000
Institutional	242,000
8. Plough	**2,302,000**
Coppertone	363,000
Di-Gel	1,363,000
Mexsana powder	90,000
Musterole	80,000
Solarcaine	406,000
9. Chrysler Corp.	**1,995,000**
Chrysler cars	60,000
Dodge cars	248,000
Plymouth cars	859,000
Customer car care	798,000
Institutional	30,000
10. Du Pont	**1,496,000**
*Carpet fabrics	112,000
*Clothing fabrics	10,000
Dacron	77,000
Golden 7	369,000
Lucite paint	304,000
Rally car wax	196,000
Stren fishing line	79,000
Zerex	349,000
11. AT&T	**1,377,000**
Long distance service	1,377,000
12. American Home Products	**1,292,000**
Anacin	318,000
Bisodol	108,000
Dristan	318,000
Infra-Rub	96,000
Preparation "H"	205,000
Sleep-Eze	102,000
E. J. Brach Div: Brach candy	145,000
13. Bristol-Myers	**1,237,000**
Bufferin	291,000
Excedrin	349,000
Mum	133,000
No-Doz	407,000
Vote	7,000
Drackett Div: Whistle	50,000
14. Campbell Soup Co.	**1,126,000**
Campbell soups	1,008,000
Pepperidge stuffing	118,000
15. American Express Co.	**1,108,000**
Traveler's Cheques	1,108,000
16. Kellogg Co.	**973,000**
Cereals	973,000
17. Liggett & Myers	**861,000**
Chesterfield cigarettes	861,000
18. Abbott Laboratories	**848,000**
Pream	398,000
Sucaryl	450,000
19. Quaker State	**828,000**
Quaker State oil & lubricants	828,000
20. Morton Salt	**820,000**
Morton salt	820,000
21. Wynn Oil Co.	**753,000**
Wynn's Friction Proofing	753,000
22. Wm. Wrigley Jr.	**731,000**
Wrigley gum	731,000
23. 3M Co.	**684,000**
Scotchgard	272,000
Tapes	328,000
Tarni-Shield	84,000
24. Del Monte Corp.	**645,000**
*Del Monte foods	645,000
25. Pennzoil Co.	**622,000**
Pennzoil gas, oil & lubricants	622,000
26. Sinclair Refining	**620,000**
Sinclair gas & oil	620,000
27. Association of American Railroads	**602,000**
Freight service	602,000
28. Time	**575,000**
Life magazine	63,000
Time magazine	512,000
29. Newsweek	**539,000**
Newsweek magazine	539,000
30. Cowles Communication	**536,000**
Family Circle magazine	29,000
Look magazine	507,000
31. Armour & Co.	**510,000**
Frankfurters	510,000
32. Mennen Co.	**486,000**
Quinsana powder	486,000
33. Borden Co.	**477,000**
Instant potatoes	175,000
None Such mince meat	44,000
Wyler Div: Soups	258,000
34. Fawcett Publications	**461,000**
Woman's Day magazine	461,000
35. Meredith Publishing	**458,000**
Better Homes & Gardens magazine	458,000
36. American Tobacco	**437,000**
Pall Mall cigarettes	153,000

Commission to evaluate FTC

A 16-member special commission to appraise the work of the Federal Trade Commission and make recommendations for changes to President Nixon at his request was announced last week by William T. Gossett, president, American Bar Association. The study will concentrate on consumer protection and antitrust law enforcement and is to be completed by Sept 15.

The study group will be headed by Miles W. Kirkpatrick, Philadelphia attorney, and among its members is Stanford University Professor Richard A. Posner who in 1967-68 was general counsel of the President's Task Force on Communications Policy. Mr. Posner and several others in the group were once with the FTC.



PITTSBURGH'S TV11 WINS NATIONAL HONORS

IN NEWS

NATIONAL HEADLINERS CLUB AWARD
One of the most coveted awards given to any news media. WIIC-TV was the unanimous choice for "Consistently Outstanding Newscasting . . . for generally excellent coverage of local events and in-depth reporting."

NATIONAL PRESS PHOTOGRAPHERS' ASSOCIATION AWARD
WIIC-TV placed second only to NBC-TV News in team filming for its coverage of the West Virginia mine disaster.

IN PUBLIC AFFAIRS

NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES
Regional winner of the 1968 Special Citation for 10-part series, "The Urban Battleground."

FREEDOMS FOUNDATION HONOR MEDAL
For WIIC-TV's half-hour colorcast, "On My Honor."

MORE REASONS TO *SWITCH TO* **WIIC-TV**

NBC IN PITTSBURGH

Represented by your Blair TV man.

CBC

Cox Broadcasting Corporation: WIIC-TV, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland

	Expenditures
Roi-Tan cigars	165,000
Tareyton cigarettes	119,000
37. Warner-Lambert Pharmaceuticals	**416,000**
Cornhuskers lotion	416,000
38. Mutual of Omaha	**411,000**
Insurance	411,000
38. National Biscuit	**411,000**
Frozen baked goods	38,000
Premium Saltines	158,000
Toastettes	215,000
40. General Foods	**403,000**
Maxwell House coffee	184,000
Sanka	219,000
40. Gulf Oil	**403,000**
Gulf gas & oil	403,000
42. Retail Clerks International Association	**383,000**
Union promotion	383,000
43. Bankers Life & Casualty	**358,000**
White Cross hospital & medical insurance	358,000
43. Purex Corp.	**358,000**
Ayds reducing candy	178,000
Cuticura soap & ointment	180,000
45. B. F. Goodrich Co.	**357,000**
Goodrich tires & tubes	357,000
46. Rich Products Corp.	**348,000**
Coffee Rich	348,000
46. Admiral Corp.	**348,000**
*Appliances, radio & TV sets	348,000
48. Curtis Publishing	**342,000**
Ladies Home Journal magazine	77,000
Saturday Evening Post magazine	265,000
49. Shakey's Inc.	**334,000**
Shakey's pizza parlors	334,000
50. RCA	**329,000**
*Home entertainment units	329,000
51. Chas. Pfizer	**324,000**
Pacquin cosmetics	324,000
52. American Motors	**323,000**
Rambler cars	323,000
53. Philip Morris	**322,000**
Marlboro cigarettes	322,000
54. Florists' Transworld Delivery Association	**320,000**
Flower delivery service	320,000
55. Hunt Food	**314,000**
Hunt's ketchup	44,000
Hunt's tomato sauce	270,000
55. Standard Brands	**314,000**
Fleischmann's margarine	314,000
57. Gillette Co.	**310,000**
*Shaving products	310,000
58. Pepsico	**298,000**
*Soft drinks	298,000
59. General Electric Co.	**294,000**
Lamps	294,000
60. National Dairy Products	**286,000**
Kraft Foods Div: gravy & sauces	175,000
Kraft "Music Hall" TV program promotion	111,000
61. American Cyanamid	**274,000**
Breck shampoo	274,000
62. CIBA Corp.	**273,000**
Antivy	48,000
Binaca	190,000
Nupercainal	35,000
63. Sperry & Hutchinson Co.	**265,000**
S & H green stamps	265,000
64. Miles Laboratories	**250,000**
One-A-Day vitamins	250,000
65. Miller Brewing	**249,000**
Miller High Life beer	249,000
66. Block Drug Co.	**246,000**
BC headache & neuralgia remedies	26,000
Nytol	220,000
67. Eversharp Inc. (Schick Safety Razor Div.)	**244,000**
Schick razor blades	244,000
68. J. M. Smucker Co.	**237,000**
Smucker's jams & jellies	237,000
69. Studebaker Corp. (S.T.P. Div.)	**215,000**
S.T.P. additive	215,000
70. Rexall Drug Co.	**212,000**
"One Cent Sales" promotion	212,000
71. Union Carbide Corp.	**211,000**
Eveready batteries	35,000
Prestone	176,000
72. Steelcase Inc.	**210,000**
Office equipment	210,000
72. Kaiser Industries	**210,000**
Truck industry service	210,000
74. Pillsbury Co.	**206,000**
*Food products & juices	206,000
75. United Van Lines	**204,000**
Moving service	204,000
76. Anderson Co.	**202,000**
Anco windshield wiper	202,000
77. International Harvester	**201,000**
Cub Cadet tractors	201,000
78. Canandaigua Industries Co.	**200,000**
Wines	200,000
79. Watkins Products	**197,000**
Floor wax	39,000
Heirloom cosmetics	58,000
Soft drinks	39,000
Vanilla	29,000
Vitamins	32,000
80. Brunswick Corp.	**191,000**
Mercury outboard motors	191,000
81. Party Time Products	**190,000**
Cocktail mixes	190,000
82. Holiday Inns	**189,000**
Hotel & motel service	189,000
82. Kerr Glass Mfg.	**189,000**
Home preserving jars	189,000
84. United States Shoe Corp.	**188,000**
Red Cross shoes	188,000
85. Renuzit Home Products Co.	**187,000**
Air fresheners	20,000
Household cleaners	167,000
86. Union Oil Co. of California	**186,000**
Royal Triton oil	186,000
87. Amerace Corp.	**185,000**
Bowling balls	39,000
Ace combs	146,000
88. Smith, Kline & French Laboratories	**174,000**
Contac	89,000
Pet 'M'	85,000
89. Foster-Milburn Co.	**173,000**
Doan's pills	173,000
90. Kitchens of Sara Lee	**161,000**
Frozen cakes	161,000
91. Greyhound Corp.	**157,000**
Freight service	157,000
92. V-M Corp.	**156,000**
V-M tape recorders	156,000
93. Evyan Perfumes	**153,000**
Men's toiletries	73,000
White Shoulder perfume	80,000
94. Benrus Watch	**150,000**
Benrus watches	150,000
95. Turtle Wax	**148,000**
Car wax	148,000
95. International Dairy Queen	**148,000**
Dairy products	148,000
97. Amana Refrigeration	**147,000**
Amana air conditioners	44,000
Amana refrigerators	103,000
98. Petersen Manufacturing Co.	**143,000**
Vise-Grip tools	143,000
99. Kentucky Fried Chicken Corp.	**140,000**
Drive-In restaurants	140,000
100. Chesebrough-Pond's	**138,000**
Pond's Dry Skin cream	138,000

*Source: Radio Advertising Bureau from Radio Expenditure Reports. Figures shown are gross before deduction of any discounts or agency commissions, as reported by ABC, CBS, MBS, and NBC. * Reports on expenditures for these advertisers are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy.*

Tot-tip vignettes base of two-year radio drive

Johnson & Johnson, New Brunswick, N.J., has started a campaign to run 10 times weekly for two years in 300 markets. The 30-second vignettes, *Tips on Tots*, are produced by Woroner Productions Inc., Miami. The child-care programs are combined with 30-second commercials for the baby-products manufacturer. Young & Rubicam, New York, is the agency with station clearances handled by Woroner.

The Miami firm is also offering nine other 30-second programs with advice on such household problems as car care and gardening, to stations participating in the Johnson & Johnson schedule. These are designed for use in conjunction with local advertisers.

Top 100 national-regional spot radio advertisers by brands, 1968

	Expenditures
1. General Motors Corp.	**$24,907,000**
A.C. Spark Plug Div.	86,000
Buick Div.	2,808,000
Cadillac Div.	1,007,000
Chevrolet Div.	8,444,000
Delco-Remy Div.	109,000
Fisher Body Div.	2,000
Frigidaire Div.	101,000
GMAC	1,058,000
GMC Trucks	6,000
Guardian Maintenance	1,772,000
Harrison Radiator Div.	522,000
Oldsmobile Div.	2,140,000
Opel cars	31,000
Pontiac Div.	4,466,000
Institutional	2,355,000
2. Ford Motor Co.	**20,039,000**
Autolite Div.	196,000
Ford cars	14,725,000
Ford trucks	4,000
Ford tractors	1,000
Lincoln/Mercury Div.	4,109,000
Rent-a-Car service	99,000
Philco/Ford Div. TV sets	8,000
Institutional	897,000
3. Chrysler Corp.	**14,086,000**
Airtemp Div.	15,000
Chrysler cars	3,360,000
Dodge cars	6,440,000
Dodge trucks	372,000
Plymouth cars	3,747,000
Simca cars	66,000
Institutional	86,000
4. * Sears, Roebuck & Co.	**11,100,000**
Retail stores & catalogs	11,100,000
5. Coca-Cola Co./bottlers	**9,678,000**
Coca-Cola	7,204,000
Fresca	1,137,000
Simba	2,000
Sprite	575,000
Tab	328,000
Teen-age campaign	226,000
(Coca-Cola Co. Foods Div.)	
Duncan Foods—Butternut coffee	1,000
Minute Maid—Snow Crop citrus juice	205,000
6. Pepsico Inc./bottlers	**8,687,000**
Diet Pepsi	1,410,000
Mountain Dew	772,000
Pepsi-Cola	6,281,000
Teem	106,000
Tropic Surf	67,000
(Frito-Lay Div.)	
Crispys	14,000
Fritos	9,000
Lay's potato chips	4,000
Mrs. Cubbison's dressing	20,000
Rold Gold pretzels	4,000
7. Colgate-Palmolive	**7,206,000**
AAD	42,000
Ajax cleanser	281,000

	Expenditures
Ajax floor & wall cleanser	3,000
Ajax 2 detergent	717,000
Ajax window cleaner	28,000
Axion	2,341,000
Brisk	24,000
Cold Power	505,000
Colgate dental cream	1,000
Colgate 100	33,000
Cue	63,000
Fab	563,000
Handi-Wipes	52,000
Hour After Hour	225,000
Hyperphase	101,000
Palmolive Liquid	34,000
Petal soap	72,000
Product C detergent	59,000
Pruf starch	10,000
Punch detergent	92,000
Skin Mist	52,000
Tackle	672,000
Ultra-Brite	1,047,000
Wash 'n Dri	188,000
Sterno Div.—Sterno	1,000
8. American Home Products	**7,031,000**
Aero Shave	87,000
Anacin	1,634,000
Bisodol	17,000
Black Flag	3,000
Denalan	16,000
Dristan	125,000
Freezone	9,000
Griffin polish	16,000
Neet	61,000
Preparation "H"	4,779,000
Quiet World	6,000
Snarol	8,000
Sudden Beauty	9,000
Summer Action	12,000
The System	13,000
(American Home Foods Div.)	
Chef Boy-Ar-Dee foods	50,000
E. J. Brach Div.—candy	180,000
Luck's Inc. Div.—canned foods	6,000
9. R. J. Reynolds	**6,850,000**
Camel cigarettes	153,000
Day's Work chewing tobacco	106,000
Prince Albert pipe tobacco	76,000
Salem cigarettes	3,152,000
Winston cigarettes	3,248,000
(R. J. Reynolds Foods Co. Div.)	
Chun King foods	64,000
Brer Rabbit syrup	15,000
My-T-Fine puddings	36,000
10. Bristol-Myers	**6,567,000**
Ban	877,000
Bufferin	25,000
Come Back	19,000
Excedrin	1,555,000
Mum Mist	436,000
Neotrend	32,000
No-Doz	325,000
Pazo	15,000
Score	214,000
Vitalis	9,000
Vote	793,000
(Clairol Div.)	
Born Blonde	17,000
California Girl	277,000
Hi-Lightening	19,000
Le Mans	5,000
Midnight Sun	112,000
Numero Uno	126,000
Pssst	269,000
Summer Blonde	133,000
That Look	18,000
Uncurl	58,000
(Drackett Div.)	
Behold	1,000
Whistle	14,000
(Mead-Johnson Div.)	
Metrecal	137,000
Nutrament	1,081,000
11. Anheuser-Busch	**4,940,000**
Budweiser beer	2,850,000
Busch Bavarian beer	1,143,000
Michelob beer	947,000
12. AT&T	**4,800,000**
Combined Bell System companies	4,800,000
13. Jos. Schlitz Brewing	**4,303,000**
Burgermeister beer	832,000
Old Milwaukee beer	278,000
Primo beer	16,000
Schlitz beer	3,072,000

Annual Clio awards go to radio stations

Three radio campaigns honored with Clio statuettes at the American TV & Radio Commercials Festival in New York last week were double winners, and airlines captured four more of the total of 18 awards.

McCann-Erickson's campaign for the International Coffee Organization won the top prize, the best national campaign, and also won in the beverages category. Double winner in the best local large market and best media promotion categories was WNEW New York's campaign for the New York Giants football team. Young & Rubicam's "give a damn" spots for the New York Urban Coalition won twice as the best public-service campaign and as the best institutional single entry.

Allegheny Airlines won in the travel and recreation category with a "phone number" campaign by Van Sant, Dugdale, Baltimore; and Northeast Airlines had the best use of sound in "sounds of a steak" by Carl Ally, New York.

Other winners were: best regional campaign, Pacific Telephone, BBDO San Francisco; best station conceived, Vogue tires, WEXI Arlington Heights, Ill.; best copy, Mother's gefilte fish, Solow/Wexton, New York; and best vocal arrangement, Coca-Cola, McCann-Erickson, New York.

No awards were given in the automotive, cosmetics, toileteries and pharmaceuticals and retail dealers categories. The television awards will be presented today (May 12).

	Expenditures
Schlitz malt liquor	105,000
14. Royal Crown Cola Co./bottlers	**4,062,000**
Diet Rite	1,226,000
Gatorade	10,000
Quench	6,000
Royal Crown Cola	2,815,000
Upper 10	5,000
15. American Oil Co.	**4,006,000**
Amoco gas & oil	2,252,000
Amoco heating fuel	31,000
Amoco tires, batteries & accessories	256,000
Standard gas & oil	1,213,000
Standard heating fuel	40,000
Standard tires, batteries & accessories	69,000
Farm chemicals	145,000
16. Humble Oil & Refining	**3,775,000**
Enco gas & oil	1,113,000
Enco heating fuel	61,000
Enco tires, batteries & accessories	8,000
Esso gas & oil	2,319,000
Esso heating fuel	273,000
Esso tires, batteries & accessories	1,000
17. Lorillard Corp.	**3,769,000**
Beechnut chewing tobacco	1,000
Erik cigars	2,000
Kent cigarettes	1,220,000
Newport cigarettes	409,000
Old Gold cigarettes	406,000
Spring cigarettes	3,000
True cigarettes	1,622,000

	Expenditures
Gift Star coupons	106,000
18. Trans World Airlines	**3,763,000**
Air travel	3,763,000
19. Pan American World Airways	**3,718,000**
Air travel	3,718,000
20. Sun Oil Co.	**3,327,000**
Sunoco gas & oil	3,309,000
Sunoco heating fuel	18,000
21. Seven-Up Co./bottlers	**3,278,000**
Like	1,150,000
Seven-Up	2,128,000
22. Wm. Wrigley Jr.	**3,253,000**
Wrigley gum	3,253,000
23. Studebaker Corp. (S.T.P. Div.)	**3,188,000**
S.T.P. additive	3,188,000
24. Liggett & Myers	**3,029,000**
Chesterfield cigarettes	530,000
L & M cigarettes	1,647,000
Lark cigarettes	754,000
Redman chewing tobacco	94,000
(National Oats Div.)	
Cream of Oats	4,000
25. Eastern Air Lines	**2,854,000**
Air travel	2,854,000
26. Beneficial Finance Co.	**2,798,000**
Loans & financing	2,798,000
27. Mobil Oil Co.	**2,725,000**
Mobil gas & oil	2,638,000
(V-C Chemical Co. Div.)	
Agricultural chemicals	87,000
28. Campbell Soup Co.	**2,668,000**
Bounty products	235,000
Campbell beans	3,000
Campbell soups	1,402,000
Campbell tomato juice	22,000
Franco-American gravy	29,000
Pepperidge Farm bakery products	610,000
Pepperidge Farm soups	194,000
Quick Sandy	9,000
Swanson's Pouch Tray	164,000
29. American Airlines	**2,647,000**
Air travel	2,647,000
30. Sterling Drug	**2,312,000**
Bayer aspirin	118,000
Campho-Phenique	203,000
Cope	867,000
D-Con	559,000
Fizrin	187,000
Ironized Yeast	2,000
Midol	75,000
Vanquish	50,000
(Dorothy Gray—Tussy Ltd. Div.)	
Tussy cosmetics	15,000
(Lehn & Fink Div.)	
Down the Drain	64,000
Jato	16,000
Lysol	72,000
Medi-Quick	35,000
Stri-Dex	49,000
31. Shell Oil	**2,309,000**
Shell gas & oil	2,040,000
Shell heating fuel	191,000
Agricultural chemicals	78,000
32. General Foods	**2,290,000**
Birds Eye foods	12,000
Good Morning	29,000
Jell-O	111,000
Kool-Aid	88,000
Maxim	768,000
Maxwell House coffee	571,000
Orange Plus	107,000
Pizza Sticks	6,000
Post cereals	32,000
Sanka coffee	566,000
33. Falstaff Brewing	**2,131,000**
Falstaff beer	1,710,000
Krueger beer	122,000
Narragansett beer	299,000
34. *Montgomery Ward & Co.	**2,100,000**
Retail stores & catalogs	2,100,000
35. Texaco	**2,033,000**
Texaco gas & oil	2,033,000
36. Pearl Brewing	**2,031,000**
Country Club malt liquor	1,238,000
Pearl beer	793,000
37. Household Finance Corp.	**1,990,000**
Loans & financing	1,990,000
38. F & M Schaefer Brewing	**1,987,000**
Schaefer beer	1,987,000

Your product will be
When will your

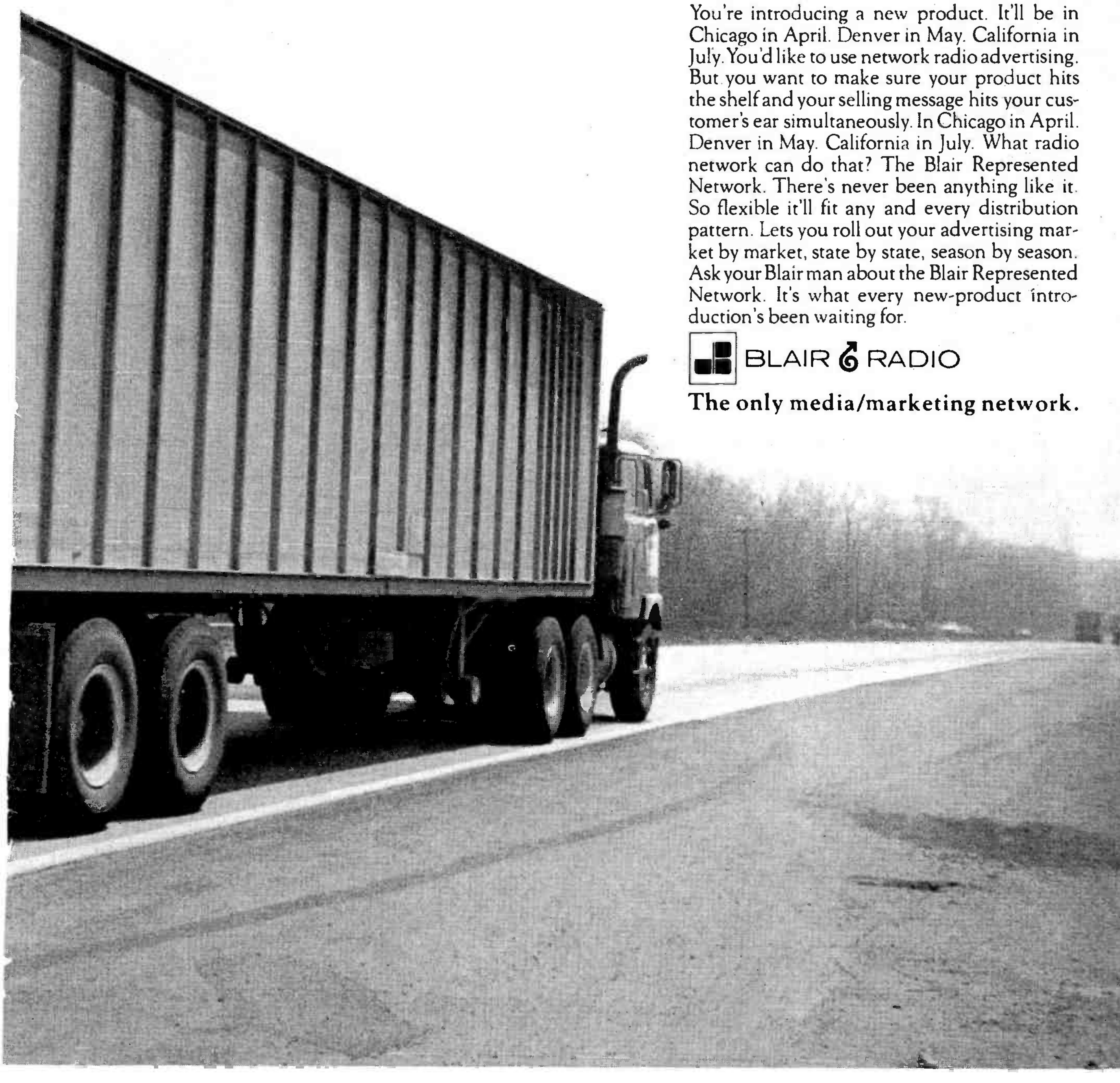
here in three weeks.
ıetwork radio be there?

At the same time. If it's the Blair Represented Network.

You're introducing a new product. It'll be in Chicago in April. Denver in May. California in July. You'd like to use network radio advertising. But you want to make sure your product hits the shelf and your selling message hits your customer's ear simultaneously. In Chicago in April. Denver in May. California in July. What radio network can do that? The Blair Represented Network. There's never been anything like it. So flexible it'll fit any and every distribution pattern. Lets you roll out your advertising market by market, state by state, season by season. Ask your Blair man about the Blair Represented Network. It's what every new-product introduction's been waiting for.

BLAIR RADIO

The only media/marketing network.



	Expenditures
39. Delta Air Lines	**1,937,000**
Air travel	1,937,000
40. American Express	**1,908,000**
Credit cards	789,000
Money orders	10,000
Traveler's Cheques	904,000
Unicard Div.	205,000
41. Midas Inc.	**1,897,000**
Midas mufflers	1,897,000
42. Equitable Life Assurance Society	**1,882,000**
Insurance	1,882,000
43. Northwest Orient Airlines	**1,843,000**
Air travel	1,843,000
44. Nestlé Co.	**1,835,000**
Crosse & Blackwell coffee	6,000
Crosse & Blackwell tea	3,000
Decaf	1,484,000
Nescafe	175,000
Nestle candy	5,000
Nestle cocoa	16,000
Nestle tea	25,000
Taster's Choice	121,000
45. Heublein Inc.	**1,772,000**
Byrrh wine	93,000
Hamm's beer	1,646,000
Harvey's Bristol Cream	17,000
Velvet Gold	16,000
46. Standard Oil of Calif.	**1,711,000**
Chevron gas & oil	1,525,000
Chevron heating fuel	14,000
Agricultural chemicals	172,000
47. United Air Lines	**1,672,000**
Air travel	1,672,000
48. Smith, Kline & French	**1,631,000**
Animal health products	26,000
(Menley & James Labs. Div.)	
Contac	1,605,000
49. Canada Dry Corp./bottlers	**1,556,000**
Canada Dry beverages	872,000
Sport cola	134,000
Wink	550,000
50. Firestone	**1,549,000**
Firestone tires & tubes	1,549,000
51. Lever Bros.	**1,519,000**
Cold Water All	9,000
Dove liquid	2,000
Glamorene rug shampoo	227,000
Imperial margarine	75,000
Lifebuoy	124,000
Lucky Whip	8,000
Lux liquid	55,000
Pepsodent	8,000
Rinso	14,000
(Thos. J. Lipton Co. Div.)	
Lipton tea	984,000
Pa. Dutch Brand noodles	13,000
52. Chas. Pfizer & Co.	**1,487,000**
Beam mouthwash	10,000
Hai Karate	560,000
Imprevu	23,000
Pacquins cream	525,000
Pacquins lotion	31,000
Un-Burn	138,000
Agricultural products	200,000
53. Standard Brands	**1,358,000**
Blue Bonnet margarine	231,000
Chase & Sanborn coffee	16,000
Fleischmann's margarine	365,000
Fleischmann's yeast	93,000
Peanut Crisp	212,000
Royal gelatin	282,000
Institutional	159,000
54. Stroh Brewing	**1,353,000**
Goebel beer	19,000
Stroh's beer	1,334,000
55. Plough Inc.	**1,330,000**
Coppertone	318,000
Creolin	2,000
Di-Gel	194,000
Mexsana	41,000
Moroline	3,000
Musterole	12,000
Nix	6,000
Q.T. lotion	189,000
Ril-Sweet	6,000
St. Joseph aspirin	418,000
St. Joseph cough syrup	51,000
Solarcaine	89,000
Zemo cream	1,000
56. Noxell Corp.	**1,268,000**
Cover Girl	684,000
Noxzema cream	406,000
Noxzema lotion	12,000
Therablem	166,000
57. Monarch Wine Co.	**1,264,000**
Manischewitz wine	1,264,000
58. American Tobacco	**1,222,000**
Bull Durham cigarettes	58,000
Carlton cigarettes	28,000
Double B filter cigarettes	33,000
Lucky Strike cigarettes	80,000
Pall Mall cigarettes	482,000
Silva Thin cigarettes	180,000
Tareyton cigarettes	349,000
(Sunshine Biscuit Div.)	
Cookies & crackers	12,000
59. Blue Cross/Blue Shield	**1,154,000**
Hospital & medical insurance	1,154,000
60. Squibb, Beech-Nut	**1,152,000**
Beech-Nut chewing gum	788,000
Life Savers	172,000
Martinson's coffee	83,000
Table Talk pies	3,000
Tetley tea	91,000
(Lander Div.)	
Dixie Peach cosmetics	15,000
61. Carter-Wallace	**1,109,000**
Arrid Extra Dry	1,109,000
62. Florida Citrus Commission	**1,057,000**
Florida citrus fruit, juices	1,057,000
62. Cities Service Oil Co.	**1,057,000**
Citgo gas & oil	1,057,000
64. Union Oil	**1,050,000**
Pure Firebrand gas & Purelube oil	787,000
"76" gas & Royal Triton oil	263,000
65. Atlantic-Richfield	**1,005,000**
Atlantic gas & oil	854,000
Richfield gas & Richlube oil	151,000
66. Northeast Airlines	**997,000**
Air travel	997,000
67. Miller Brewing	**970,000**
Gettleman beer	25,000
Miller High Life beer	945,000
68. P. R. Mallory & Co.	**949,000**
Duracell batteries	949,000
69. Southland Corp.	**919,000**
Adhor dairies	34,000
Credit cards	3,000
Embassy dairy	8,000
Harbison dairy	53,000
Seven-Eleven stores	819,000
Spreckel's dairy	2,000
70. Associates Investment Co.	**911,000**
Loans & financing	911,000
71. Pabst Brewing	**901,000**
Blatz beer	376,000
Pabst Blue Ribbon beer	525,000
72. General Electric	**900,000**
Construction & Industrial Div.	134,000
Home electronics	31,000
Lamps	531,000
Major appliances	108,000
Institutional	96,000
73. Beatrice Foods	**899,000**
Aunt Nellie's foods	17,000
Bond pickles	45,000
Burny Bros. Div.	12,000
Clark candy	5,000
Dannon yogurt	316,000
La Choy foods	33,000
Lambrecht pizza	30,000
Ma Brown's pickles	2,000
Meadow Gold dairies	1,000
Miracle White	328,000
Rosarita foods	110,000
74. Johnson & Johnson	**897,000**
Baby oil	834,000
Band-Aids	45,000
Medicated powder	4,000
Suntan oil	14,000
75. National Airlines	**895,000**
Air travel	895,000
76. Du Pont	**891,000**
Cantrece hosiery	685,000
Lorox	1,000
Rally car wax	156,000
Right fabric softener	12,000
Zerex	35,000
Remington Arms Div.	2,000
77. National Brewing	**889,000**
Altes Golden Lager	58,000
Colt 45 malt liquor	397,000
National Bohemian beer	219,000
National Premium beer	198,000
Regal beer	17,000
78. Carling Brewing	**869,000**
Black Label beer	728,000
Heidelberg beer	44,000
Stag beer	97,000
79. John Morrell & Co.	**833,000**
Broadcast Brand meat products	117,000
Hunter meat products	12,000
Maurer-Neuer meat products	5,000
Morrell meats	429,000
Red Heart dog food	270,000
80. Pillsbury	**733,000**
Burger King drive-in restaurants	19,000
Cake mixes	10,000
Flour	2,000
Gorilla milk	697,000
Sour cream potatoes	4,000
Tart 'n Tangy	1,000
81. Eli Lilly & Co. (Elanco Div.)	**725,000**
Agricultural chemicals	273,000
Greenfield lawn products	452,000
81. CBS Inc.	**722,000**
Columbia Records	722,000
83. National Biscuit Co.	**717,000**
Cookies	324,000
Cream of Wheat	174,000
Milbrook bread	29,000
Saltines	4,000
Shredded Wheat	154,000
Wild One candy	32,000
84. Western Air Lines	**688,000**
Air travel	688,000
85. McCormick & Co.	**684,000**
Spices	684,000
86. Allegheny Airlines	**676,000**
Air travel	676,000
87. American Sugar Co.	**671,000**
Domino sugar	671,000
88. Dr. Pepper Co./bottlers	**658,000**
Dr. Pepper	619,000
Pommac	38,000
Sun Drop	1,000
89. Olympia Brewing	**655,000**
Olympia beer	655,000
90. F. W. Woolworth	**643,000**
Kinney Shoe Div.	509,000
Retail stores	134,000
91. Stouffer's Foods	**642,000**
Stouffer's frozen foods	642,000
92. Borden Co.	**639,000**
Agricultural chemicals	22,000
Big Ten biscuits	5,000
Calo pet foods	3,000
Dairy products	295,000
Family Treat	9,000
Ice cream	85,000
Lite Line	4,000
Ozon hair spray	60,000
Realemon	143,000
Wise potato chips	1,000
Wyler soups	12,000
93. International Coffee Organization	**636,000**
Coffee promotion	636,000
94. General Mills	**615,000**
Betty Crocker mixes	2,000
Cereals	466,000
Chip-O's	64,000
Drifted Snow flour	3,000
La Pina flour	34,000
Morton's snacks	46,000
94. Seaboard Finance	**615,000**
Loans & financing	615,000

*Source: Radio Advertising Bureau from Radio Expenditure Reports. All figures shown are gross before deduction of any discounts or agency commission. * The estimated expenditures by Sears, Roebuck & Co., and Montgomery Ward & Co., in this report are based on a special survey by Radio Expenditure Reports during 1968. Heretofore Radio Expenditure Reports had not specified Sears, Roebuck, Montgomery Ward and other major retail chains that operate nationally or regionally in their expenditure questionnaires. This has been corrected and future reports will enable RAB to provide estimates of total expenditures by advertisers in this category.*

		Expenditures
96.	**Continental Air Lines**	**602,000**
	Air travel	602,000
97.	**C. Schmidt & Sons**	**599,000**
	Prior beer	8,000
	Schmidt's beer	591,000
98.	**Philip Morris**	**583,000**
	Marlboro cigarettes	563,000
	Phillip Morris cigarettes	7,000
	Virginia Slim cigarettes	13,000
99.	**P. Ballantine**	**582,000**
	Ballantine beer & ale	582,000
100.	**Phillips Petroleum**	**562,000**
	"Phillips 66" gas & oil	521,000
	Agricultural chemicals	41,000

Business briefly:

Air West, through McCann-Erickson, both San Francisco, will run a six-week, 28-city campaign to point out its improved on-time departure performance. Spot radio will be used.

In a multi-media campaign that includes spot radio in New York, Boston, Detroit, Chicago, Los Angeles, San Francisco and Miami, **British Overseas Airways Corp.,** New York is introducing its new theme—Somebody Up There Cares. Agency: Pritchard Wood Inc., New York.

B.V.D. Co., New York, is running a spot radio campaign on Negro and Spanish-language radio stations in major markets to promote its new "Color-Tone" shorts, T-shirts and athletic shirts. The spot radio campaign supplements a series of advertisements in *Ebony* magazine featuring a Negro Lady Godiva and four knights in shining underwear. Agency: Grey Advertising, New York.

Sunkist Growers Inc., through Foote, Cone & Belding, both Los Angeles, has scheduled a big network TV push in May using 21 network shows, including Saturday morning children's shows. The network campaign is supplemented by local announcements.

General Foods, White Plains, N.Y., through Young & Rubicam, New York, is using spot and network TV to introduce three new Jell-O-flavors.

P. Lorillard, through Lennen & Newell, both New York, has bought time in NBC Radio's *Chet Huntley's Perspective on the News, David Brinkley Reports* and *Joe Garagiola Sports Show.* Also, **AT&T,** through N. W. Ayer & Son, both New York, has bought into *Monitor* and *Emphasis;* **Airtemp Division of Chrysler Corp.,** Dayton, Ohio, through Cunningham & Walsh, New York, will participate in *Monitor.*

Rep appointments:

- WKTR-TV Kettering-Dayton, Ohio: Savalli/Gates, New York.
- KGSC-TV San Jose, Calif., and WJAN (TV) Canton, Ohio: Walton Television Sales, Chicago.
- WNPS New Orleans: Avery-Knodel Inc., New York.
- WCMC-TV Wildwood, N. J.: AAA Representatives, New York.

An argument for fee system

Comte tells Pinkham agencies should be paid by clients, not media

An agency man's proposal that TV stations increase the agency commission on spot-television sales to 20% (BROADCASTING, April 28) was countered last week by a broadcaster's proposal that media stop paying agency commissions altogether.

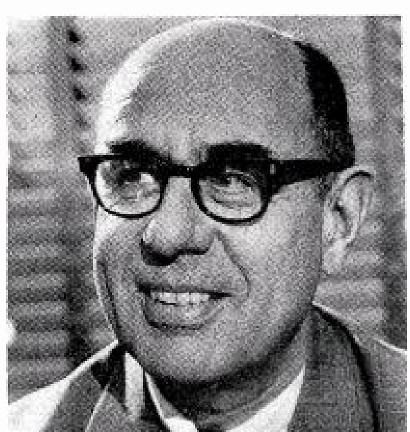
George Comte, general manager of WTMJ-AM-FM-TV Milwaukee, suggested that instead of paying the traditional 15% agency commission, media reduce their rates by the same factor and let agencies thereafter derive their incomes from their clients.

Mr. Comte made the suggestion in a letter to Richard A. R. Pinkham of Ted Bates & Co., who had proposed the increase to 20% as a means of improving agencies' profit picture and who justified it on the ground that processing buys in spot-TV, in particular, is "enormously expensive"—so much so that even 20%, he said, would not cover the costs.

In his letter, a copy of which became available last week, Mr. Comte wrote: "We certainly have come a long way since agencies were hired by media to seek business for it at the 15% level. Agencies represented media then. Of course, that day is long gone. We now hire representatives to whom we pay a commission and, although we still pay you a commission, you work for the advertiser. Why, puzzles me; but I guess we have a habit of holding to tradition.

"That agencies [and] agency people have reached a pinnacle of expertise and stature is without doubt. They have contributed greatly to the advertising excellence of today's market place and should be recognized accordingly."

Mr. Comte agreed that "you are undoubtedly right that the 15% commission is outmoded and cannot take care of your operational needs and bring you the necessary profit for your services. We have seen many indications of this in recent months."


Mr. Comte

Having agencies paid by clients rather than media, he continued, "would be of benefit to all. It could bring the client-service relationship into better focus and place it as it exists; it could immeasurably simplify bookkeeping and accounting; it would resolve our question as to who might not be entitled to a commission and platform in a realistic manner the compensation which you need and deserve."

Mr. Comte suggested next Jan. 1 as a good time to switch to the new system, which, he noted, would put agency compensation on the same basis as that of "any consulting, engineering, legal or like organization." Mr. Pinkham said last week that he did not think it appropriate to make public his reply to Mr. Comte's letter but that "what he is suggesting is the fee system, and the idea is not new." It is used by a number of agencies and clients to supplement commissions.

Mr. Pinkham noted that opinions about the fee system are mixed and said that "for some clients it would be great and for some clients it would be terrible." But, he continued, "most intelligent agency people feel that the fee system, as a basic compensation method, would "tend to reduce incentive" for the agency. "If you set a fee and have a fixed profit," he said "there's not as much incentive to do a great job—and I'm a great believer in incentive."

Three sponsors on Hughes

Hughes Sports Network Inc. has signed three major advertisers for its weekly series, *This Week in Pro Football,* produced with AFL/NFL Films: R. J. Reynolds, through Dancer-Fitzgerald-Sample, Chrysler, through Young & Rubicam, and Haggar Slacks, through Tracy-Locke. HSN expects to broadcast the football highlights programs on more than 150 stations.

$55 million from cigarettes

Cigarette advertising on NBC-TV last year could have accounted for some $55 million in revenues. That's a quick estimate, based on a statement last week by Robert W. Sarnoff, president and chief executive officer of RCA, and applied to approximate 1968 revenues of the television network. NBC-TV's revenues were around the $550-million level last year. Mr. Sarnoff, in replying to a question, told a stockholders meeting (see page 76B) that cigarette advertising possibly represented 10% of of NBC revenues.

NAD Jan.-Feb. 1969 (latest available); station information: ARB Feb.-Mar. 1969. All data 7:30-11pm. Audience estimates subject to qualifications available on reques

A Tie.

Source/Over-all season: NTI AA rating Sep.11-Apr.11; age information: NTI-NAC Sept.11-Feb. 11 (latest available); income and educational information:

Okay, it's not just what we always wanted.

But there it is, in black and white and living color: the '68-'69 television season has ended with NBC in a flat-footed tie in the prime-time ratings with one of the other networks. (We figure on the basis of the whole season, by the way, not just a selected part of it.)

And in this case it's easy to grin and bear it. Because although the over-all ratings are even, NBC is clearly the most popular network among the most sought-after segments of the national audience. As follows:

	OVER-ALL SEASON'S RATING	VIEWERS AGES 18 TO 49	FAMILIES WITH ANNUAL INCOME OVER $10,000	FAMILIES WITH COLLEGE-EDUCATED HEADS OF HOUSEHOLD	NUMBER OF LEADING STATIONS IN THE TOP 10 MARKETS
NBC	**20.1** (up 6% over '67-'68)	**10,390,000**	**22.0**	**19.8**	**9**
NETWORK #2	**20.1** (off 2% from '67-'68)	**9,350,000**	**20.9**	**18.3**	**1**

Now, can anyone tie that? Not really.

NBC TELEVISION NETWORK

A call for a curb on clutter

Zeltner says way to deliver message is through 'concentration' and 'isolation'

Advertisers were advised last week to use two seemingly opposite approaches —"concentration" of their advertising and "isolation" of it—to make their messages stand out from the growing volume of clutter in all media.

The advice came from Herbert Zeltner, senior vice president and director of marketing services for Needham, Harper & Steers, New York, during the Association of National Advertisers' seventh advanced advertising management seminar, held May 4-9 at Gurney's Inn, Montauk, N. Y.

Mr. Zeltner was one of two dozen speakers who dealt with a wide range of advertising interests at the five-day meeting, attended by some 70 executives from ANA member companies.

Accelerated commercial pressure, he said, has led to clutter in all forms of media advertising, with widespread adoption of the 30-second announcement as one of the key contributors in intensifying clutter in television.

He reported that in November 1963 the three TV networks carried slightly more than 1,500 commercial messages in prime time, totaling about 1,770 separate product appeals, but that by 1967 the number of commercials had increased slightly to 1,780 while the number of individual product messages soared to 3,000.

Mr. Zeltner referred to radio as "still another medium in which clutter and distraction is intensifying." In major urban centers where there are 30 to 40 stations, "the cacophony of sound available to the dial-twister is almost horrifying," he complained.

"Off-air monitoring has shown us incidents in which 25 to 30 separate messages are broadcast in only one hour, an average of almost one commercial message every two minutes," he reported.

Magazines also were blamed for contributions to the clutter load. The trend toward regional editions, Mr. Zeltner said, has created "intense makeup headaches."

Against this background he reported that new tools and new formulas are needed to meet what are essentially new situations, and added:

"There are two key words which hold a clue to more effective media planning and placement in the years ahead—'concentration' and 'isolation'."

He explained that concentration could be accomplished on a geographic basis with advertising concentrated in, say, the half of the country that holds the promise of "a greater response to [the] advertising than the balance." In this way the advertiser can double the intensity of his effort in that area and "take a $1 million budget and make it look like $2 million," Mr. Zeltner said.

Concentration, he noted, can also be achieved on a seasonal basis with advertising scheduled heavily during the most responsive period of the year, or through use of a single medium.

He said the classic advantage of media concentration concerned discount opportunities, in which it was possible to generate savings from 30%, 40% and even 50% from the open rate for major volume placement.

"Even in this time of increasing government concern with discounts," Mr. Zelter iasd, "the big customer is still favored—albeit somewhat more subtly —with improved positioning and visibility. We also have the presumed advantage of repetition, in which the second and third and fourth appearance of a given selling message is judged to be more effective."

He conceded that concentration is not new in media planning but said a new factor is "the urgency with which we should strive to achieve it and maximize its importance in our thinking."

Turning to isolation as the second key to more effective media planning, Mr. Zeltner made this suggestion:

"We should give attention to the island-buying possibilities inherent in any medium—finding a place in the TV schedule less congested (than other places); requesting magazine positioning other than in front of the book but adjacent to important editorial matter."

He acknowledged that landing island positions in negotiations with media representatives is not easy, but he urged advertisers and agencies to threaten loss of business if minimum positioning standards are not met or to consider premium pay for guaranteed visibility.

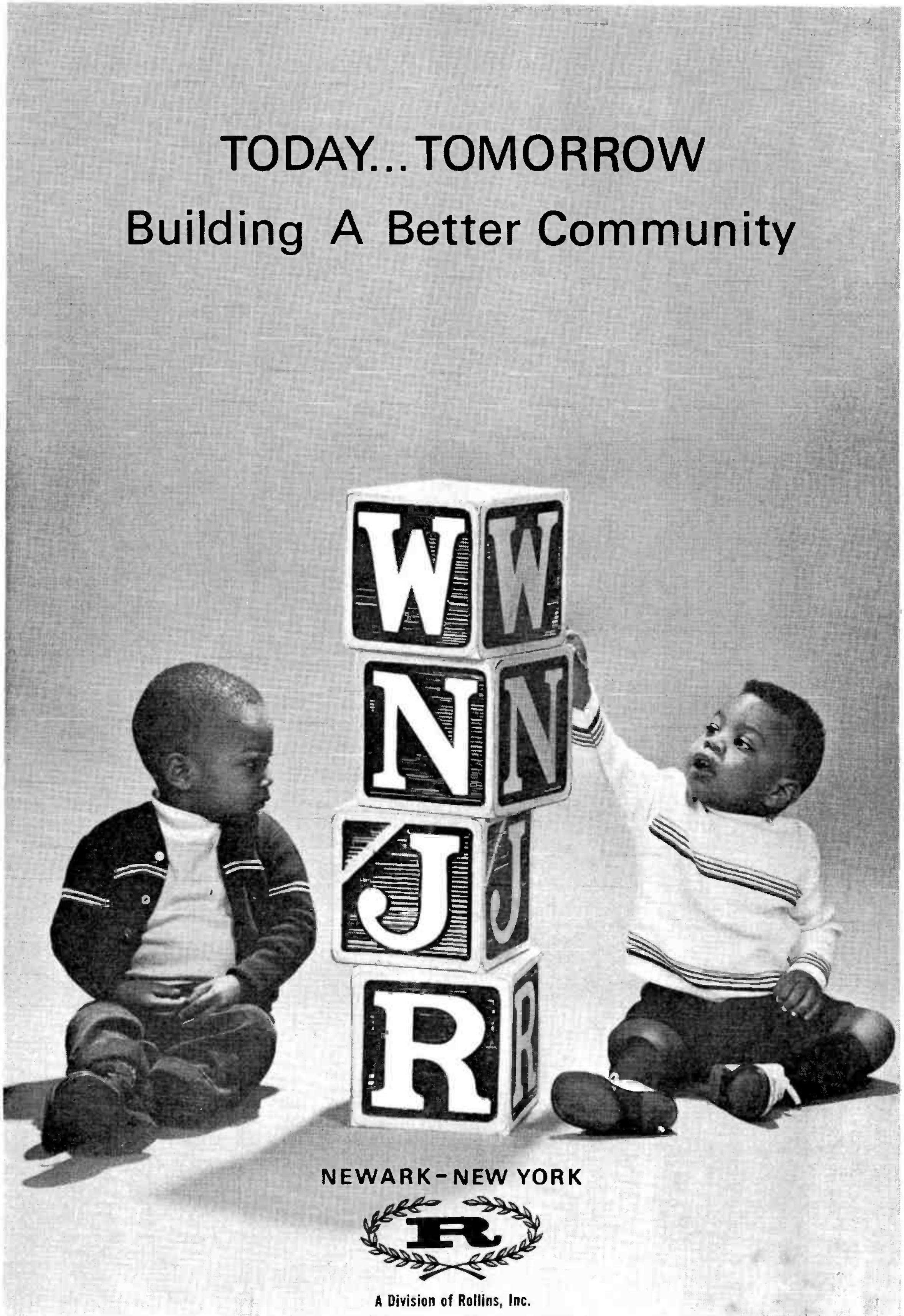
He recommended that buyers pay attention to the environment of their messages so that it will not detract from commercial effectiveness but hopefully will enhance their value and effectiveness. He cited an example of the latter result: a Japanese commercial prepared for Fuki Xerox in the context of a TV special on present-day Japan sponsored by Xerox.

Mr. Zeltner reported on testing con-

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending April 27, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC Week ended April 27	ABC Cume Jan. 1-April 27	CBS Week ended April 27	CBS Cume Jan. 1-April 27	NBC Week ended April 27	NBC Cume Jan. 1-April 27	Total minutes week ended April 27	Total dollars week ended April 27	1969 total minutes	1969 total dollars
Monday-Friday Sign-on-10 a.m.	$ ——	$ 4.9	$ 113.0	$ 1,920.4	$ 352.0	$ 5,767.8	93	$ 465.0	1,382	$ 7,693.1
Monday-Friday 10 a.m.-6 p.m.	1,464.0	24,164.2	2,756.5	47,323.2	2,467.9	41,886.6	960	6,688.4	15,149	113,374.0
Saturday-Sunday Sign-on-6 p.m.	1,295.8	19,553.9	977.7	19,916.5	592.1	10,921.1	322	2,865.6	4,849	50,391.5
Monday-Saturday 6 p.m.-7:30 p.m.	283.1	5,665.0	782.8	12,856.1	512.1	12,125.6	96	1,578.0	1,541	30,646.7
Sunday 6 p.m.-7:30 p.m.	60.	2,734.6	249.2	4,108.1	240.0	4,001.8	20	550.0	373	10,844.5
Monday-Sunday 7:30-11 p.m.	4.713.8	91,220.2	7,497.8	121,201.4	7,340.0	120,149.8	447	19,551.6	7,246	332,571.4
Monday-Sunday 11 p.m.-Sign-off	301.5	6,801.7	39.2	1,038.2	436.1	8,355.8	80	776.8	1,287	16,195.7
Total	**$8,119.0**	**$150,144.5**	**$12,416.2**	**$208,363.9**	**$11,940.2**	**$203,208.5**	**2,018**	**$32,475.4**	**31,827**	**$561,716.9**


TODAY...TOMORROW
Building A Better Community
WNJR
NEWARK-NEW YORK
R
A Division of Rollins, Inc.

ducted by an unidentified research service on a large number of commercials. He said the respondents viewed the commercials on closed-circuit TV, either isolated in program material or in a format mirroring current scheduling practice.

"For those commercials islanded in programing the average awareness score—all product and message types—is 85% to 88%—quite good for a reasonably focused but unaided test situation," Mr. Zeltner said. "On the other hand, when the commercials are tested in normal scheduling format the average is only 52%. And the range is considerable. Some have scored as low as 20%—and even less! This begins to tell us how easy it is to get lost in the turmoil surrounding us."

Mr. Zeltner expressed the view that the media would be "reasonably cooperative" if the advertising industry evidenced a "broad-based concern for what the resulting schedule looks like." He indicated this concern could take the form of either "a threat of a loss of business or—much more constructively—the payment of a reasonable premium for truly first-class treatment.

He emphasized that coverage figures and audience estimates are "dimensions of opportunity, not of delivery," and concluded:

"What I'm suggesting to you this morning is this: that all of us—in agencies, in advertising organizations, in media-selling positions and in the data services—work together to develop a new math for media—a math which measures not just the mass, but the actual delivery of a message."

The seminar was closed to all except participants, but ANA released texts of speeches when texts were available.

These included a review of TV commercial trends by William D. Tyler, advertising consultant, who also warned that, "high as these [commercial costs] are getting to be, the cost of mediocre advertising is even higher."

"With so much riding on each commercial," he continued, "the success or failure of a national launch or the leadership of an established brand, production costs are secondary. Nevertheless, it is little wonder that as our quality sights go higher, we are willing to settle for fewer commercials."

He said one "Shell commercial came in last year at the cozy figure of $247,000, setting what I hope is an all-time, all-American record."

Agency views on improving client-agency relationships were presented by Carl W. Nichols Jr., board chairman of Cunningham & Walsh, and George J. Abrams, president of Cole, Fischer, Rogow, both of New York.

In a session on the advertising council, which included council President Robert Keim and Vice President Gordon Kinney, Henry Schachte of J. Walter Thompson Co. called for an activist campaign against pornography, with "obscenity parades all over America," displaying "what the smut peddlers want our children to see."

"And," he added, "let the national media, who seem to report ideas only when they are translated into action, be challenged to cover these actions in full detail—full camera." He had seen one poster that, he said, "if seen just once by the 53 million people who watch evening television news programs each night, would do more to bring sense to confused Americans about pornography than 10,000 speeches."

Research in evaluating advertising effectiveness was examined by Paul Gerhold, president of the Advertising Research Foundation, and Richard Baxter, director of research services at Benton & Bowles, New York. Other sessions dealt with subjects as diverse as advanced management techniques, legal and legislative considerations in advertising, and social change and American business.

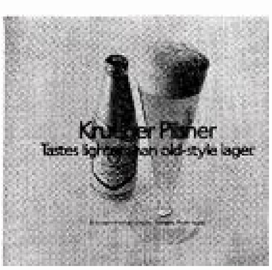
Krueger looks at others through foaming eye

Krueger Pilsner beer, a product of G. Krueger Brewing Co., Cranston, R. I., moves into television advertising this week with a heavy spot schedule on stations in New England, New York and New Jersey. The schedule will run through 1969.

The 30- and 60-second spots open on competitive beer labels with the voice-over claiming superiority for Krueger Pilsner compared to lager brands. A spokesman at Needham, Harper & Steers, New York, Krueger's agency, said the spots do not disparage the competition, but only draw attention to the difference. Krueger Pilsner's limited budget, he explained, necessitated this direct approach. The agency spokesman added that he does expect some protest from the manufacturers of the competitive brands used in the commercials.

The National Association of Broadcasters Code Authority said it is reviewing the Krueger spots. The TV code bans product disparagement.

Key markets for the campaign include Boston, where Krueger along with the parent company, Narragansett Brewing Co., Providence, R. I., will participate in Red Sox baseball. Radio is planned for a follow-up campaign.



RAB expansion ups budget to $1.45 million

A record Radio Advertising Bureau budget for this year of $1,450,000, representing a 10% increase over 1968's, was approved by RAB's board of directors at a meeting in New York last week.

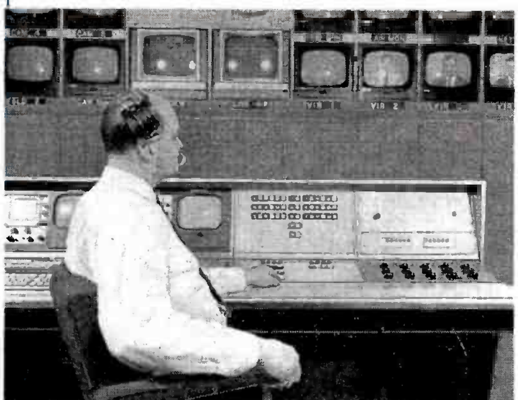
RAB President Miles David told the board that the bureau was continuing this year to "show about 10% growth in size of our operations." Mr. David said radio's growth can be faster if advertisers are taught to use the medium properly.

Roger Clipp, Broadcast Management Inc., Ardmore, Pa., board chairman of RAB, reported that the board was "delighted with progress made by RAB in sales development for radio and in the strengthening of RAB's operations as well as its growth reflected in our expanding budget." The board also directed the bureau to form a committee of broadcasters with the objective of contributing to the improvement of radio audience measurement.

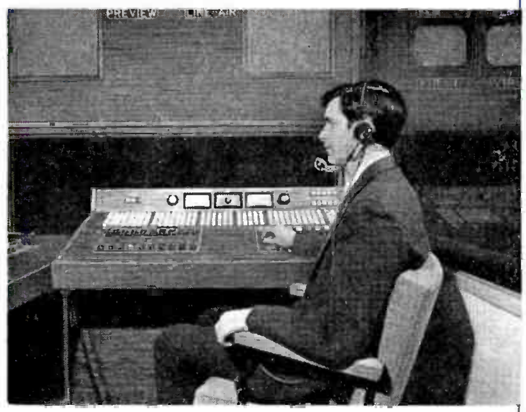
RAB's staff also presented the board with reports on activities: Robert H. Alter, executive vice president, spoke of new sales education techniques RAB is incorporating in its clinics and management seminars and the policy of bringing top sales consultants to such meetings; Carleton F. Loucks, director of regional sales, described continuing RAB sales efforts with regional advertisers; Jonne Murphy, director of large-market services, presented the bureau's proposal to simplify radio paper work by evolving a standard invoice and affidavit form to be followed by a standard confirmation contract form, and William Peterson, promotion director, reported on economies made in the bureau's production department with the use of automated techniques.

At the meeting, Lester M. Smith, KJR Seattle, was presented with a silver gavel for his two-year service as RAB chairman (1967 and 1968).

Learn What Happens When...



One Company Closes the Gap Between Video Switching and Audio Control



Long the unquestioned leader in video switching techniques, Visual now applies this same proficiency to the audio requirement . . . and ties them together as a complete system exactly customized to your requirement.

In today's complex color broadcasting operation, there is no such thing as a packaged system. Audio control and capabilities must be more directly related to television studio requirements . . . video switching must reflect the latest features, operations and options.

Complete integration of video switching and audio control enhances flexibility and reliability. Only the latest and most reliable components and circuitry are used, remote dc control by solid-state components replace light-dependent devices in remote control functions. Maintenance can be easily effected, without upsetting operations. Inclusion of audio-follow-video capability allows for late evening operation with a minimum of personnel in the master control area.

For more information on the evolution in video switching/audio control, contact Visual Electronics Corporation, 356 West 40th Street, New York, N. Y. 10018. Or call (212) 736-5840.

VISUAL ELECTRONICS CORPORATION
Visual—for value through evolution

New make-good plan unveiled

Triangle test claims increased speed, guaranteed weight to spots ordered

Triangle Stations last week announced completion of a two-month test among agencies in the Chicago market in which the group owner implemented a new guaranteed audience make-good announcement plan for television. Triangle also said that it would now extend the plan to agencies in New York and other major advertising centers.

The plan, providing for "equal or better" spots to be substituted when ordered spots are pre-empted, was revealed by George A. Koehler, chief executive of the station group, during the annual Triangle management conference in Hamilton, Bermuda. According to Mr. Koehler, its chief features are increased speed and an ability to give the advertiser the guaranteed weight he desires as originally purchased. The plan is applicable to one-time-only pre-emptions.

Kenneth W. Stowman, director of sales development for Triangle, developed the plan in consultation with advertising executives. He explained the operational procedure in processing the guaranteed audience make-good spots to company executives at the conference. He said all agencies and clients have the right to start using the plan by letter of notification to stations carrying their schedules and may discontinue by sending a similar letter. Each announcement that is subject to this extra service is given the code, "GMGA," on the daily log.

In determining the demographics of the TV spot missed, the station will use the latest American Research Bureau figures available in the market. The selection of the spot to be used as make-good will be made in the same day part with similar agencies. The make-good spot or spots will equal or better such demographics as TV homes delivered and men, women and teen-agers delivered, according to Triangle.

Mr. Stowman explained that in no event will a make-good spot be set after the expiration of the current schedule, adding that this means that clients with alternate-week commitments with specific products will have their make-goods within the week of the telecast.

Mr. Kohler said that for agencies the plan will result in a reduction in mail, teletype and manpower time and protect their commissions. For the representative firm (for Triangle, it is Blair), it will mean a reduction in paperwork, he stated. For the broadcasters, he added, it means a reduction in detail work and in the loss of make-goods that are not accepted.

The Triangle announcement said the plan was endorsed by numerous agencies in Chicago including Foote, Cone & Belding; Tatham-Laird & Kudner; Edward Weiss Agency; Leo Burnett Co.; Compton Advertising; J. Walter Thompson; Young & Rubicam; D'Arcy Advertising, Clinton E. Frank and Kenyon & Eckhardt. Triangle quoted executives of some of these agencies as saying that it provides clients with his "market weight as ordered"; "cuts paperwork to a minimum" and "assures the airing of commercials during the contract period."

Several agency executives in New York were not aware of the Triangle development last week, but when it was explained, they said it is a step in the right direction if it is workable.

Court turns down 'Sister George' suit

A Hollywood movie producer-director, who last February filed a complaint with the FCC against two California stations for refusing to accept commercials for his "X"-rated motion picture, "The Killing of Sister George," last week lost his suit against *The Los Angeles Times* over virtually the same issue.

Robert Aldrich, whose Associates and Aldrich Co. coproduced the sexually explicit movie with ABC-Palomar Pictures, filed the action against the newspaper in U. S. District Court in Los Angeles for what was termed "capricious and arbitrary censorship of motion-picture advertising" (BROADCASTING, Feb. 17). The suit was thought to have considerable bearing on the entire field of theatrical advertising at a time when media is faced with decisions of editing movie ads and commercials that reflect increasing sexual license.

In dismissing Mr. Aldrich's suit against *The Times*, U.S. District Judge Warren J. Ferguson ruled that freedom of the press guaranteed by the First Amendment to the Constitution permits a newspaper to regulate its own contents. The implication of the court's ruling was that a newspaper has a right to edit advertising as it sees fit.

Mr. Aldrich filed a similar complaint with the FCC against KTLA(TV) and KMPC, both Los Angeles, charging the stations had set themselves up as "moral guardians of the community."

The complaint was reportedly dismissed at staff level on grounds that the stations' refusal to carry the commercials did not violate existing commission regulations.

Spot TV gets off fast

Leading National Advertisers/Rorabaugh reported last week that spot TV in the first quarter of 1969 rose 8% over the like period in 1968.

Tom Miller, president of LNA/Rorabaugh, said that the total dollar volume for 141 exclusive stations in 100 markets increased by $19,686,000 in the 100 markets. He defined exclusive stations as those that are "not included in other published sources . . . non-monitored stations." He said the increase in dollar volume is not available since LNA/Rorabaugh is using a "discounted" rate for 1969 in an effort to make the reported dollar figures "more realistic."

3 radio networks meet associations in D.C.

Three radio networks—ABC, CBS, and NBC—made a combined presentation on the effectiveness of network advertising before a group of 40 industry and professional association officials in Washington last week.

The presentation particularly stressed the advantages of network advertising to the 18 different national associations represented at the meeting. The group heard three top network executives—Walter Schwartz, president of ABC Radio; Maurie Webster, vice president for CBS Radio, and George Gallup, NBC Radio vice president.

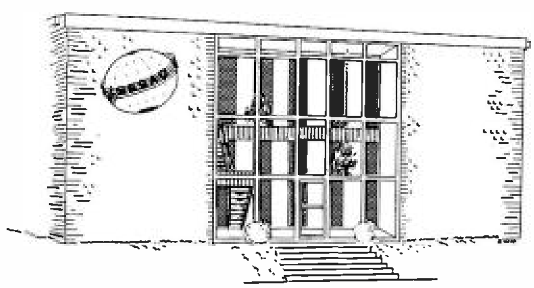
The presentation was arranged by Henry J. Kaufman & Associates, Washington advertising-public relations agency.

Henry J. Kaufman, managing director of HJK&A, said the presentation was a "natural extension" of a series of seminars his agency has conducted for associations.

Cigarette ad ban value analyzed by economist

A University of Michigan business economist says a ban on cigarette advertising on radio and TV probably would not change the nation's smoking habits much and might actually improve the financial position of cigarette manufacturers. Professor Ross J. Wilhelm explained on a University Broadcasting Service program (WUOM[FM] Ann Arbor and WVGR[FM] Grand Rapids, both Michigan) that the potential savings in advertising expenses plus the major tobacco companies' diversification programs might make their common stocks an "interesting speculation." Added advertising impressions elsewhere, ("a blessing for newspapers, magazines and other print media") coupled with a reduction in anticigarette spots, should a ban be invoked, he noted, would probably counterbalance any downward

we're "at home"



in Nashville

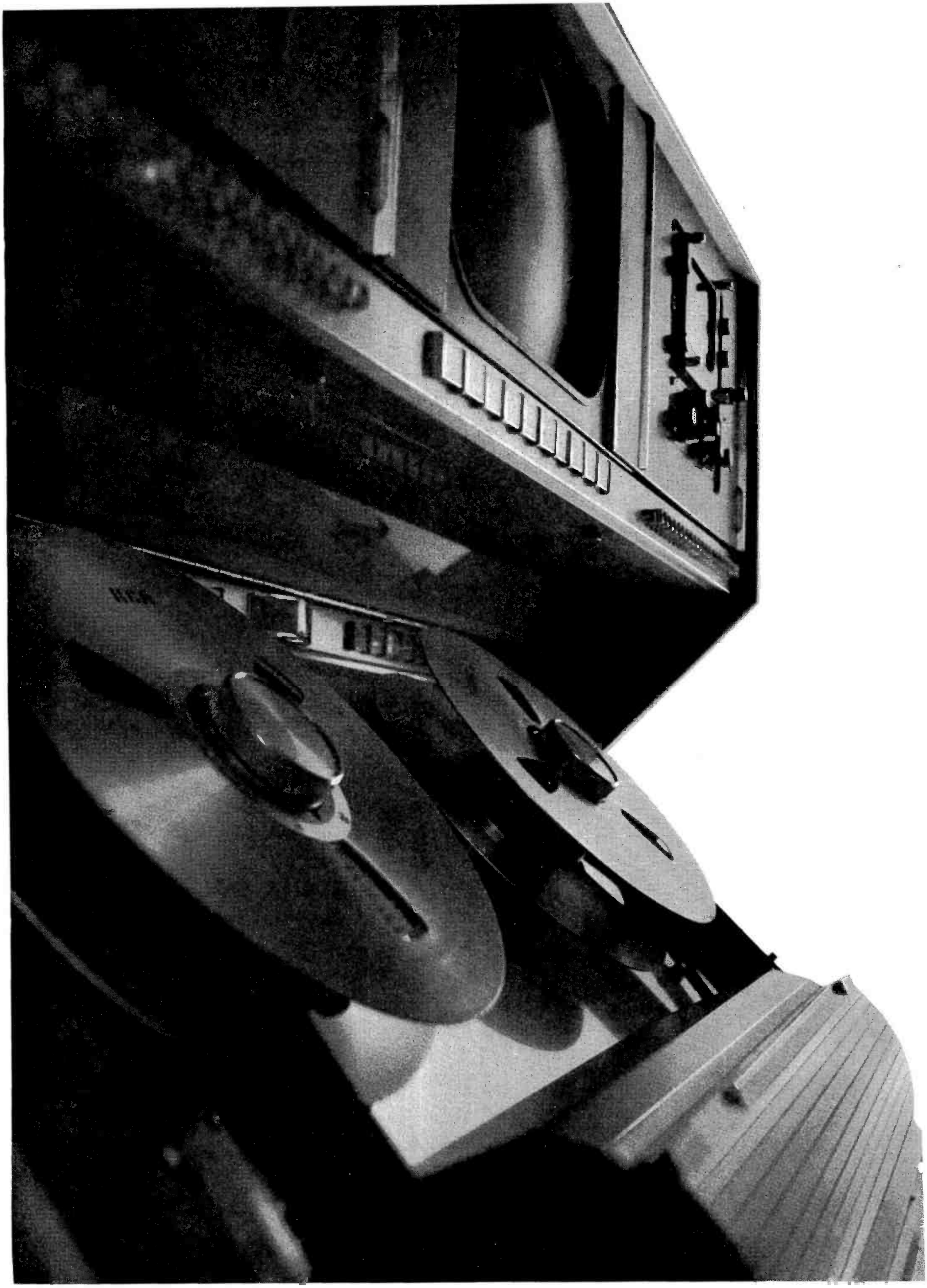
And, in our new "home" at 1513 Hawkins Street, we look forward to even further expansion of our worldwide activities in the national and international exposure of country music on behalf of all our publisher-affiliates.

The doors of the new SESAC Building are open and our welcome mat awaits you!

THE SESAC BUILDING
1513 Hawkins Street
Nashville, Tenn. 37203
Tel. (615) 244-1992

SESAC

WORLD HEADQUARTERS
10 Columbus Circle
New York, N.Y. 10019
Tel. (212) 586-3450



SOL brightens spot-TV buying

Integrated Data Concepts unveils computer service to unravel paperwork for reps, stations

A computer service to process and expedite the selling of spot television by TV station representatives is being offered by Integrated Data Concepts Inc., New York, a new firm headed by Jerry Klasman, former broadcast salesman.

The service, called SOL for "Spot: On-Line," is designed to cover the full range of spot-buying paperwork for reps and their stations, from the supplying of spot availabilities to contracts and invoices, plus a variety of daily, weekly and monthly management reports. It does not attempt to deal with spot-buying problems on the agency side.

Mr. Klasman, announcing the service last week, said the logs, availabilities, rates and other pertinent data for the stations of subscribing reps would be stored in the computer in a system that "recognizes the nuances of the rep-station relationship and is designed to further that relationship rather than change the structure of the timebuying and selling industry."

Participating reps and their stations would have access to their own data in the computer but not to that of other reps and stations—through on-premise computer terminals. The system, he said, operates "on-line in a real-time environment" to provide information in minutes "in much the same manner as an airlines reservation system."

Thus a rep, given an agency request for availabilities, could almost instantaneously get a printed list of avails most nearly matching the agency's specifications, select the ones he wanted to offer and have the computer print them on a standard avails form for submission to the agency.

After receiving an order, the salesman would mark the ordered spots on his submission form. The terminal operator would enter the order and the computer would check the availabilities, block them from further sale, print the order at the station and, upon station confirmation, print the confirmation at the rep office. Contracts also would be printed automatically. Once a month, invoices showing order, broadcast times (including make-goods), rates and costs would go to the stations for distribution.

SOL would also print the following reports for both the rep and his stations: monthly billings, monthly projected billings, weekly sales recaps, daily logs, daily list of new avails requests and avails requested but not ordered, daily report of new contracts and multi-product reports.

Mr. Klasman said the system has built-in safeguards to make sure that data for one rep or station is not available to anyone else, and that it will be operated by an independent computer-service bureau—not yet selected—having no broadcast interests of its own.

He estimated SOL could be in operation within 20 months from the signing of a rep with a long list of stations and that about six months less start-up time would be needed for a company with a short list. Rates, he said, will be on a sliding scale based on the number of stations hooked up for each rep.

Mr. Klasman, a former sales representative of TELEVISION Magazine and before that with Avery-Knodel, television advertising representatives, and stations in Washington and Baltimore, said SOL had been under development for more than two years. His principal associate is Fred Kayden, a businessman and investor who is also secretary of Integrated Data Concepts.

The firm is at 342 Madison Avenue, New York 10017, telephone (212) 867-9154.

Interpublic's mystery unit

Question troubling reps: Is it to specialize in negotiated TV buys?

Station representatives and rival advertising executives are keeping a wary eye on activities of Interpublic's new Media Information Services (BROADCASTING, May 5).

Although Interpublic has described the new unit as a support division to provide agencies within the company with advanced media research techniques and marketing services, many industry experts regard it as simply an extension of Interpublic's 13-year-old Communications Counselors Network. There are widespread suspicions that it has been set up as an answer to independent media-buying services and could be used to undercut standard rate cards.

Interpublic itself stands on the original announcement and is closed-mouthed about past operations of CCN. Many advertising veterans trace CCN's primary function to putting together radio packages for Coca-Cola in which it approaches stations with hard-to-dispose-of availabilities and offers to take them in lumps, but at prices up to one-third below that of the local rate card.

Veterans who are nervous about possible activities of MIS acknowledge that CCN-Coke ploys are routinely accepted. Says one rep: "While it obviously does not exactly make us happy that they are dealing with stations, those Coke buys have been the bread and butter of many radio stations for 10 years. We stopped crying about it long ago."

Most seem to consider the Coca-Cola buys a special case: "Because of their tremendous buying power and the fact that they take end rates on stations, they are probably in a better position to get prices below those obtainable by any buying service for a small client," said one rep.

Concern seems to be that there has been agitation within Interpublic to also try the system for food companies, and perhaps others. Also, one rep claims to have seen a memo circulated within Interpublic at the time MIS was being planned. It reportedly indicated that agency personnel were impressed with both the success of CCN and with an Interpublic experiment with an independent media buyer that had been to obtain spots at least 15% below normal rates.

According to the informant, the feeling in the memo was that perhaps the company should try setting up its own arm to attempt this sort of buying on a wider scale for all Interpublic agencies.

While it is conceded, as one rep said, that "none of us can accuse them [Interpublic] of trying to break rates," most critics agree with the feeling of the rep who said: "Our concern is that we don't know where they're planning to go from here."

Apparently almost all CCN activity has been in radio, and some observers held an impression that similar plans would now be tried in television. "It would be an attractive deal for some hungry stations, ones that are third or fourth in their market," said one observer.

Those fearful that MIS may attempt to seek special cut-rate buys raise objections that: MIS would be undercutting the media departments of the agencies it is supposed to be helping; stations that granted special rates would be vulnerable to similar demands from all other advertisers; large advertisers, cast into a situation of near-totally negotiable rates, would have difficulty in finding what they were buying in television.

At this time it remains conjecture, but the fears are summed up by a rep who says: "After all these years of struggling to establish a stable market, no one wants it turned over to under-the-table dealing, and we're afraid they can create a chaotic situation in the industry."

Interpublic says this is not its aim. So the would-be critics apparently can only continue worrying while they wait to see what is done in practice.

NBC-TV 80% sold out on new-season nights

NBC-TV officials will announce this week the signing of $276,893,000 worth of orders from 83 different advertisers for the 1969-70 night-time television schedule, a figure said to be a new record at the network.

The announcement will be made at a meeting of affiliates in Los Angeles (BROADCASTING, May 5).

The $276.8 million in orders for next season's operation embrace the entertainment schedule, specials, and the early-evening *Huntley-Brinkley Report*, according to NBC. Specials alone next season will go well over the $40-million level, the network expects. An NBC spokesman said $29,789,000 already has been invested in specials for the 1969-70 season by 16 different advertisers.

Affiliates will be told that the TV network is slightly better than 80% sold in its new-season night-time schedule, with 13 program series sold out. In sales on the books the network claims at present to be about one month ahead of 1968 and two-and-a-half months ahead of 1967.

Still a big ticket in the TV network's schedule, officials will inform affiliates, is the auto industry. Automakers have placed orders representing $39.5 million-plus. The network also will point up program sponsorships—"11 different advertisers, more than three times as many as our nearest network competitor," according to a spokesman. In this category, NBC includes advertisers who sponsor a half-hour or one-hour show on alternate weeks or weekly.

B&B VP's given new management duties

Bern Kanner, senior vice president and director of media management, Benton & Bowles, was one of two executives named by President Victor G. Bloede last week in a restructuring of management responsibilities. Mr. Kanner will now also serve as chairman of the administrative committee of the agency's board of directors.

Similarly, Frank Stanton, senior vice president and management supervisor, was named by Mr. Bloede to also be on the executive committee.

Both Mr. Kanner and Mr. Stanton serve on the agency's board of directors. Mr. Kanner joined B&B in the media department in 1952.

The switch-hitters

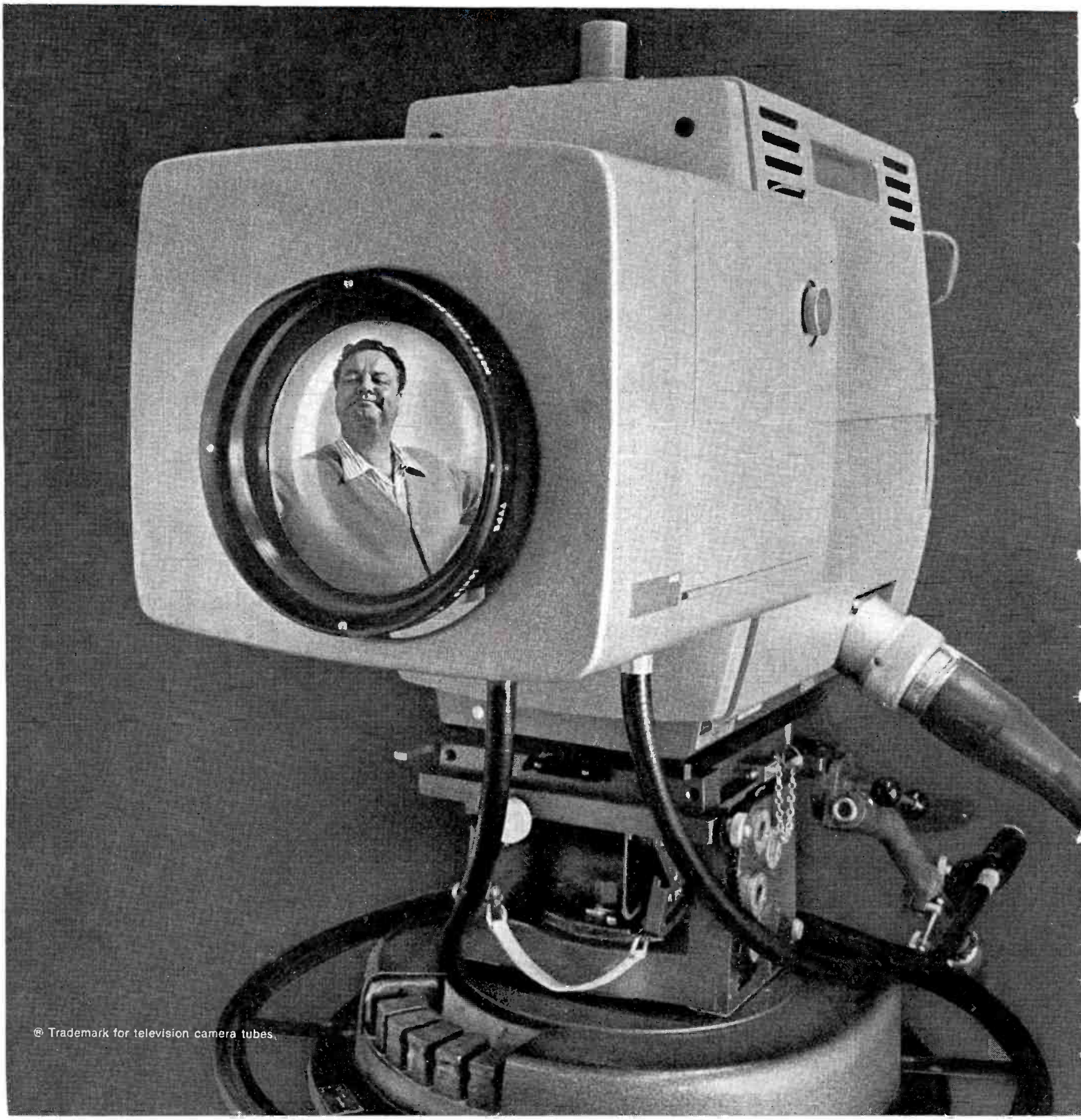
THE PHILIPS PC-70 ... the prime time king of color cameras ... serves on more live and taped studio color shows, by far, than any other camera.

And it's a fantastic switch-hitter. If the PC-70 is a winner in studio work, in the field it's no contest. For major outdoor news and sports events, the PC-70 consistently takes the most valuable player award.

Why? Its unsurpassed color picture, faithful and sharp. There are over 700 Philips 3-Plumbicon® cameras in use worldwide. A videoman's dream. The cameraman's camera. Management's assurance of the best, most reliable, and most economical performance.

When a better camera is built, Philips will build it.* In the meantime, the PC-70 is the ticket.

*The Philips PC-100, announced at NAB '69, will be available early in 1970.



® Trademark for television camera tubes.

$20 million in TV sales approved

KFDM-TV, KOAT-TV, WDCA-TV, WIBF-TV green light; KUAB(TV) sale announced

Sales of four television outlets aggregating about $20 million were approved by the FCC last week and United Artists Corp. filed an application to sell the construction permit of its KUAB(TV) Houston to facilitate the still pending merger of its parent, Transamerica Corp. with Metromedia.

Approved were the sales of KFDM-TV Beaumont, Tex.; KOAT-TV Albuquerque, N. M.; WDCA-TV Washington, and WIBF-TV Philadelphia.

KFDM-TV (ch. 6) was sold by D. F. Cannan Sr. and family and C. B. (Blakey) Locke and others to the A. H. Belo Corp. for $5.5 million. Mr. Cannan and family own KFDX-TV Wichita Falls, Tex., and the buying group, headed by Joe M. Dealey, owns the *Dallas Morning News* as well as WFAA-AM-FM-TV Dallas.

In December 1967 Beaumont Broadcasting Corp., licensee of KFDM-TV, sought to sell the CBS-TV affiliate to the publisher of the *Beaumont Enterprise* and *Journal* (the only daily newspapers in the city), but the deal fell through when the Justice Department's antitrust division contended the proposed sale would violate the Clayton Act, prohibiting acquisitions that tend to lessen competition, or create a monopoly (BROADCASTING, Aug. 12, 1968).

The FCC approved the KFDM-TV sale to the Dallas interests by a 5-to-2 vote, Commissioners Robert T. Bartley and Nichols Johnson dissenting. The station went on the air in April 1955 and has 100 kw visual and an antenna height of 960 feet above average terrain.

The Steinman station group sold KOAT-TV Albuquerque, N. M., to the Pulitzer Publishing Co. which paid $5 million for the channels 7 ABC-TV affiliate.

Pulitzer, which publishes the *St. Louis Post-Dispatch*, also owns KSD-AM-TV St. Louis and KVOA-TV Tucson, Ariz. Pulitzer purchased KVOA-TV from Steinman last July for $3 million. The Steinman group bought KVOA-TV and KOAT-TV in January 1963 for a combined price of $3,250,000.

KOAT-TV, established in September 1953, has 73.5 kw visual and an antenna height of 4,240 feet above average terrain. The vote was 5-to-1 with Commissioner Johnson dissenting and Commissioner Kenneth A. Cox abstaining.

A Washington independent, WDCA-TV (ch. 20), was sold by Capital Broadcasting Co. to the Superior Tube Co. for $1.5 million for stock and debentures and $700,000 for an agreement not to compete. The buyers must also assume $2,664,527 in liabilities, jacking the total price up to about $4.9 million.

Superior Tube Co., Wynnewood, Pa., manufactures speciality metal tubing. C. A. Warden Jr. is chairman and chief executive officer and Paul E. Kelly is president.

WDCA-TV was built in 1966 by Washington broadcast personality Milton Grant and associates. Mr. Grant, president and general manager, will remain in charge of the station.

Superior Tube said it plans improvement of facilities and new program acquisitions.

In granting the transfer of control, the FCC noted that the licensee, Channel 20 Inc., had lost substantial sums in operating WDCA-TV, and that, since no more funds were reasonably available, the three-year holding rule could be waived. Superior Tube told the commission it was willing to take substantial financial risks to make WDCA-TV profitable in the long run, but realizes this may take a long time. Commissioner Bartley abstained from voting.

WDCA-TV has 1,120 kw visual and an antenna height of 770 feet above average terrain.

WIBF-TV (ch. 29) is being sold by WIBF Broadcasting Corp., owned by William L. Fox and family, to group owner. Taft Broadcasting Co. for $4.5 million which includes assumption of $2.8 million in long-term obligations and short-term debt of $300,000.

WIBF Broadcasting is also the licensee of WIBF-FM Jenkintown, Pa., which is being retained by the Fox family.

WIBF-TV, an independent established in May 1965, has 1,060 kw visual and an antenna height of 1,110 feet above average terrain.

The vote was 3-to-2 with Commissioners Johnson and Bartley dissenting and Commissioners Cox and H. Rex Lee abstaining.

The construction permit for KUAB (ch. 20) is being sold by United Artists Broadcasting Inc. to Houston Broadcasting Co. for $61,728.46 pending FCC approval.

United Artists Broadcasting is a wholly owned subsidiary of United Artists Corp. which in turn is owned by Transamerica Corp. Under terms of the merger agreement between Transamerica and Metromedia, if Metromedia sought to acquire a UHF TV station in a market larger than Houston, Transamerica would dispose of KUAB's CP to keep the combined number of TV stations owned by Metromedia and Transamerica within the FCC's seven-station limit. Metromedia two months ago filed an application to buy WFLD-TV (ch. 32) Chicago.

The KUAB sale is contingent on FCC approval of both the WFLD-TV purchase and the Metromedia-Transamerica merger.

Houston Broadcasting is owned in equal amounts by Glendon E. Johnson, Orsen C. Clay, Robert K. Franklin and Franklin D. Johnson. G. E. Johnson is president of Great Southern Life Insurance Co.; Mr. Franklin is president of RFK Industries Inc., a Houston firm. Mr. Clay is executive assistant for Pennzoil United Inc., Houston, and F. D. Johnson is partner in a law firm.

The KUAB construction permit is for 255 kw visual and an antenna height of 501 feet above average terrain.

Race-track group buying two D.C. radio stations

Four brothers are selling two of their radio stations to a publicly held race track owner in a stock exchange aggregating about $1.2 million.

WUST and WJMD(FM) Bethesda, Md.-Washington have been sold by Daniel, Walter, Milton and Jack Diener to San Juan Racing Association Inc. subject to the usual FCC approval. Messrs. Diener will retain WFPG-AM-FM Atlantic City.

Milton and Walter Diener operate Diener's Inc., a carpet company, and Jack Diener is a dentist.

San Juan Racing Association, which is listed on the American Stock Exchange, will swap 35,000 of its shares

for all the outstanding stock of Atlantic Broadcasting Co, licensee of WUST and WJMD(FM). In addition to owning El Commandante Race Track in San Juan, P.R., the buying group also owns 19% of Roosevelt Raceway on Long Island, N.Y., and has real estate interests in Puerto Rico. H. N. Glickstein is board chairman and president of San Juan Racing Association and chairman of the executive committee of Roosevelt Raceway. Edward Cossman is president of SJR Communications Inc., its wholly owned subsidiary which will be licensee of the stations.

WUST is a daytimer on 1120 kc with 250 w; WJMD(FM) is on 94.7 mc with 20 kw and has an antenna height of 250 feet above average terrain.

New radio-TV home

KLZ-AM-FM-TV Denver formally opened the doors to its new multimillion dollar five-story structure last Thursday (May 8). The "KLZ communications center" at 123 Speer Boulevard contains 85,000 square feet of administrative and technical space shared with an adjoining two-story TV studio area.

Features of the center include three TV studios, a floor devoted solely to news preparation and four screening rooms.

KRON accuser seeks protection

The former KRON-TV San Francisco cameraman whose charges figured prominently in the FCC decision to set the renewal applications of KRON-FM-TV for hearing says he is being "harassed" by private investigators. He has asked the commission for help in ending what he says is a probing of his private life.

Albert Kihn presented his complaint and request for help in a letter to the FCC two weeks ago. The commission has not made it public, but Mr. Kihn related its substance in a telephone interview from his home in Mill City, near San Francisco.

Mr. Kihn, in letters to the commission last year, had charged that the KRON-TV news department had been used to further the private interests of the parent Chronicle Publishing Co. He said that newsmen had been instructed to ignore news that might be embarrassing to the Chronicle and to cover "pseudo" events in nearby communities to aid the Chronicle's efforts to acquire CATV franchises. The Chronicle denied the charges.

Mr. Kihn last week said that, shortly after the KRON hearing order had been announced, on March 20 (BROADCASTING, March 24), he had been followed by two cars while on a drive in the country. He said that he obtained the license numbers of the cars, and that the Mill City police said he was being followed by private investigators.

Mr. Kihn also said that his former wife and his present wife's former husband had been questioned by a man identifying himself as a bonding agent. The alleged bonding agent said he represented a company that might want to hire Mr. Kihn, who has been freelancing as a motion-picture cameraman since taking a leave of absence from KRON-TV in January.

But, Mr. Kihn said, he asked such questions as "whether I belonged to any group that advocated the overthrow of the establishment, or whether I might be part of a group or organization conspiring to get KRON's license."

He also said neighbors of his reported having seen a car with one or two men in it parked in front of their house for a two-week period.

"I asked the commission if it could do anything about this," he said. "I considered it a form of harassment."

Mr. Kihn had not received a reply from the commission as of Thursday. However, commission officials said they had discussed the matter with the San Francisco attorney who is representing Mr. Kihn in the KRON proceeding, in which Mr. Kihn has been made a party. They would not elaborate on the nature of the discussion.

The KRON renewal hearing is scheduled to get underway in July. Besides an issue of news slanting, the hearing will involve questions of whether the Chronicle company has engaged in anticompetitive practices and has an undue concentration of control of mass media.

ChangingHands

Announced:

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

- WUST and WJMD(FM), both Bethesda, Md. (Washington): Sold by Daniel, Walter, Milton and Jack Diener to San Juan Racing Association Inc. for about $1.2 million (see page 48).
- KUAB(TV) Houston: Construction permit sold by United Artists Corp. to Glendon E. and Franklin E. Johnson, Orsen C. Clay and Robert K. Franklin for $61,728.46 (see page 48).
- KLYD Bakersfield, Calif.: Sold by

Lincoln Dellar and others to Ralph Edwards, Don Allen and others for $115,000. Mr. Edwards is a program packager and radio-TV performer. Mr. Allen is an ABC Radio newscaster. KLYD is a daytimer on 1350 kc with 1 kw.

▪ WFTN Franklin, N.H.: 80.2% sold by C. Edward Rowe and others to Ronald E. and Dorothy H. Porter for $60,000. Mr. Rowe is a judge in Athol, Mass. Mr. Porter is to become a member of the faculty at the University of New Hampshire at Plymouth. WFTN is full time on 1240 kc with 250 w. Broker: Chapman Associates. (Correction of item April 28 in which Mr. Rowe was identified as a Franklin judge, and Mr. Porter was identified as Donald Porter, a retired Army major and former employe of ATC Co.).

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 80):

▪ KFDM-TV Beaumont, Tex.: Sold by D. A. Cannan Sr. and family, C. B. Locke and others to *Dallas Morning News* (WFAA-AM-FM-TV) for approximately $5.5 million (see page 48).

▪ KOAT-TV Albuquerque, N. M.: Sold by the Steinman Stations to Pulitzer Publishing Co. for $5 million (see page 48).

▪ WDCA-TV Washington: Sold by Milton Grant and associates to Superior Tube Co. for about $4.9 million (see page 48).

▪ WIBF-TV Philadelphia: Sold by William L. Fox and family to Taft Broadcasting Co. for about $4.5 million (see page 48).

▪ KDIG(FM) San Diego: Sold by E. Jacobson to Aldolfo and Elias Liberman for $285,000. Mr. Jacobson is former owner of KGLA(FM) Los Angeles (now KOST-FM). Messrs. Liberman have real estate interests. KDIG (FM) is on 98.1 mc with 4.5 kw and an antenna height of 650 feet above average terrain.

▪ KATA Arcata, Calif.: Sold by Vern Emmerson to Robert W. Chandler and associates for $147,500. Buyers have interest in KGRL Bend, KACI The Dalles and KTIX Pendleton, all Oregon, and KATL Miles City, Mont. They also have interest in newspapers in Bend and Miles City. KATA is full time on 1340 kc with 1kw day and 250 w night.

AT&T sets the record straight

Issue of corporate censorship over ABM show raised by FCC's Johnson is termed misleading

AT&T has submitted a statement to the House Banking and Currency Committee in an effort to clear up any notion the company blocked presentation of a noncommercial television program on the antiballistic missile system controversy to serve private ends. The letter was prompted by testimony given the committee by FCC Commissioner Nicholas Johnson.

"Far from attempting to block the ABM program," AT&T said, its "extraordinary efforts" resulted in the program being seen by all the stations on the Corp. for Public Broadcasting-arranged network on March 14. (The network normally serves about 140 stations.)

Commissioner Johnson had raised the issue in testimony before the committee last month (BROADCASTING, April 28). The hearing was on proposed legislation to amend the Bank Holding Act, but at one point he discussed his frequently expressed concern about the possibility of "censorship" of media on the part of major corporations.

He noted that AT&T, "one of the largest defense contractors," is a prime contractor for ABM and also "controls the television circuits that interconnect our national network of educational television stations."

Then he said that a Public Broadcast Laboratory program on the ABM "was not seen when scheduled. . . . It was withheld from the American people because AT&T concluded it needed the lines for another purpose." The commissioner said he was "not charging AT&T did this because it is a prime contractor." He said he had no such evidence; he merely wanted to point up "a potential conflict . . . that raises a necessary doubt in the minds of the American people. . . ."

AT&T, however, apparently regarded the disclaimer as inadequate. Last week, Edward B. Crosland, an AT&T vice president stationed in Washington, filed a statement with Representative Wright Patman (D-Tex.), chairman of the committee, "to clarify the situation."

AT&T noted that, like all common carriers regulated by the FCC, its service is not related to the content of programs, only to the provision of transmission facilities. And although the commissioner was correct in pointing out that the program was not seen when scheduled, AT&T said, he apparently "was not aware of the fact that the program in question was shown on the CPB network in its entirety on the day following"—the same day that President Nixon announced he intended to fight for deployment of the ABM.

AT&T also thought the commissioner's statement that the program was withheld " 'because AT&T concluded it needed the lines for another purpose' may be misleading." The company noted that the low-cost, experimental tariff under which it is providing service to PBL, provides that the channels being used are subject to pre-emption in the event they are required for other uses.

"It was understood, from the outset, by the FCC and CPB," AT&T added, "that there would be occasions when, because of demand by commercial broadcasters, there would not be enough facilities available to serve all CPB locations." (AT&T has since offered to provide noncommercial broadcasters interconnection service on a low-cost non-pre-emption basis [BROADCASTING, May 5]).

In relating the events surrounding the "extraordinary efforts" it made to provide facilities for the ABM program, AT&T recalled that besides the two hours on the evening of March 13 that CPB had requested for that show, it had asked for 90 minutes for a program on another subject.

AT&T said it would not have been able to feed 30 of the CPB-network stations during the time period requested (8-11:30 p.m.) because of orders from commercial broadcasters for the National Invitational Basketball Tournament.

As a result, AT&T said, it and CPB worked out an arrangement under which all CPB-affiliated stations were fed the 90-minute program on March 12 and the two-hour ABM program on the following evening. "This required special arrangements to be made by AT&T with the FCC," the company added, "including an air trip to hand deliver a special tariff filing in order that the service could be provided."

Commissioner Johnson, in his statement, had also seemed to raise a question regarding the facilities that the Communications Satellite Corp. provided for television coverage of the Democratic national convention.

After observing that AT&T decided it needed the lines that were to have been used for the PBL program "for another purpose," he said, "in the same way," during the Democratic convention, "Comsat suddenly discovered it had another need for the lines that were carrying the news out of Chicago to the people of the world."

Comsat records show that a total of more than 18 hours of television coverage, exclusive of news programs, was beamed abroad by Comsat over the four-day period from Aug. 27 to Aug. 30. The public disorders that accompanied the convention—"if that's what the commissioner was talking about," one Comsat official noted—were seen in Europe.

There's no Ford in NCTA's future

Association's president won't stay past Dec. 31; will successor be national figure or industry pro?

When the board of directors of the National Cable TV Association holds its regular meeting in Washington May 28 and 29, there'll be a new top item on the agenda: the announcement by NCTA President Frederick W. Ford that he is not a candidate for another two-year term.

Mr. Ford, president of the cable TV trade association since Jan. 1, 1965, told board members in a letter dated April 30 of his decision. He said he does not intend to serve beyond the end of his present contract, Dec. 31. Mr. Ford, a former FCC commissioner and chairman, said he was anxious to return to his first love, the practice of law.

The 59-year-old Mr. Ford, a West Virginia Republican, said last week that he has made no specific commitments regarding private law practice. He said he may open his own law office, or join an existing firm.

Mr. Ford has spent over 25 years with the federal government, with almost 15 at the FCC which he joined in 1947. He served in various legal posts with that agency, leaving in 1953 to become assistant deputy attorney general in the Department of Justice. President Eisenhower named Mr. Ford to the FCC in 1957. From March 15, 1960, to March 1, 1961, he was chairman of the commission.

Under his present two-year contract (his second as chief of the cable TV association), Mr. Ford receives $60,000 annually, including deferred payments. He also receives a pension from the federal government and is the owner of a CATV system in Vidalia, La., which serves over 1,000 subscribers.

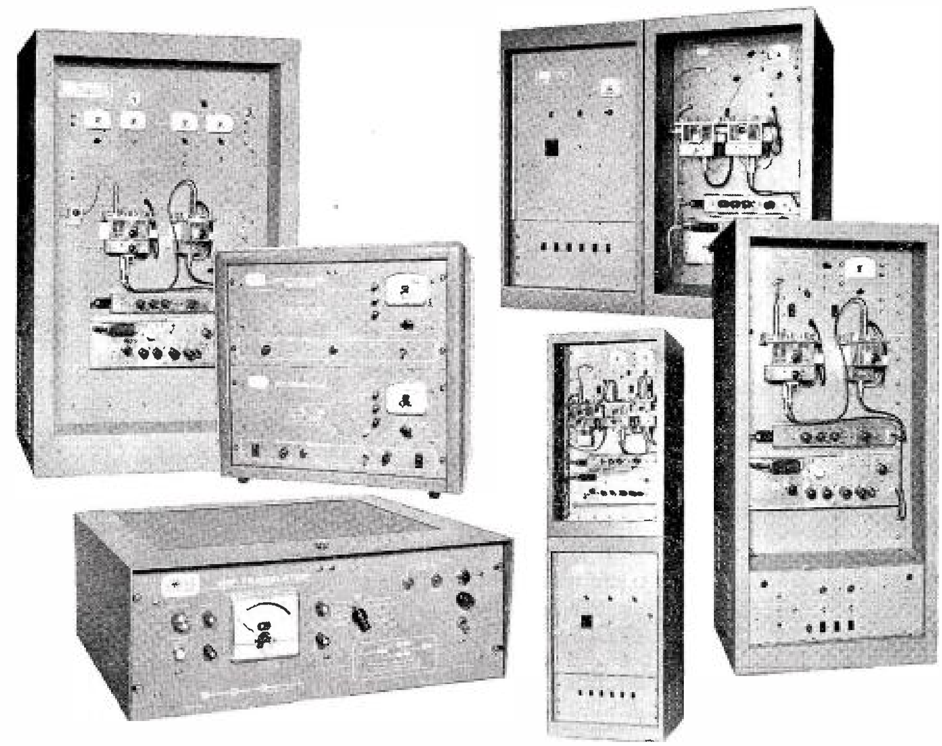
"When I assumed this office four years ago," Mr. Ford said, "CATV could have been abolished in 20 minutes. Now cable TV is on a sound basis."


Mr. Ford

In his letter to the NCTA board, sent eight months before the end of his present contract, Mr. Ford expressed the belief that "the members of the industry are secure in their property rights, and the machinery is well established for the solution of presently remaining issues."

Should the NCTA board decide to hire a new president before the end of the year, Mr. Ford said, he was sure that termination of his contract could be reached on "a mutually satisfactory basis."

NCTA officials were high in their praise of Mr. Ford's contributions to CATV, although several acknowledged that his decision caught them by surprise. Robert H. Beisswenger, president of Jerrold Corp., who is national chairman of NCTA, lauded Mr. Ford for his dedication and said that he had had "great influence in pulling the industry together when it was most needed." Mr. William Adler, Weston, W. Va., group CATV owner, and official nominee for the chairmanship next year (BROADCASTING, May 5), said Mr. Ford had provided CATV with "excellent" leadership. W. Randolph Tucker, a board member who has been nominated to be NCTA treasurer next year, declared



the EMCEE space shrinkers.

Not really. It only seems that way.

And that means the *Emcee* Translator is doing its job of making things seem to move closer. By extending Grade A-type coverage to areas that have previously been beyond the fringe of top-notch television reception.

Maybe they were too far from the originating station. Or in too rugged a terrain.

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that Mr. Ford had brought respect for CATV in important places. Board member F. Gordon Fuqua, Television Communications Corp., praised Mr. Ford for having "done everything the NCTA board wanted him to."

Monroe M. Rifkin, American Television and Communications, currently treasurer of the association and the nominee for secretary, said Mr. Ford has done "a splendid job."

Although several CATV sources conceded that, like any other trade association executive, Mr. Ford has had differences with some members from time to time, all agreed that his withdrawal was not forced by any differences of opinion or significant policy controversy. On the other hand, several cable TV operators implied that not all CATV members have been fully satisfied with Mr. Ford's leadership.

Generally, board members and others felt that there should be no difficulty in finding a successor to Mr. Ford. There were indications, however, that there may be a division between those who favor a nationally-known figure and those who would like to have some one more familiar with the industry who could "tidy up" present CATV problems—FCC regulation and copyright licensing.

'Muted' voice cries out in Milwaukee

An offended mayor accuses Journal Co. of running a monopoly, asks Justice to step in

The next round in the growing battle over the antitrust implications some see in multimedia holdings within a community may involve the Journal Co.'s communications complex in Milwaukee.

The city's mayor, Henry W. Maier, who is engaged in a long-standing dispute with the Journal Co., plans to ask the Department of Justice whether the company, as he contends, occupies a monopoly position in Milwaukee—and, if so, to file an antitrust suit.

Over the years, the Democratic mayor, who was selected to this third four-year term in April, has accused the company's *Journal* and *Sentinel* of speaking with a single voice in their coverage of city affairs. His current complaint is their handling of a controversy involving control of the Model Cities Program.

He has accused the papers of suppressing the voice of the citizens in the Model Cities area who, he says, support his position on the issue. He also says the papers give undue attention to a rival group that labels itself grassroots but most of whose officers, he says, live outside the affected area.

The complaint to the Justice Department is being prepared at a time when the department is showing an increasing interest in the subject of concentration of control of media. Besides intervening in several FCC renewal and transfer cases in which it felt that issue was involved, it has suggested that the commission break up multimedia holdings within a community. It has also forced the Gannett Co. to sell WREX-TV Rockford, Ill., where it owns the two leading daily newspapers.

The FCC, also, is taking a hard line on concentration-of-control matters. This was the principal issue on which the commission denied newspaper-owned WHDH-TV Boston a renewal of its license and awarded the contested channel 5 to a competing applicant. And still pending before the commission is a proposal to prohibit the licensee of a full-time station from acquiring another full-time outlet in the same market.

Mayor Maier's office claims that the *Journal* and *Sentinel* ignored virtually every statement the mayor has sent

A burr under ABC's saddle

Former UHF operator wages wide-ranging war against corporation

Anthony R. Martin-Trigona, chief owner of now-dark WTAF(TV) Marion, Ind., and holder of a single share in ABC Inc., has petitioned the U.S. District Court for the Northern District of Illinois for delay of ABC's May 20 annual meeting so he can wage a proxy fight.

He asked the court in Chicago to postpone the ABC meeting for 30 days or until he can obtain the ABC stockholder list and pursue his campaign for election as a director at the meeting.

He also asked the court to order ABC to suspend its current corporate promotional campaign, "We're Not Quite as Simple as ABC," on both radio and TV until he can obtain action on complaints he filed in early April with the FCC, the Federal Trade Commission and the Securities and Exchange Commission.

Among other things he said he wants time on ABC's air under the FCC fairness doctrine to argue his views on the "entertainment-conglomerate" issue which he contends ABC has raised in its promotional announcements. He also charged ABC may be using the campaign to secretly promote its chances for merger or acquisition.

So far, Mr. Martin-Trigona said, ABC has turned down his requests for air time and stockholder lists.

Mr. Martin-Trigona told the court he became an ABC shareholder in February and has "been disillusioned by the management of the company . . . and their self-serving ways which had inhibited the growth of the company and made it a poor and weak competitor to the other two national television networks."

However, the UHF owner's interest in ABC predated, and extends well beyond, his acquisition of one ABC share. In late January, he filed suit against ABC, CBS, Corinthian Broadcasting, and Avco Broadcasting, charging discrimination against WTAF's efforts to obtain network affiliation. He later raised similar charges in connection with a matter pending before the FCC.

In March, he filed a fairness complaint charging that ABC-owned WLS Chicago, had refused him time to comment upon a recording by comedian Red Skelton, "The Pledge of Allegiance." He argued that Mr. Skelton's spoken commentary constituted a one-sided view of a "controversial issue of public importance" — patriotism. The complaint is pending.

Subsequently, WTAF became an NBC affiliate, but has since gone dark (BROADCASTING, Feb. 3 et seq). The licensee corporation, Genesco Broadcasting Co., has filed for involuntary assignment of license to a trustee in bankruptcy. Mr. Martin-Trigona acquired control of WTAF in 1968.

The complaint filed with the federal court in Chicago contains no mention of WTAF and its problems. An exhibit in the case from the SEC filings stated that Mr. Martin-Trigona is a real estate broker and investment adviser in Champaign-Urbana, Ill. It also explained he was a staff employe of the U.S. Senate in 1966 and for 10 years mostly a full-time student at the University of Illinois. He has attended the university's college of law from 1966-69.

The congestion and case loads at the federal administrative agencies were cited by Mr. Martin-Trigona as reason why the court should intervene. To await Washington action, he claimed, would make his battle with ABC moot since the stockholder meeting would have passed.

As for the promotional announcements, Mr. Martin-Trigona held that them over the years "correcting or challenging" stories they publish dealing with city affairs. One tactic he uses to deal with this is to put his statements on tape, which city radio stations record for their use. He refers to the service as "Radio Free Milwaukee."

In addition, the city's television stations—including WTMJ-TV which with WTMJ-AM-FM is owned by the Journal Co.—have given the mayor time on a public-service basis to air his views. On March 30, WISN-TV broadcast — and WTMJ-TV, WVTV(TV) and noncommercial WMVS(TV) rebroadcast—a program in which he called for the breaking up of the Journal Co.'s "monopoly."

Last week, in prime time on Thursday, WITI-TV broadcast—and WTMJ-TV, WMVS and WVTV rebroadcast—a program in which the mayor expressed his views on the Model Cities program controversy.

Erwin Maier (no relation to the mayor), chairman of the board of the Journal Co., and Donald Abert, president and publisher, have issued a statement calling the mayor's proposed complaint to the Justice Department the "latest ploy in a series of motivated attacks" on the Journal.

The statement said the mayor, "like the mayors of many large American cities, is a very frustrated man" and has chosen the *Journal* to blame for

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since they discuss ABC's conglomerate interests in the entertainment field they are dealing with a subject of public controversy today. He noted conglomerate policy questions are pending before the FCC as well as Congress.

And, since they are "in-house commercials," he said in his petition to the commission, they "do not fall into the category of public service announcements," and are subject to the requirements of the fairness doctrine.

In his complaint to the SEC, he charged that the announcements violate SEC requirements "as to protection of investor interests, manipulation of stock prices through control of misuse of information, and the dissemination of data which will tend to induce investors to purchase or hold ABC stock for better prospects. . . ."

And ABC's use of its owned stations to promote the general interests "of the corporate conglomerate," he told the FTC, "represents an unfair trade practice as to competitors who are not, and cannot be, similarly situated." He also said the FTC should investigate the question of whether ABC's role as a movie producer and exhibitor, combined with its activities in television production and distribution, "constitutes a combination contrary to the best interests of free and open competition."

his "hangups." It also said that the *Journal* supported editorially, "most" of the mayor's efforts and has provided thorough and fair coverage of the mayor's office. But, it added, the *Journal* "is not going to let Mayor Henry Maier determine what goes into its news columns, dictate its editorial policies, intimidate it or silence it."

The mayor's difficulties with the Journal Co. have not hurt him with the public. Both newspapers opposed his re-election last April. But he won with 86% of the vote.

NY renewals delayed by payola charges

The supplemental license-renewal applications of WHOM and WBNX, both New York, have been deferred pending the outcome of criminal proceedings against four disk jockeys charged with perjury and payola.

In letters to the two Spanish-language stations, the commission noted that a federal grand jury in New York last year indicted the four announcers as a result of closed FCC hearings held in 1966 and 1967, during which the disk jockeys denied accepting payola. Both the payola and the perjury charges grew out of those hearings.

The indictments were brought against four disk jockeys: Pablo Raul Alarcon and Hipolito Vega, both of WBNX, and Rafael Diaz Gutierez and Freddy Baez, both of WHOM. The WBNX disk jockeys were charged with two counts of perjury; the WHOM announcers, with one each. Each perjury conviction carries a sentence of up to five years in jail with a $2,000 fine.

In addition each man was charged with a single violation of the payola prohibition. That carries a sentence of up to one year in jail with a $10,000 fine.

The stations have been in deferred status since 1966. They filed supplemental applications on March 3 of this year.

Robb passes Senate hurdle to D.C. court

The Senate last week approved nominations to fill two judgeships on the federal circuit court of appeals for the District of Columbia. Approved on the same day (Monday, May 5) by the Senate Judiciary Committee and the full Senate were Roger Robb and George E. MacKinnon. The court has jurisdiction over most cases concerning litigation over federal regulation including FCC cases.

Mr. Robb was chief counsel for WGCB Red Lion, Pa., in its attack on the legality of the FCC's fairness doctrine (BROADCASTING, April 7).

FCC slaps show cause on GT&E

Illinois phone company ordered into hearing in dispute over CATV channel facilities

The FCC, continuing to cast a wary eye on CATV activity by telephone companies, last week ordered General Telephone Co. of Illinois and its wholly owned subsidiary, GT&E Communications Inc., to show cause why they should not be ordered to cease construction, operation and offering of cable facilities in the Illinois cities of Bloomington and Normal. The commission also designated the case for hearing.

The action was in response to a petition by Telecable Corp., charging that the two telephone companies have engaged in illegal and anti-competitive practices, and that GT&E has started, or is about to start, construction of CATV channel facilities without having obtained the required authorization from the commission.

Under a ruling issued last year, telephone companies' lease-back arrangements are governed by Section 214 of the Communications Act, which requires common carriers to get commission approval before building or extending their lines of service.

Specifically, it was charged that General Telephone refused to lease space to Telecable and to Bloomington-Normal Perfect Picture, which along with GT&E were competing for CATV franchises in Bloomington and Normal. According to Telecable, General offered only to provide CATV facilities under its established tariff provisions, and said that if Telecable and Perfect Picture were to accept their offer, it would withdraw its subsidiary, GT&E, from the franchise competition. The offer was rejected, and the franchise was subsequently granted to GT&E.

After GT&E won the franchise, General filed its Section 214 application for permission to construct and operate the cable facilities. The commission has yet to act upon the application, which has been opposed by Telecable and Perfect Picture. The two firms now allege that GT&E has begun or is about to begin construction of its "own" facilities, using pole-attachment rights to poles controlled by the Illinois Power Co.

Last month, General sought to withdraw its Section 214 petition, since GT&E, its proposed customer and its subsidiary, had canceled the order for telephone company service.

The commission noted, in designating the case for hearing, that it is concerned with actions which, "under the allegations here, tend to undermine our Section 214 decision. . . ." Also, the commission said, "a substantial question is raised whether the primary thrust of the local telephone company's actions is to retain to itself complete ownership and control of CATV distribution facilities within the community and to reject, directly or indirectly, attempts by independent CATV operators to own, construct or operate their own distribution facilities through appropriate pole-attachment arrangements."

The action comes at a time when the commission has opened an inquiry and rulemaking proceeding dealing with the implications of telephone company ownership of CATV, covering such matters as concentration of control, possible anticompetitive practices, and possible effect of CATV on a telephone company's regular service (BROADCASTING, April 7).

NAB drive gains four more strike bills

The National Association of Broadcasters congressional campaign for strike application regulation produced four House bills last week. Legislation introduced by Representatives Thomas J. Meskill (R-N.Y.), H. R. 10890; Thomas S. Kleppe (R-N.D.) H. R. 10965; Don Fuqua (D-Fla.), H. R. 11020, and Thaddeus J. Dulski (D-N.Y.), H. R. 11073, brought the combined House and Senate bill total to 44 for the four-week-old drive.

Although Senator John O. Pastore (D-R.I.) has introduced the only Senate bill to date (BROADCASTING, May 5), companion bills were not, as in the House, expected or needed to further consideration of the measures.

If enacted into law, the legislation would require the FCC to find a broadcast licensee ineligible for renewal before any competing applications could be accepted.

Cox acquires two Florida newspapers

Cox Industries Inc., 57% owner of Cox Broadcasting Corp., has announced an agreement in principle to acquire the *Palm Beach* (Fla.) *Daily News* and *West Palm Beach* (Fla.) *Post* and *Times* from John H. Perry Jr. Price was undisclosed.

The acquisition includes a 47.5% interest in The News-Journal Corp., publisher of the *Daytona Beach Journal* and *News* and licensee of WNDB-AM-FM that city. Cox Industries, which is headed by James Cox Jr., owns the *Atlanta Constitution* and *Journal, Miami News, Dayton* (Ohio) *Journal-Herald*

and *News* and *Springfield* (Ohio) *Sun* and *News.*

In recent months, Mr. Perry has been disposing of his Florida newspaper interests; *Pensacola Journal* and *News* to Gannett Co., newspaper chain and group broadcast owner: *Ocala Star-Banner* to Cowles Communications Inc., newspaper-magazine publisher and group broadcaster; *Panama City News* and *Herald, Fort Pierce News-Tribune, Fort Walton Beach Playground Daily News* and *Marianna Jackson County Floridian,* to Hoiles Freedom Newspaper Group, Santa Ana, Calif.

Although Mr. Perry is disposing of all of his newspaper interests, and withdrew from his other radio-TV holdings three years ago, he will retain his 80% interest in Palm Beach Cable TV Co., which operates CATV in North Palm Beach, Lake Park, Palm Beach Gardens and Palm Beach Shores, serving an estimated 2,200 subscribers. The company also holds franchises for Palm Beach county and Juno Beach, both Florida.

NYC asks protection for CATV consumers

New York City last week urged the FCC to establish some sort of federal "consumer protection standards" to govern CATV systems that are not bound by local franchises. It called for rate regulation, imposition of technical standards, and other consumer-oriented controls.

The city noted that a "lack of local control" results when cable operations are able to operate without a franchise —as is the case with the system of New York's Comtel Inc., which engages in a telephone-company leaseback operation and has therefore escaped franchising. The city is fighting that arrangement in court.

The city's comments were among several filed in the latest chapter of the commission's CATV rulemaking proceeding. This round deals with all aspects of the proposed rules except program origination and diversification of ownership, which have been given high priority and were covered in comments filed last month. The deadline for filing the latest comments is today (May 12).

In another filing, WPSD-TV Paducah, Ky., proposed that CATV systems be required to submit extensive regular reports "so as to provide the repository and informational service which are urgently needed by everyone, the CATV industry included." The commission proposed some reporting requirements, but WPSD-TV urged that these be expanded to include, for example, reports on nonduplication protection provided by cable systems.

Senate Commerce okays $20 million for CPB

The Senate Commerce Committee last week approved an authorization that would permit a full $20 million appropriation for the Corp. for Public Broadcasting for the next fiscal year, which starts July 1.

The amount is twice that approved by the Nixon administration, which cut back a Johnson-administration budget to $10 million last month. The CPB had been authorized $9 million, in the original Public Broadcasting Act, but only $5 million was actually appropriated.

The Senate Commerce Committee held hearings two weeks ago on the $20 million authorization, which is intended to provide interim financing for CPB. A long-term financing proposal, to be insulated from the annual appropriations process, has been long promised but not forthcoming (BROADCASTING, May 5).

The measure was reported to the Senate floor, but action awaits the filing of a committee report on the bill. The House has not yet taken up the proposal. If the authorization is approved, it is expected that Commerce Committee Chairman Warren G. Magnuson (D-Wash.), who also serves as chairman of the appropriations subcommittee that will actually vote the money, will push for all or the major part of the re-established $20 million.

11 research grants handed out by NAB

The National Association of Broadcasters has awarded grants totaling $10,000 to 11 projects under the NAB's program of grants for research in broadcasting.

The NAB program, initiated in 1966, is intended to stimulate interest in broadcast research among college students and faculty members. This year's grant-winning projects and their authors include:

Dr. Robert W. Clyde, director, Social Science Research Center, Augsburg College, Minneapolis, "The Potentials of Ethnic-Appeal Radio for Negro Communities;" Jeffrey C. Hubbard, PhD candidate, sociology, Washington State University, Pullman, "The Influence of Mass Media Coverage of Social Problems upon Public Perceptions of This Nature and Magnitude;" Hope L. Klapper, associate professor, sociology, New York University, New York; "A Research Instrument to Study Relationship Between Children's Reactions to TV Programing and Their Pre-Existing Role Definitions and Values;" Dr. Lawrence W. Lichty, associate professor, speech, University of Wisconsin, Madison, "Broadcast Coverage of the War in Viet Nam;" Dr. Enrico L. Quarantelli, professor, sociology, Ohio State University, Columbus, "An Investigation of What Changes Have Occurred in Radio Station Coverage of Local Civil Disorders;" Brent D. Ruben, Ph.D. candidate, mass communication, and Dr. Albert D. Talbott, associate director, mass communication research bureau, University of Iowa, Iowa City, "Critical Facets of TV Program Content in Determining the Viewing Preferences of Various Population Segments," and Roger A. Skolnik, PhD candidate, communication, University of Illinois, Chicago, "Attitudes Toward Radio Among the 'Psychologically Alienated'."

Satellite-to-home on agenda of House group

Communications attorney Leonard Marks, former U.S. Information Agency head, has bccn added to the witness roster for three days of hearings by a House Foreign Affairs subcommittee on space broadcasting. The hearings begin Tuesday (May 13) with Comsat and National Aeronautics and Space Administration witnesses.

The House Subcommittee on National Security Policy and Scientific Developments, under the chairmanship of Representative Clement J. Zablocki (D-Wis.), said the "foreign policy implications of space broadcasting are staggering."

As direct-to-home satellite broadcasting becomes operational, he noted, for the first time in history a nation [will be able to] present its case directly to the people of an enemy country on television and in color."

The subcommittee will also explore the role of Intelsat in space broadcasting, the possible uses of a planned French satellite that will have the east coast of the U.S. within its range and a planned educational-television satellite for use in India.

Mr. Marks is to appear on Thursday (May 15).

Nixon sets meetings with regulatory agencies

President Nixon has begun a series of getting-to-know you meetings with members of the independent regulatory agencies, including the FCC and the Federal Trade Commission.

The four Securities and Exchange Commission members were the first agency members to be invited to the White House. They conferred with the President on Wednesday (May 7).

No schedule has been set up for the President's meetings with the other agencies. A White House spokesman indicated they would be announced as they are arranged.

Announcement of the President's plan to meet with the agencies, which are considered an arm of Congress and independent of White House direction, came as something of a surprise. There is believed to be no precedent for such a series of meetings.

However, the White House spokesman said the purpose is simply to give the President an opportunity to meet the agency members face to face. "There will be no attempt at discussing substantive matters," he added.

The spokesman also noted that the President had held a series of meetings with personnel in executive-branch departments since he assumed office in January.

CATV probe on tap by House subcommittee

A long-planned, full-scale hearing into cable television, the FCC and its CATV rules, both in force and proposed, is set to begin next Monday (May 19) before the House Communications Subcommittee under the chairmanship of Representative Torbert H. Macdonald (D-Mass.). The opening phase of the hearings, which are to begin with congressional and FCC witnesses, has been penciled in for the full week. It is expected that subsequent sessions will also be necessary.

The main focus of the probe is to be cable regulation, but other communications issues, such as domestic-satellite distribution and subscription television, which are interwoven with aspects of the CATV questions, can be expected to work their way into the proceedings. Subcommittee Chairman Macdonald has been long known to have had an interest in a top-to-bottom review by the Commerce Committee of all aspects of communications policies.

The CATV investigation has been urged by a number of congressmen who have expressed displeasure with the commission's proposed rules for cable systems.

Eight news fellows named by CBS Foundation

The CBS Foundation Inc. is to announce today (May 12) the selection of eight news fellows for a year of study at Columbia University in New York during 1969-70.

The recipients are John H. Jones Jr., CBS News, researcher; Stephen J. Lawrence, KNX Los Angeles, desk editor; Marjorie S. Margolies, WCAU-TV Philadelphia, reporter; James M. Ritter, WCAU-TV, reporter-writer; Robert C. Simmons, KNXT(TV) Los Angeles, capital correspondent; Norbert John Tatro Jr., WBBM-TV Chicago, news producer; Gene Tollefson, KIMA-TV Yakima, Wash., news director, and Lloyd Weaver, WCBS-TV New York, associate producer.

Chernoff set for Japan

Howard L. Chernoff, a former broadcaster and deputy director of the U. S. Information Agency, was named last week by President Nixon as commissoner general for the U.S. exhibit at the Japanese world exposition, set for 1970. In making the appointment, the President conferred the personal rank of ambassador on Mr. Chernoff.

Reeves gets new name,

Reeves Broadcasting Corp. became Reeves Telecom Corp. last week after stockholders voted on the new name at the annual meeting Thursday (May 8). The stockholders also re-elected six directors and voted for a qualified stock option plan.

President Richard L. Geismar told the stockholders that the company would show a loss in the first-quarter report, to be issued this week, and also predicted a deficit for the first half of fiscal 1969. He remained optimistic about the second half of the year, however.

TV stations may get music break

Tower says proposed ASCAP contract could mean $53-million savings over 10-year period

Copies of the proposed new contract for TV stations' use of American Society of Composers, Authors and Publishers music, hammered out in nearly eight years of litigation and negotiation, are to be mailed to stations this week.

The last snag, a dispute between ASCAP and the All-Industry TV Stations Music License Committee over how the new contract should apply to stations that owe ASCAP money ("Closed Circuit," April 21), was reported last week to have been cleared away by a compromise.

Charles H. Tower of Corinthian Broadcasting, chairman of the all-industry committee, estimates in a letter transmitting the 33-page contract to stations that over its full 10-year term the new deal will save stations approximately $53 million, assuming a 6% growth in TV-station revenues each year.

This estimate coincides with earlier projections that over the 10-year span TV stations would pay ASCAP $48 million less than they would under the old contract, and in addition will get back $5 million in overpayments made under the old contract while the new one was being negotiated (BROADCASTING, Aug. 26, 1968).

The saving will be more than that if the annual industry growth rate exceeds 6%—and will be less than that if it drops below 6%—because the new contract employs a stair-step formula in which the rate declines as industry revenues increase.

Looking at it another way, Mr. Tower and his committee associates have estimated that with a 6% annual revenue increase, stations would pay ASCAP a 10-year total of $172 million in commercial fees under the old rate, as against $133 million under the new. In addition to this projected $39-million saving on commercial fees, a reduction in the sustaining fee—which has been yielding about $2.4 million a year from TV stations—is expected to produce a $9-million saving over the 10-year period.

These figures do not include ASCAP payments by network-owned TV stations, which negotiated a separate agreement in 1964, or by the TV networks, which are in the process of negotiating contracts based not on a percentage of

Mr. Tower

revenues but on fixed-dollar amounts (see page 61).

TV network o&o's reportedly paid ASCAP $2.8 million in commercial and $300,000 in sustaining fees in 1966, latest year for which authoritative estimates are available, while the TV networks themselves are said to have paid between $10 million and $11 million.

Radio networks and stations are covered in separate agreements with the music-licensing organization. Radio stations are believed to be paying ASCAP about $12 million a year, and radio networks are currently paying $480,000 a year under an interim court order pending settlement on a new contract.

In his letter to TV stations, Mr. Tower says the all-industry committee regards the new agreement as "a good contract" and "we strongly and unanimously recommend its approval by all television stations." He concedes that "it is rare in a negotiation to get considerable progress toward our goal of getting a fair rate for music. Moreover, we are convinced that it is the best agreement that could be negotiated under the circumstances, and the result was preferable to going to court at this time."

Mr. Tower is sending copies of the proposed contract to all TV stations, starting today or tomorrow (May 12 or 13). The "great bulk" of the approximately 375 stations that supported the committee—and therefore are listed as petitioners in the law suit that the committee initiated when it was first unable to negotiate an agreement with ASCAP—must signify their approval before the next step can be taken.

That involves going to Judge Sylvester Ryan, who presides over the case in U.S. Southern District Court in New York and who, when most of the petitioning stations have approved the contract, will issue a show-cause order that will go to all TV stations, telling them that he intends to approve the contract unless there is significant opposition on a specified date. If there is no opposition, or if there is opposition but he does not consider it significant, Judge Ryan will then sign the order officially approving the contract.

Traditionally, stations have tended to accept the recommendations of their negotiating committees in cases like this. The alternative is to risk spending the same kind of time and money that the committee has spent, with no assurance that they will get a better deal than the committee has negotiated.

Once Judge Ryan has signed the order, copies of the new contract will be sent out by ASCAP for signature.

Mr. Tower said last week he hoped stations that supported the committee—the petitioners in the lawsuit—would get their approvals back to him within two or three weeks. If they do, the case might finally be wound up next month or early in July.

The new contract cuts the commercial fee for the use of ASCAP music from 2.05% of station revenues (after specified deductions) to a stair-step arrangement consisting of (a) 2% of revenues up to the industry average for 1964-65, and (b) 1% of revenues exceeding the 1964-65 industry average. The sustaining fee is cut 30%.

Each station will have an option to itemize deductions or to use a standard deduction based on percentages of revenues. The optional standard deduction for independent stations provides higher percentages than the one for network affiliates, reflecting the higher program costs of independents, but the committee feels that most affiliates will choose the standard deduction because "it is simpler than itemizing and will probably save money."

The base on which all stations must

pay is essentially all broadcast revenue (including local and national time and program sales, after specified commissions), except revenues from the regular networks, political broadcast revenues and revenues relating to certain types of trade deals.

For network affiliates, itemized deductions are 80% of film or video-tape costs; salary and talent fees of on-air talent for particular programs and talent fees to staff announcers and others within specified limits; rights costs for specific local programs or other special events; remote lines; prizes to participants on a program and 80% of payments made for news service.

For independents, the itemized deductions are the same as for affiliates except that independents may deduct an additional amount equal to 5% of revenues attributable to locally produced remote programs. Those that itemize may also deduct 20% instead of 15% for sales commissions, in addition to the allowable agency commission of up to 15%.

The optional standard deduction for affiliates is 15% of revenue attributable to locally produced remote programs and live programs, plus 10% of all other local revenues. For independents it is 37½% of revenues from locally produced remote programs, 32½% of revenues from other live programs, 10% of revenue from announcements before or within the programs, from "an occasional television network" not licensed by ASCAP, and 25% of all other revenues.

The 30% reduction in sustaining fee is accompanied by a somewhat different formula for computing it.

Some trade deals do not have to be counted as revenues; others do. Among those exempt: announcements broadcast by the station in exchange for films and for certain types of in-store promotions, and announcements broadcast as part of a cross promotion with a radio station or another TV station.

All other trade deals must be reported to ASCAP, including those involving announcements broadcast for a company affiliated with the station.

In the case of cross-promotions with newspapers, a special arrangement has been made: If the newspaper is affiliated in ownership with the station, such announcements are to be reported at 50% of the run-of-schedule card rate; if the newspaper is not affiliated, they are counted at 100% of the run-of-schedule rate.

Alternatively, however, stations may elect to broadcast promotional announcements for ASCAP—on a ratio said to be between one and two ASCAP announcements for every 100 newspaper announcements—instead of treating newspaper trade deals as revenues ("Closed Circuit," March 31).

The contract forms being distributed this week are for blanket licenses, which let stations use as much or as little ASCAP music as they wish and which are the type used by virtually all stations. There is also a per-program license, in which stations pay according to how much ASCAP music they use, but committee officials said this remains "essentially unchanged" from its old form.

In the years since the old contract expired at the end of 1961, stations have been paying ASCAP at the old rates with the understanding that the new ones, when finally agreed upon, would be subject to retroactivity provisions.

The 30% reduction in sustaining fee and the commercial rate of 2% instead of 2.05% are effective as of Jan. 1, 1964; The 2%/1% stair-step formula applies as of Jan. 1, 1966, and other terms of the contract are effective as of Jan. 1, 1968.

Under the agreement, ASCAP is to pay at least 60% of the retroactivity by Dec. 1 this year, at least 20% by Dec. 1, 1970, and the rest by Dec. 1, 1971. Stations must calculate their refunds shortly after the new license goes into effect and may credit them against their next payment or payments to ASCAP. Retroactivity—specifically, how it applies to stations that owe ASCAP money under their old contracts—has been the snag holding up distribution of the forms to stations for the past several weeks. ASCAP had wanted to withhold retroactivity payments from—and not even offer new contracts to—stations that owe it money. The TV committee, however, maintained it had no authority over ASCAP disputes with individual stations.

In a compromise, it was agreed that ASCAP is not obligated to offer new contracts to stations that have refused to pay or file reports, but cannot withhold contracts from those that have been paying and filing.

If a station has been making payments but still has money "indisputably owing" to ASCAP, the society may withhold 50% of that station's retroactivity payments until the dispute is settled (but may not refuse to offer the station a new contract, as it is permitted to do when a radio station "indisputably" owes it money). If the TV station and ASCAP cannot agree on whether money is indisputably owed, the court will decide—to the extent of saying whether 50% retroactivity should be paid but without passing on the merits of the dispute itself.

The new contract is for 10 years from Jan. 1, 1968, but either side will have the right to terminate after six years. The old contract was for five years.

Mr. Tower noted that the all-industry committee represents "all segments of the industry"—"big markets and small markets, independents and affiliated stations."

He paid special tribute to Andrew Murtha, who recently resigned from Time-Life Sations, and Elisha Goldfarb of RKO General, who have shared with him the load of negotiations over the past few years, and to Hamilton Shea of the Gilmore stations and Bob Smith of WCYB-TV Bristol, Va., for "close support roles."

But he also noted that "the entire music committee was involved in all key decisions on both strategy and substance," and singled out Donald Schapiro and Michael O. Finkelstein of the New York law firm of Barrett Knapp Smith and Schapiro, committee counsel, as having made "a major contribution throughout the negotiations."

The high costs of ASCAP music

CBS-TV, NBC-TV agreed to $5-million payment affirmed in '69 contracts

A rare look at the steepening prices that TV networks pay for ASCAP music was provided in court papers last week.

They show that two networks alone—CBS and NBC—are prepared to pay more this year than the best available estimates had indicated all three TV networks paid in 1966.

In separate negotiations with the American Society of Composers, Authors and Publishers, CBS and NBC each has agreed to pay ASCAP $5.68 million for the use of its music on their TV networks in 1969. ABC is still negotiating.

The CBS-NBC total of $11.36 million compares with earlier, unofficial estimates that the three-network total for 1966 came to between $10 million and $11 million. The new figures come from the transcript of a court hearing held a month ago—a hearing that also produced records showing that for the seven years from 1963 through 1969, CBS has paid or agreed to pay ASCAP $33,625,000 while NBC has paid or agreed to pay $31,633,000.

This money is in addition to ASCAP fees paid by the two networks' owned stations, which have a separate ASCAP contract. The ASCAP bill for the TV o&o's of all three networks is believed to have come to about $3.1 million in 1966.

The court hearing, held April 9, dealt with agreements reached between ASCAP and the two networks in settlement of an earlier "agreement" reached in 1964. The court—the U. S. Southern District Court in New York—is involved because ASCAP operates under a Justice Department consent decree. In the 1964 agreement, reached almost three years after the old contract between ASCAP and the TV networks expired, the networks agreed to pay at a rate of 2.5% on revenues up to the 1963 revenue level and 2% on revenues beyond that mark (BROADCASTING, Nov. 2, 1964).

But apparently the agreement could not be implemented to the satisfaction of both sides, at least partly because the advertiser trend in abandoning program sponsorships in favor of buying minutes —which are now sold at prices that incorporate both program costs and time costs—made it increasingly difficult for ASCAP and the networks to agree on what revenues were subject to fees.

Richard G. Green, New York attorney representing CBS, mentioned the trend toward minute buys in explaining to presiding Judge Sylvester L. Ryan how and why the new dollar figures were reached. He said they reflected estimates made by "the CBS people who buy programs" and who know what programs cost and have an idea of what they are likely to earn. The switch from percentages of revenues to fixed-dollar payments, Mr. Green said, also offers a number of other advantages. These include elimination of auditing by ASCAP, reductions in record-keeping and permitting better budgeting in advance.

ASCAP representatives, who included Arthur H. Dean and General Counsel Herman Finklestein, said that from ASCAP's standpoint, the 1969 figure represented a projection based on past knowledge of CBS sales. Mr. Green, however, indicated that CBS did not regard them as reflecting a projection of sales. He said that "the business people felt that they were paying more" —at one point he said "considerably" more—than they would have under the old system, but that they agreed because of the advantages involved.

Judge Ryan said he was "thoroughly convinced of the desirability of . . . having a fixed sum fixed, because it will avoid occasions for disputes and it will permit both ASCAP and [the network] to program their work and to budget their work and their operations." He said he recognized, however, that the situation for stations "is not comparable in many respects" to the network situation, indicating doubt that station contracts could be switched from the percentage-fee to a fixed-sum basis. By coincidence, negotiations for new ASCAP contracts for TV stations—other than those owned by the networks —were nearing completion when the network hearing was held (see page 60).

Judge Ryan said he would approve the CBS-ASCAP agreement, but then a hitch developed. NBC submitted details of its new ASCAP agreement, and it differed in form from the CBS-ASCAP pact. The latter included termination provisions that the former did not.

CBS said it wanted one without termination provisions and would challenge the NBC deal as "discriminatory" if ASCAP refused. CBS officials indicated late last week that they had not yet received a response from ASCAP.

CBS made clear that it was not trying to change the dollar figures it had agreed upon. The new NBC license meanwhile has been signed by both NBC and ASCAP and has been formally approved by Judge Ryan. The CBS-ASCAP agreement remains unsigned. Both the NBC contract and the proposed CBS contract would extend only to Dec. 31 of this year—termination date in the agreement originally reached in 1964. Judge Ryan urged the parties to get busy on a contract to run "four or five years" after 1969.

John F. Sonnett, of the New York law firm of Cahill, Gordon, Sonnett, Reindel & Ohl, counsel for NBC, indicated that NBC's reasons for reaching the agreed-upon fixed-dollar payments were essentially the same as those given by Mr. Green for CBS.

Clarence Fried of Hawkins, Delafield & Wood, New York counsel for ABC, said he understood that negotiations between ABC and ASCAP were under way but incomplete. He did not want the CBS and NBC agreements to be regarded as a precedent for an ABC deal, saying ABC has always felt that it "had to be dealt with on a little separate basis" from the other networks.

The CBS-ASCAP agreement said that CBS paid ASCAP $3,922,576 for music in 1963 and has agreed to pay $92,424 more; paid $4,038,968 and agreed to pay $226,032 more for 1964; and paid $3,958,210 and agree to pay $546,790 more for 1965. The amounts already paid for those three years total $11,919,754 and the additional amounts total $865,246, adding up to $12,785,000.

In addition, CBS has paid or agreed to pay $4,760,000 for 1966, $5,050,000 for 1967 and $5,350,000 for 1968. Of that $15,160,000 total, $3,333,500 remains to be paid.

The $5,680,000 agreed for 1969 brings the CBS total since 1963 to $33,625,000. In addition, it was reported that CBS had agreed to pay an extra $180,000 for 1962 and $450,000 for the period before Dec. 31, 1961, aside from unspecified amounts already paid for those periods.

The NBC agreement said that NBC had paid $3,443,000 for 1963, $3,722,000 for 1964, $3,969,000 for 1965, $4,072,000 for 1966, $4,005,000 for 1967 and $3,742,000 for 1968—a six-year total of $22,953,000—and had agreed to pay "$3 million on top of that, representing an additional payment by way of compromise and settlements of the disputes that were existing between the parties."

NBC's 1963-68 total thus comes to $25,953,000 and the figure rises to $31,633,000 with the addition of the $5.68 million set for 1969. In addition, NBC said it paid ASCAP $3,351,000 for 1962.

The termination provisions that are in the CBS agreement—and that CBS now wants removed—include four for ASCAP and one for CBS.

ASCAP can terminate on three months notice if the average number of CBS-TV's regularly scheduled program hours exceeds a specified level; if the average amount of station-break time available to CBS affiliates drops below certain levels; if the number of CBS affiliates exceeds 223 in any six-month period, and if at any time the number of CBS affiliates having blanket licenses with ASCAP represent less than 90% of the aggregate rates of all CBS affiliates.

The one termination right belonging to CBS reflects a fear of governmental restrictions. This provision gives CBS the right to "terminate on three months notice if FCC or other governmental action prohibits it from offering a network schedule in which entertainment programs occupy more than 50% of the time between 6 p.m. and 11 p.m. or 14 hours per week, whichover is greater."

Lasker medical award goes to NBC News

NBC News and Len Giovannitti, writer, producer and director of the documentary, *The American Alcoholic*, received an Albert Lasker Medical Journalism Award in the television category last week.

Mr. Giovannitti was awarded a $2,500 honorarium and NBC News received an engraved citation and a statuette of the winged victory of Samothrace, symbolizing victory over death and disease. NBC-TV broadcast the one-hour documentary April 12, 1968.

New York City's municipal broadcasting system (WNYC) was given a special citation "for its pioneer work in bringing a broad range of medical and scientific information to the daily attention of the public."

Other winners were Barbara Yuncker, medicine and science writer of the *New York Post*, for her series on the human brain, and C. Gilmore, a free-lance writer, for the article "Instead of a Heart, a Man-made Pump," in the *New York Times Magazine*.

SAG tells Hill it supports pay TV

Pay-TV proponents last week received reaffirmation from an old ally.

The Screen Actors Guild made its advocacy of pay TV known to the U.S. Congress in the form of a resolution. The national board of directors of SAG urged Congress "to permit the orderly development of subscription television as a new business in the field of free enterprise." The board, representing some 17,000 guild members, condemned the motion-picture theater owners of the nation who are seeking "to pressure the Congress to outlaw their potential competition, home pay television, known as subscription TV" ("Closed Circuit," May 5).

In a resolution, voted unanimously at a meeting of the SAG board in Hollywood, the guild told the Congress that the theater owners and operators, "while cynically opposing subscription television, readily adopt, advertise and promote a form of pay television solely for theaters for events such as the Indianapolis 500 mile speedway race and other major sporting events." The resolution contends that a nationwide system of pay TV in the home will provide cultural and entertainment programs without adversely affecting the current form of television in the home. Indeed, says the resolution, pay TV, "through competition will cause free television to extend and improve programing."

Pro basketball shows increased TV ratings

The National Basketball Association climaxed its best television ratings season so far with two playoff games presented in network prime time for the first time.

ABC-TV, which carries regular-season NBA games on Sunday afternoon, devoted about two-and-one-half hours to the final playoff between the Boston Celtics and the Los Angeles Lakers last Monday (May 5), starting at 10 p.m. EDT. A crucial eastern-division game between Boston and the New York Knickerbockers was also broadcast in prime time (7:30-9:30 p.m.) April 18.

National ratings were not available for the May 5 game, but in New York Nielsens the first hour of the contest drew a 12.8 rating against CBS-TV's 17.3 for *Carol Burnett* and NBC-TV's 18.7 for a movie, "The Istanbul Express." The April 18 game rated 8.9 in National Nielsens, as compared with CBS-TV's 19.7 average for *Wild Wild West, Gomer Pyle* and a movie, "Escape from Fort Bravo," and NBC-TV's 18.3 average for *High Chaparral* and *The Name of the Game.*

The ratings are higher than the regular-season average (8.4 rating, 27 share) but lower than the All-Star games, which are also broadcast in prime time. The 1969 All-Star game Jan. 14 achieved a 12.5 rating and a 22 share.

Professional basketball ratings have advanced steadily during the past five years. Nielsen figures showed a 6.0 average rating in 1965, 7.4 in 1966, 7.6 in 1967, 8.2 in 1968 and an 8.4 through April 20, 1969.

'Ludden Gallery' finds home on 21 TV stations

A sales push for the newly announced Metromedia Producers Corp. 90-minute TV series, *Allen Ludden's Gallery*, has initially netted 21 stations.

The new series, which starts next month, is projected as a five-times-weekly showcase of programs containing entertainment "segments," but MPC spokesmen said the segments would not be of the talk-variety type, such as the shows conducted on the three networks by Johnny Carson, Merv Griffin or Joey Bishop.

There are nine segments which feature "word-portraits," comedy, music and guest celebrities. In the plans are the use of vocal groups, some of which—such as the Back Porch Majority—will be on a semi-regular basis. Mr. Ludden is host of the series; H. B. Barnum is musical director; Paul Orr is producer and Jim Jordan is director. Albets Production is currently taping the show in association with MPC.

Stations announced last week by Metromedia include its five stations, WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington, KNEW-TV San Francisco, and KMBC-TV Kansas City. Other stations signed: WWJ-TV Detroit; KBTV(TV) Denver; WCKT(TV) Miami; WTIC-TV Hartford, Conn.; WKBF-TV Cleveland; WKBG-TV Cambridge-Boston; WKBS-TV Burlington, N.J.-Philadelphia; KDTV(TV) Dallas; WCCO-TV Minneapolis-St. Paul; WFLA-TV Tampa-St. Petersburg, Fla.; KPLR-TV St. Louis; KGW-TV Portland, Ore.; KOMO-TV Seattle; WIIC-TV Pittsburgh; WSM-TV Nashville, and WROC-TV Rochester, N.Y.

NFL team protected on CATV carriage

The FCC has authorized Storer Cable TV Inc. to import the distant signal of KHSL-TV Chico, Calif., into the San Francisco market—minus the football games of the San Francisco 49ers.

The 49ers, under contract to CBS, are blacked out in the home territory, but are carried by KHSL-TV, 140 miles from San Francisco. Storer has a franchise for Rohnert Park, Calif.

The petition for complete waiver of the distant-signal rules had been opposed by the National Football League, the 49ers, and KGO(TV) and KPIX(TV), both San Francisco.

The commission said it recognizes the desirability of giving protection to professional football teams, but is concerned with preventing unwarranted restrictions on the choices available to viewers. Concluding that Storer had failed to make a showing sufficient to warrant waiver of a hearing on the matter, the commission invited the firm to explore the question in a hearing.

Except for the "blackout" question, the commission found that importation of KHSL-TV would comply with the interim CATV procedures and would allow Storer to meet its franchise obligations, under which certain specific signals, including KHSL-TV, are to be carried.

CPB gives financial aid to two news shows

Twenty-two week grants from the Corp. for Public Broadcasting will keep news shows at WETA-TV Washington and KQED(TV) San Francisco in operation through September.

CPB announced last week that KQED's *World Press*, a weekly hour review and analysis of world press opinion, will receive $77,000, and WETA-TV's *Washington Week in Review*, a weekly half-hour news summary, will be supported with $47,000.

Washington Week in Review is carried on the interconnected national ETV network. *World Press*, now broadcast on the Western and Eastern Educational Networks, will be in the interconnected system starting in June.

The future of both programs had been uncertain because of lack of adequate financing, according to CPB.

'Truth' triumphs again

Ralph Edwards's *Truth or Consequences* program package, with a track record of 29 years on television and radio, and in TV syndication for the last three years, has been picked up for an additional two years by Metromedia Television. The audience participation show, which features various stunts, had been on radio and television networks for 26 years. It started in syndication, via Metromedia, as a nightly strip three seasons ago. The new contract extends the syndication deal for two more seasons. *Truth or Consequences,* which originates in Hollywood at KTTV(TV), now is playing on 111 stations in the U.S. and Canada.

NBC draws 106 Emmy nominations

ABC, CBS have 69 each, NET gets 25; 'Laugh-In' is top nominated show with 11

NBC-TV, led by its top-rated *Rowan and Martin's Laugh-In* series, dominated the nominations for the 1968-69 Emmys announced last week in New York and Hollywood by The National Academy of Television Arts and Sciences. Network programs, personalities and craftsmen representing NBC-TV accounted for 106 of the 283 nominations voted by the more than 7,000 members of 10 NATAS chapters.

Laugh-In, which according to ratings was the nation's most popular prime-time series for most of the season, received 11 nominations, the greatest number of nominations for a program in the entertainment area.

A total of 69 Emmy nominations to each network was awarded to ABC and CBS television network and news programs and personnel. The National Educational Television network received 25 nominations, while 14 nominations were voted in the syndicated programing field.

Of the 283 nominations, 156 were for news and documentary programs as compared with 127 for entertainment achievements. Excellence in news, documentary and special events — and achievements by individuals in these areas—are covered by nominations in five categories in which there may be more than one winner each. This year, for the first time, the winners of the news and documentary achievement awards will be made known May 26, two weeks prior to the announcement of the entertainment achievement awards on national television. All the 1968-69 Emmy awards, however, will be presented during a special 90-minute telecast Sunday, June 8 on CBS-TV from 10-11:30 p.m., EDT.

The score for nominations among networks in the entertainment field were 61 for NBC-TV, 35 for CBS-TV and 25 for ABC-TV. In news and documentary, NBC-TV again led with 45 nominations to 44 for ABC-TV and 34 for CBS-TV. NET picked up 20 nominations in the news and documentary area and added another five in entertainment programs. The syndication field scored with 13 nominations in news and documentary achievements to go along with a single nomination in entertainment. ABC-TV's 69 Emmy nominations amounted to 13 more than it received the previous season.

Next to *Laugh-In*, CBS-TV's *Mission: Impossible* received the most nominations among network entertainment programs with eight.

A special dramatic series, NBC-TV's *Hallmark Hall of Fame*, however, received nine nominations, seven for the program "Teacher, Teacher," and two for the production of "The Admirable Crichton." A drama about a retarded child, "Teacher, Teacher," presented on Feb. 5, was the single most nominated program of the season. "The People Next Door," a drama about narcotics addiction presented by the *CBS Playhouse*, received four nominations.

Six first-year entertainment series, *Julia, The Name of the Game, The Ghost and Mrs. Muir, That's Life, Hawaii-Five-O* and *Ironside* all received nominations. *Julia*, generally rated as the most popular new show of the season, led the way with four mentions. Also honored were six series that were canceled by their originating networks, *Get Smart, The Ghost and Mrs. Muir, Judd for the Defense, The Smothers Brothers Comedy Hour, Star Trek* and *That's Life* (the first two mentioned were dropped by NBC but subsequently reprieved by CBS and ABC). Each received multiple nominations with the controversial *Smothers Brothers* series, dropped by CBS-TV, nominated for Emmys in two categories. *Judd* and *Star Trek* each received four nominations.

The 21st annual Emmy awards will be presented in dual ceremonies in Santa Monica Municipal Auditorium on the West Coast and in Carnegie Hall in New York. Bill Cosby will be host for the West Coast portion, while Merv Griffin serves as his East Coast counterpart. Emmy award winners will be selected from the nominations made by so-called blue-ribbon panels, composed of an undisclosed number of individuals from television, motion pictures, the theater and the academic world who vote by secret ballot. This year, in an another first, the nominating ballots were in the form of computer punch-cards that were tabluated through the Computer Center and Communication Arts Department, Cinema and Television, Loyola University, Los Angeles.

Outstanding achievement within regularly scheduled news

Frank Bourgholtzer, reporter, for coverage of Russian naval emergence in Mediterranean, *Frank McGee Report* (3/31/68), NBC.

Fred Briggs, reporter, for coverage of the campaign to obtain black lung compensation, *Huntley-Brinkley Report* (1/14, 2/21, 2/26, 3/10/69), NBC.

Heywood Hale Broun, special correspondent, for special sports reporting, *CBS Evening News with Roger Mudd* (various dates of Saturday broadcast), CBS.

John Chancellor, reporter, for coverage of 1968 political campaign, *Huntley-Brinkley Report* (9/18, 9/26, 10/7, 10/15, 10/22, 10/23/68), NBC.

Coverage of hunger in the U.S., Wallace Westfeldt, executive producer, *Huntley-Brinkley Report* (12/23/68, 2/17, 2/18, 2/21, 3/3, 3/10, 3/11/69), NBC.

Debate between Senator Robert F. Kennedy and Senator Eugene McCarthy, Peggy Wheedon, producer, *Issues and Answers* (6/1/68), ABC.

Peter Jennings, for report on slaughter of baby seals, *ABC Evening News with Frank Reynolds* (4/16/68), ABC.

Charles Kuralt, correspondent: James Wilson, cameraman, and Robert Funk, soundman for "On The Road," *CBS Evening News with Walter Cronkite*, (various dates of broadcast), CBS.

John Laurence, correspondent, for "Police After Chicago", *CBS Evening News with Walter Cronkite* (various dates of broadcast), CBS.

Recap of Senator Robert F. Kennedy funeral, Sid Darion, executive producer, *ABC Weekend News* (6/8/68), ABC.

Frank Reynolds, for commentaries, *ABC Evening News with Frank Reynolds* (6/3, 8/27, 11/6/68), ABC.

Morley Safer, correspondent, for coverage of "Nigerian-Biafran War", *CBS Evening News with Walter Cronkite* (10/4/68), CBS.

Eric Sevaried, correspondent, for "Analysis", *CBS Evening News with Walter Cronkite* (various dates of broadcast), CBS.

Howard K. Smith, for commentaries, *ABC Evening News with Frank Reynolds* (3/13, 5/21, 12/24/68), ABC.

Liz Trotta, reporter, for coverage of Vietnam War, *Huntley-Brinkley Report* (8/68-2/69), NBC.

Outstanding achievement in coverage of special events

Apollo: A Journey to the Moon, (flights 7, 8 and 9), James Kitchell, producer, NBC News specials (10/11-22/68; 12/21-27/68; 3/3-13/69), NBC.

Assassination and funeral of Senator Robert F. Kennedy, Walter J. Pfister Jr., executive producer, (6/5, 6/8/68), ABC.

Jules Bergman and Ralph Lapp discussions on manned space programs—Apollo 8. Walter J. Pfister Jr., executive producer, *Space '68* (12/21/68), ABC.

Chicago Democratic convention coverage, George Murray, executive producer, NBC News special (8/26-8/29/68), NBC.

Coverage of the Democratic convention and surrounding events, Robert Wussler, executive producer, CBS News special reports and special broadcasts (8/26-8/29/68), CBS.

Coverage of Robert F. Kennedy assassination and aftermath, Ernest Leiser, William Small, Don Hewitt and Robert Wussler, executive producers, CBS News special reports and special broadcasts (6/5-6/8/68), CBS.

Coverage of Martin Luther King assassination and aftermath, Robert Wussler, Ernest Leiser and Burton Benjamin, executive producers, CBS News special reports and special broadcasts (4/4-4/9/68), CBS.

News analysis, Ned Schnurman, executive producer, *The President's Farewell* (1/14/69), NET.

News analysis, Jim Karayn, executive producer, *The Nixon Administration* (1/20/69), NET.

The Invasion of Czechoslovakia—Aug. 20, 1968, Robert Shafer, producer, NBC News special (8/21/68), NBC.

Unconventional convention coverage, Walter J. Pfister Jr., executive producer, *The Race to the White House* (8/7, 11/5/68), ABC.

Outstanding news documentary program achievement

"Appalachia: Rich Land, Poor People", Jack Willis, producer, *NET Journal* (11/11/68), NET.

"Bias and the Mass Media, Part I", Hubbell Robinson and Stephen Fleischman, executive producers, *Time for Americans* (6/27/68), ABC.

CBS Reports: Campaign American Style, Jay McMullen, producer, (5/28/68), CBS.

CBS Reports: Hunger in America, Martin Carr, producer, (5/21/68), CBS.

"Cities Have No Limits", Fred Freed, executive producer, *White Paper: The Ordeal of the American City* (9/13/68), NBC.

Elegy and Memory, Thomas Wolf, executive producer, (6/6/68), ABC.

"Free at Last (Martin Luther King)", Greg Shuker, producer, *Public Broadcast Laboratory* (4/7/69), NET.

Hanoi: A Report by Charles Collingwood, Charles Collingwood, producer, (4/16/68), CBS.

Heart Attack!, Lester Cooper, producer, (2/10/69), ABC.

"Home Country, USA", Robert Rogers, producer, *American Profile* (4/5/68), NBC.

Robert Kennedy Remembered, Charles Guggenheim, producer, (8/26/68), Guggenheim Productions Inc. (ABC, CBS and NBC)

"Law and Order", Frederick Wiseman, producer, *Public Broadcast Laboratory* (3/2/69), NET.

Of Black America, Perry Wolff, executive producer, (series), CBS.

Russia in the Mediterranean, George Murray, executive producer, special (3/16/69), NBC.

"Still a Brother". William Greaves and William Branch, producers. *NET Journal* (4/29/68), NET.

The Cities: A City Is to Live in; Dilemma in Black and White; To Build the Future, Ernest Leiser, executive producer, (6/24, 6/25, 6/26/68), CBS.

View from Space, James Benjamin, producer, (2/9/69), ABC.

"The Whole World Is Watching", Av Westin, executive producer, *Public Broadcast Laboratory* (12/22/68), NET.

Outstanding cultural documentary and "magazine-type" program or series achievement

"Birth and Death," Arthur and Evelyn Barron, producers. *Public Broadcast Laboratory* (12/1/68), NET.

"Black Journal No. 1," Alvin H. Perlmutter, executive producer, *NET Journal* (6/12/68), NET.

Children's Letters to God, Lee Mendelson and Frank Buxton, producers, (2/16/69) Lee Mendelson Film Productions (NBC).

"Cosmopolis: Big City 2000 A.D.," John H. Secondari and Helen Jean Rogers, producers, *Man and His Universe* (1/13/69) John H. Secondari Productions (ABC).

Don't Count the Candles, William K. McClure, producer, (3/26/68), CBS.

"Down to the Sea in Ships," Donald B. Hyatt, producer. *Project XX* (12/15/68), NBC.

"Ecce Homo," Doris Ann, producer, *Southern Baptist Hour* (1/15/69), NBC.

First Tuesday, Eliot Frankel, executive producer, (2/4/69), NBC.

Hemingway's Spain—A Love Affair, Lester Cooper, producer, (10/21/68), ABC.

How Life Begins, Jules Power, executive producer, (3/26/68), ABC.

Ingmar Bergman interview. Lewis Freedman, producer, *Public Broadcast Laboratory* (4/14/68), NET.

"Jazz: The Intimate Art," Robert Drew and Mike Jackson, producers, *Bell Telephone Hour* (4/26/68), Drew Associates (NBC)

Jesse Owens Returns to Berlin, Bud Greenspan, producer, (3/29/68), Cappy Productions, Inc. (syndicated).

John Steinbeck's Travels with Charley, Lee Mendelson, executive producer, (3/17/68), Lee Mendelson Film Productions, (NBC).

Justice Black and The Bill of Rights, Burton Benjamin, producer, (12/3/68), CBS.

"Love in a Sexy Society," Caroline Rakestraw, executive producer, *One Reach One* (11/3/68), The Episcopal Radio-TV Foundation (syndicated).

"Man Who Dances: Edward Villella," Robert Drew and Mike Jackson, producers, *Bell Telephone Hour* (3/8/68), Drew Associates, (NBC).

"Margaret Mead's New Guinea Journal," Craig Gilbert, producer, *NET Festival* (12/3/68), NET.

Once Upon a Wall—The Great Age of Fresco, Peter Davis, producer, (3/10/69), CBS.

One Nation Indivisible, Dick Hubert Sr., producer, (5/20/68), Westinghouse Broadcasting Co. (syndicated).

One Reach One, Caroline Rakestraw, executive producer, (series), The Episcopal Radio-TV Foundation (syndicated).

"Rembrandt and the Bible," Aram Boyajian, producer, *Directions* (11/10/68), ABC.

"Reptiles and Amphibians," Walon Green, producer, Robert Doyle, executive producer for National Geographic Society, *National Geographic Special* (12/3/68), Metromedia Producers Corp., (CBS).

60 Minutes, Don Hewitt, executive producer, (series), CBS.

"Sunken Treasure," Alan Landsburg and Jacques Cousteau, executive producers, *The Undersea World of Jacques Cousteau* (3/4/69), Metromedia Producers Corp., (ABC).

The Actor, James Fleming, producer, (3/15/68), ABC.

The American Alcoholic, Len Giovannitti, producer, (4/12/68), NBC.

The Big Little World of Roman Vishniac, Craig Fisher, producer, (5/24/68), NBC.

The Confrontation, Emile de Antonio, producer, (4/5/68), ABC.

"The Endless Thread," Caroline Rakestraw, executive producer, *One Reach One* (5/26/68), The Episcopal Radio-TV Foundation (syndicated).

The Great American Novel, Arthur Barron, producer, (4/9/68), CBS.

"The New Voice of Watts," Stuart Schulberg, producer, *NBC Experiment in Television* (3/17/68), NBC.

"The Road to Gettysburg," John H. Secondari and Helen Jean Rogers, producers, *The Saga of Western Man* (12/9/68), John H. Secondari Productions, (ABC).

The Savage Heart: A Conversation with Eric Hoffer, Perry Wolff, producer, (12/28/68), CBS.

The Secret of Michaelangelo: Every Man's Dream, Milton A. Fruchtman, producer, (12/5/68), Capital Cities Broadcasting Corp., (ABC).

The Sense of Wonder, Jules Power, executive producer, (11/13/68), ABC.

"The Unexpected Voyage of Pepito and Cristobal," Warren V. Bush, producer, *The Undersea World of Jacques Cousteau* (1/13/69), Metromedia Producers Corp., ABC.

"Whales," Alan Landsburg and Jacques Cousteau, executive producers, *The Undersea World of Jacques Cousteau* (11/8/68), Metromedia Producers Corp., (ABC).

"What Color Is the Wind?," Allan Grant, producer, *NBC Experiment in Television* (4/14/68), Allan Grant, (NBC).

What Manner of Man, Shelby Storck, producer, (10/24/68), Shelby Storck and Co. (syndicated).

Outstanding achievement by individuals in coverage of special events

Jules Bergman, science editor, for commentary, *Space '68* (12/21/68), ABC.

William Boyle, Dennis Dalton, Gene Farinet and Arthur Lord, writers, *Apollo: A Journey to the Moon* (Flight Nos. 7, 8 and 9) NBC News specials (10/11-22/68; 12/21-27/68; 3/3-13/69), NBC.

Vern Diamond, director, Coverage of the

Democratic convention and surrounding events—CBS News special reports and special broadcasts (8/26-8/29/68), CBS.
Delos Hall, cameraman, Coverage of the Democratic convention and surrounding events—CBS News special reports and special broadcasts (8/26-8/29/68), CBS.
Chet Huntley, David Brinkley, Sander Vanocur, John Chancellor, Frank McGee and Edwin Newman, news reporters, for team coverage, Chicago Democratic convention coverage—NBC News special (8/26-8/29/68), NBC.
William H. Lawrence, national affairs editor, for commentaries, Assassination and funeral of Senator Robert F. Kennedy (6/5, 6/8/68), ABC.
Frank McGee, reporter, *Apollo: A Journey to the Moon* (flight nos. 7, 8 and 9)—NBC News specials (10/11-22/68; 12/21-27/68; 3/3-13/69), NBC.
Anthony Messuri, director, *Apollo: A Journey to the Moon* (flight nos. 7, 8 and 9)—NBC News special (10/11-22/68; 12/21-27/68; 3/3-13/69), NBC.
Dan Rather, reporter, Coverage of the Democratic convention and surrounding events—CBS News special reports and special broadcasts (8/26-8/29/68), CBS.
Frank Reynolds, commentator, Assassination and funeral of Senator Robert F. Kennedy (6/5, 6/8/68), ABC.
Howard K. Smith, commentator, *The Race to the White House* (11/5/68), ABC.
Mike Wallace, reporter, Coverage of the Democratic convention and surrounding events—CBS News special reports and special broadcasts (8/26-8/29/68), CBS.

Outstanding achievement by individuals in news documentary programs

Charles Austin, cinematographer, "Cities Have No Limits"—*White Paper: The Ordeal of the American City* (9/13/68), NBC.
Mili Bonsignori, film editor, *CBS Reports: Hunger In America* (5/21/68), CBS.
Mili Bonsignori and Morton Rosenfeld, film editors, *The View from Space* (2/9/69), ABC.
René Bras, animation, *The View from Space* (2/9/69), ABC.
Bill Brayne, cameraman, "Law and Order"—*Public Broadcast Laboratory* (3/2/69), NET.
Charles Collingwood, reporter, *Hanoi: A Report by Charles Collingwood* (4/16/68), CBS.
David Culhane, reporter, *CBS Reports: Hunger in America* (5/21/68), CBS.
Joseph Louw, reporter, "Free at Last (Martin Luther King)," *Public Broadcast Laboratory* (4/7/69), NET.
Desmond McElroy and Darold Murray, film editors, "Home Country, USA," *American Profile* (4/5/68), (NBC).
Darold Murray, supervising film editor, "Cities Have No Limits," *White Paper: The Ordeal of the American City* (9/13/68), NBC.
Richard Norling, cameraman, "Home Country, USA," *American Profile* (4/5/68), NBC.
Richard Roy, cameraman, *Heart Attack!* (2/10/69), ABC.
Frederick Wiseman, director, "Law and Order," *Public Broadcast Laboratory* (3/2/69), NET.
Frederick Wiseman, writer, "Law and Order," *Public Broadcast Laboratory* (3/2/69), NET.
Perry Wolff and Andy Rooney, writers, "Black History: Lost, Stolen or Strayed," *Of Black America* (7/2/68), CBS.

Outstanding achievement by individuals in cultural documentary and "magazine-type" programs or series

Ralph Bellamy, host, *One Reach One* (series), The Episcopal Radio-TV Foundation (syndicated).
Warren V. Bush, writer, "Sunken Treasure," *The Undersea World of Jacques Cousteau* (3/4/69), Metromedia Producers Corp., (ABC).
Patrick Carey, Ron Headford, James Godfrey and Lewis McLeod, cameramen, *Hemingway's Spain—A Love Affair* (10/21/68), ABC.
Walt DeFaria and Sheldon Fay Jr., directors, *John Steinbeck's Travels with Charley* (3/17/68), Lee Mendelson Film Productions, (NBC).
Walter Dombrow and Jerry Sims, cinematographers, *The Great American Novel* (4/9/68), CBS.
Walter Essenfeld, Nils Rasmussen and Samuel Cohen, film editors, "The Road to Gettysburg," *The Saga of Western Man* (12/9/68), John H. Secondari Productions, (ABC).
Joseph Fackovec, Reg Browne and Pierre Vacho, film editors, *What Manner of Man* (10/24/68), Shelby Storck and Co. (syndicated).
Sheldon Fay Jr., cameraman, *John Steinbeck's Travels with Charley* (3/17/68), Lee Mendelson Film Productions, (NBC).
Arthur Fillmore and Lazlo Pal, cameramen, *What Manner of Man* (10/24/68), Shelby Storck and Co. (syndicated).
Milton A. Fruchtman, director, *The Secret of Michaelangelo: Every Man's Dream* (12/5/68), Capital Cities Broadcasting Corp., (ABC).
Craig Gilbert, director, "Margaret Mead's New Guinea Journal," *NET Festival* (12/3/68), NET.
Craig Gilbert, writer, "Margaret Mead's New Guinea Journal," *NET Festival* (12/3/68), NET.
Leon Gluckman, director, *The Actor* (3/15/68), ABC.
Allan Grant, cameraman, "What Color Is the Wind?," *NBC Experiment in Television* (4/14/68), Allan Grant, (NBC).
Marshall Flaum, writer, "What Color Is the Wind?," *NBC Experiment in Television* (4/14/68), Allan Grant, (NBC).
Bud Greenspan, director, *Jesse Owens Returns to Berlin* (3/29/68), Cappy Productions, (syndicated).
Bud Greenspan, writer, *Jesse Owens Returns to Berlin* (3/29/68), Cappy Productions, (syndicated).
William B. Hartigan, cameraman, "The Road to Gettysburg," *The Saga of Western Man* (12/9/68), John H. Secondari Produc-

Tommy Smothers back in Washington

This time he's joined by Nicholas Johnson in decrying 'censorship' before House group

Television entertainer Tommy Smothers, currently between paid engagements, finally found a congressional forum in which to air his views on network editorial control last week. FCC Commissioner Nicholas Johnson, sharing the platform with Mr. Smothers, helped precipitate a controversy as to just what had been said or not said during a part of the meeting that was closed to outsiders.

Messrs. Smothers and Johnson spoke and answered questions before a meeting of the House Democratic Study Group, an extra-curricular information-oriented organization of about 150 congressmen, who support its activities with contributions. At the point of peak attendance, between 30 and 35 were present in a hearing room borrowed for the Smothers-Johnson performance. Among them were at least four members of the House Commerce Committee, including Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.)

The man who said he caused it all to happen, DSG staff director Richard Conlon, later said he was astonished at the fuss the program engendered, citing intense interest by outsiders, including broadcasting interests, in what had taken place. A large part of the flap, it was indicated at the DSG and elsewhere, revolved around what Commissioner Johnson said or didn't say about the commission's possible role in matters of corporate control of television programing.

After introductions, Commissioner Johnson opened the program with a 15 or 20-minute off-the-cuff talk stressing arguments, also made previously by Mr. Smothers, that unless prodded, broadcasters tended to avoid sticky controversy, giving little or no exposure to a range of viewpoints more liberal than the establishment positions. Cited in particular was national exposure to black-lung problems of coal miners, which, the commissioner said, were late in coming to national attention through the electronic media.

At the end of his presentation, Commissioner Johnson reportedly made a strong disclaimer of any personal opinion on the merits of the Smothers brothers' dispute with CBS and on any role the commission might have to play in that particular case or in the larger problem of suppression of controversial material by corporate interests. His caution, he explained, stemmed from the possibility that such matters might conceivably come before the commission, it was reported.

Part of the subsequent interest in his remarks resulted from contrary reports from several of the congressmen present. One said it was his understanding that Commissioner Johnson expressed a likelihood (or a "hope," and then an "expectation") that there would be FCC action on the problem. Several others, discussing the situation during a quorum call that interrupted the session, wondered whether, in fact, the commissioner had already disqualified himself.

But Mr. Conlon, after reviewing a tape recording made by a DSG staff member at Commissioner Johnson's behest to guard against misinterpretations, told BROADCASTING he found nothing in the record to substantiate any understanding that Commissioner Johnson had either put himself in favor of, or in expectation of, commission action. He added that the disclaimer of any particular interest came through loud and clear. Mr. Conlon said late in the week that a transcript of the recording was being made.

Later in the program, during a question-and-answer session, Representative Robert C. Eckhardt (D-Tex.), a Commerce Committee member, asked Commissioner Johnson why the FCC didn't "take an interest" in the lack of programing for minority viewpoints. "So far, there's not even a commission

tions, (ABC).
Dick Hubert, writer, *One Nation Indivisible* (5/20/68), Westinghouse Broadcasting Co. (syndicated).
Mike Jackson, director, "Man Who Dances: Edward Villella," *Bell Telephone Hour* (3/8/68), Drew Associates, (NBC).
Norton Juster and Stuart Hample, writers, *Children's Letters to God* (2/6/69), Lee Mendelson Film Productions, (NBC).
Alan Landsburg and Walon Green, writers, "Reptiles and Amphibians"—*National Geographic Special* (12/3/68), Metromedia Producers Corp., (CBS).
Jules Laventhol, film editor, *Don't Count the Candles* (3/26/68), CBS.
Richard Leiterman, director of photography, "Margaret Mead's New Guinea Journal," *NET Festival* (12/3/68), NET.
Abbot Mills, cameraman, "Man Who Dances: Edward Villella," *Bell Telephone Hour* (3/8/68), Drew Associates, (NBC).
John Oettinger, Frank Host and Paul Galan, film editors, *One Nation Indivisible* (5/20/68), Westinghouse Broadcasting Co. (syndicated).
Tom Pettit, producer, "CBW: The Secrets of Secrecy," *First Tuesday* (2/4/69), NBC.
Laurence D. Savadove, writer, "Whales," *The Undersea World of Jacques Cousteau* (11/18/68), Metromedia Producers Corp., (ABC).
John H. Secondari, writer, "Cosmopolis: Big City 2000 A.D.," *Man and His Universe* (1/13/69), John H. Secondari Productions, (ABC).
John H. Secondari, writer, "The Road to Gettysburg," *The Saga of Western Man* (12/9/68), John H. Secondari Productions, (ABC).
Lord Snowdon, cinematographer, *Don't Count the Candles* (3/26/68), CBS.
John Soh, film editor, "Whales" and "Sunken Treasure," *The Undersea World of Jacques Cousteau* (11/18/68 and 3/4/69), Metromedia Producers Corp., (ABC).
John Steinbeck, writer, *John Steinbeck's Travels with Charley* (3/17/68), Lee Mendelson Film Productions, (NBC).
Shelby Storck, narrator, *What Manner of Man* (10/24/68), Shelby Storck and Co., (syndicated).
Shelby Storck, writer, *What Manner of Man* (10/24/68), Shelby Storck and Co., (syndicated).
Walter Stuart, director, *Hemingway's Spain—A Love Affair* (10/21/68), ABC.
John Teeple, film editor, "Ecce Homo," *Southern Baptist Hour* (1/5/69), NBC.
Thomas Tomizawa, producer, "College for the New Generation," *First Tuesday* (2/4/69), NBC.
Kenneth Tynan, writer, *The Actor* (3/15/68), ABC.
Joseph Vadala, photographer, "Ecce Homo," *Southern Baptist Hour* (1/5/69), NBC.
Mike Wallace and Harry Reasoner, reporters, *60 Minutes* (series), CBS.

Outstanding comedy series

Bewitched, William Asher, producer, ABC.
Family Affair, Edmund Hartmann, producer, CBS.
Get Smart, Burt Nodella, producer, NBC.
The Ghost and Mrs. Muir, Stanley Rubin, producer, NBC.
Julia, Hal Kanter, executive producer, NBC.

Outstanding dramatic series

The FBI, Charles Larson, producer, ABC.
Ironside, Cy Chermak, producer, NBC.
Judd for the Defense, Harold Gast, producer, ABC.
The Name of the Game, Richard Irving, Leslie Stevens, David Victor, producers, NBC.
NET Playhouse, Curtis Davis, executive producer, NET.
Mission: Impossible, Bruce Geller, executive producer, CBS.

Outstanding dramatic program; a single program of a series or a special program

"The Execution," William Reed Woodfield, Alan Balter, producers, *Mission: Impossible* (11/10/68), CBS.
Heidi, Frederick Brogger, producer, (11/17/68), NBC.
A Midsummer Night's Dream, Lord Michael Birkett, producer, (2/9/69), CBS.
"The People Next Door," Herbert Brodkin, producer, *CBS Playhouse* (10/15/68), CBS.
"Talking to a Stranger," Michael Bakewell, producer, *NET Playhouse* (four-part presentation), NET.
"Teacher, Teacher," George Lefferts, producer, *Hallmark Hall of Fame* (2/5/69), NBC.

Outstanding variety or musical series

The Carol Burnett Show, Joseph Hamilton, producer, Carol Burnett, star, CBS.
The Dean Martin Show, Greg Garrison, producer, Dean Martin, star, NBC.
Rowan and Martin's Laugh-In, Paul W. Keyes, producer, Dan Rowan and Dick Martin, stars, NBC.
The Smothers Brothers Comedy Hour, Allan Blye and George A. Sunga, producers, Tom and Dick Smothers, stars, CBS.
That's Life, Marvin Marx and Stan Harris, producers, Robert Morse, star, ABC.

Outstanding variety or musical program; a single program of a series or a special program

Barbra Streisand: A Happening in Central Park, Robert Scheerer, producer, Barbra Streisand, star, (9/15/68), CBS.
The Bill Cosby Special, Roy Silver, executive producer, Bill Cosby, star, (3/18/68), NBC.
"Duke Ellington Concert of Sacred Music," Richard Moore and Ralph Gleason, producers, Duke Ellington, star, *NET Playhouse*, NET.
Francis Albert Sinatra Does His Thing, Saul Ilson and Ernest Chambers, producers, Frank Sinatra, star, (11/25/68), CBS.
"The Rite of Spring," Robert Foshko, producer, Zubin Mehta, conductor, *NET Festival*, NET.
Rowan and Martin's Laugh-In, Paul W.

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interest in license renewals," Commissioner Johnson replied.

Also, during the question period, the discussion turned to the problem of other corporate interests that may, as Commissioner Johnson has charged, affect programing decisions. As he did during House Banking and Currency Committee hearings (BROADCASTING, April 28), Commissioner Johnson cited AT&T's pre-emption of National Educational Television interconnections, blocking a debate on the anti-ballistic-missile system. AT&T's subsidiary, Western Electric, he noted, is prime contractor for the ABM. (AT&T corrected the record last week [see page 51].)

Communications Subcommittee Chairman Macdonald said Mr. Johnson had taken his complaints to the wrong forum. His subcommittee, he said, would provide "ready ears" for complaints. But he also took the commissioner to task for "giving innuendos" about AT&T's pre-emption of the NET lines because of an implied interest in the Western Electric ABM contract. The allegation, he noted, was "a serious charge" that should not be made unless backed up by facts.

Throughout the discussion the prevalent impression was that a general problem had been presented for which no one, not the congressmen, the commissioner or the entertainer had a simple solution. At one point Congressman Eckhardt suggested that the commission might devise a rule that, if a program were cancelled while it still had good ratings, that fact would be prima facie evidence that controversial content was being suppressed, automatically triggering a hearing or some other remedial procedure.

Lawsuits were ruled out as too lengthy for protecting rights in a "perishable product." Commissioner Johnson suggested that the public, aided perhaps by the press, should be the final arbiter of programing decisions in general. At any rate, he observed, "decisions should not be made by a committee of frightened financiers."

Mr. Smothers made points with most congressmen present by showing a film of program sequences that he said had been removed from the *Smothers Brothers Comedy Hour* by orders of CBS. Opinions varied as to the humor of the material, but a number noted that none of the material seemed so objectionable that it should not have been aired. A congressman from a Southern state commented that an interracial sequence would have been acceptable in his district.

The genesis of the study-group session with Messrs. Smothers and Johnson, Mr. Conlon reported, came during an earlier meeting with Mr. Smothers when the latter was in Washington to show a film of the program that the network didn't run during the week that the dispute with the brothers ended with the announcement that CBS was canceling the program (BROADCASTING, April 21).

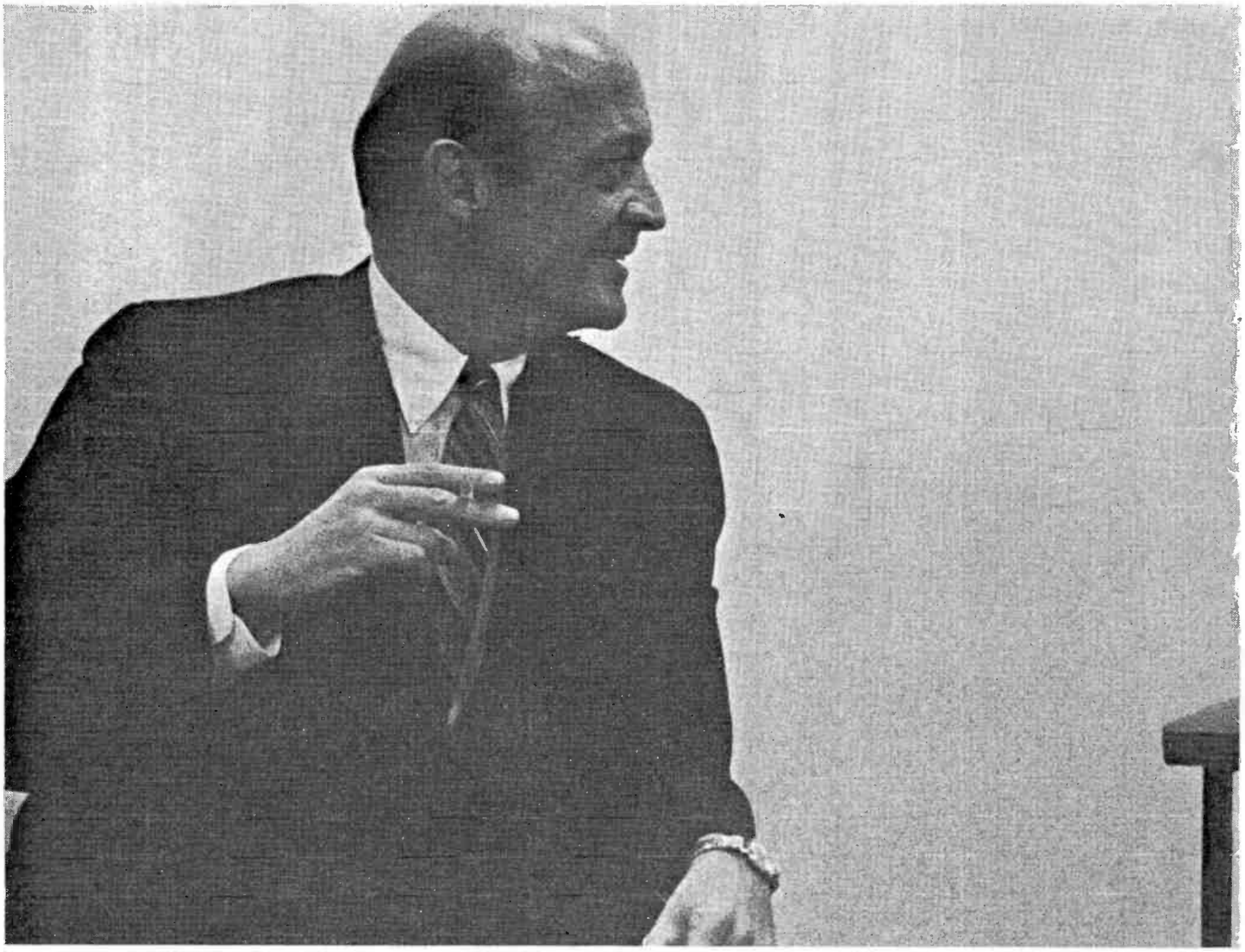
One aim of that screening was to attract legislators, but few came. Mr. Conlon attended, however, and broached the idea of a study-group presentation. Later, he said, he decided to invite Commissioner Johnson to the session, because of the commissioner's known interest in broadcast reform and to add weight to the program.

At last week's meeting, Commissioner Johnson stressed that his appearance was independent of that of Mr. Smothers.

Mr. Smothers told the group that his future plans since the cancellation were still tentative, but that one possibility being worked on was production of three or four specials for airing independently of the networks. No agreement with either NBC or ABC was in sight, he indicated. "We had some nibbles right after the CBS cancellation," he reported, but shortly thereafter the other two networks backed off, Mr. Smothers added.

The specials, if developed, are to be simulcast via special interconnection in, say, the top 30 markets. Also a possibility, "starting maybe in January," he said, was a limited series of perhaps 10 programs, if a large enough interconnection can be lined up. The programs would be bicycled to smaller markets, he said.

"We leave the romancing out of our SRDS ads."



WABC's top sales and promotion men, and their agency man, discuss the strategy of their SRDS ads; identify tanglible results.

Erish: "SRDS is an entirely different kind of book. A buyer's book. When we advertise here our approach is different from what we do with an ad to run in a magazine or copy to be used in a photo-display piece.

"When we decided WABC should be in SRDS we realized that it was important to put in the right kind of copy. Since people use it to get information it lends itself beautifully to advertising that presents detailed facts and figures. It lends itself to detailed analysis of rating structure or descriptions of unusual and interesting events and happenings that surround our station's activity.

"You can count on the SRDS user doing more detailed reading than would be true in, say, a weekly magazine. What we would do there would be to register an impression using exciting graphics. But in Standard Rate the facts you present are more important than graphics."

Williams: "Our ads present the same facts our rep's salesmen present. We reprint our Standard Rate & Data ads and send supplies to all offices of the Blair people who are my strong right arm."

Erish: "Since we view our ads in Standard Rate as being supplemental to the listing, we use the ad space to update information such as Pulse and other research reports."

Eidel: "Since I am both buyer and seller as far as this discussion is concerned, I want to point out that, from personal use, I view Standard Rate as a reference source. So when I prepare ads for WABC I cut through all the romance and lead off with facts that are germane to the buyer's interest."

Williams: "I get calls from our reps and they say 'so-and-so called me because he saw your ad in SRDS and we're going to get a shot at the business.' This is what's gratifying to me.

"The facts that interest them are there. There are many facts and figures but they're presented in simple fashion. They're easy to get and they are always documented.

"And they help us get a shot at the business."

Left to Right: George H. Williams, General Sales Manager, WABC, N.Y.; Andrew Erish, Director of Advertising; Zeneth Eidel, Sr. V. P. & Creative Director of Streisand, Zuch & Freedman, Inc.

"When they turn to our listing and they see that ad, they've got to read it. They'll look at the information in the listing they opened the book to get and they'll read the additional facts and explanations in our ad and we've simply got to get a shot at the business."

Erish: "Look at all the points we cover in this ad. Look at all this information. Look at the figures in here."

Williams: "And this is the same kind of information the reps are presenting."

Eidel: "The Standard Rate users are a captive audience. If they're trying to make a good buy they've got to listen to you. They come for facts and if we give them facts what else can they do but read our ad?

"It's not just media people. It's account people. And ad managers. Whoever it is, they're looking for information. So we give them information.

"Like everyone else in our business I'm always working under pressure. I never have all the time I'd like to have and often I have to make decisions on the basis of what I have right in my office.

"From my point of view Standard Rate & Data is a blessing. If it weren't for Standard Rate I would have to spend a minimum of 48 hours on every preliminary media plan. I would have to get all my information from other people in the agency or from the representatives of all the media I have under consideration. And if I had to do all of this before I could boil my list down to the ones most likely to be viable candidates for the schedule, I'd be slowed down no end. But I can spend two solid hours with Standard Rate & Data and glean what information I need; maybe not all the information I'm going to wind up wanting, but enough to make an intelligent, initial proposal."

Erish: "We, of course, want to present our strengths. But we are also mindful of the buyer's need to have facts always available to suit his convenience."

SRDS **STANDARD RATE & DATA SERVICE, INC.**

the national authority serving the media-buying function
Walter E. Botthof, Chairman of the Board
5201 Old Orchard Road, Skokie, Illinois 60076 312-YO 6-8500
Sales Offices: Skokie • New York • Los Angeles

Keyes, producer, Dan Rowan, Dick Martin and Marcel Marceau, stars, (10/28/68), NBC.

Vladimir Horowitz: A Television Concert at Carnegie Hall, Roger Englander, producer, Vladimir Horowitz, pianist, (9/22/68), CBS.

Outstanding achievement in children's programing

Misterogers' Neighborhood, Fred Rogers, producer, (series), NET.

Walt Disney's Wonderful World of Color, Ron Miller, executive producer, (series), NBC.

Outstanding achievement in daytime programing

The Dick Cavett Show, Don Silverman, producer, (series), ABC.

Hollywood Squares, Merrill Heatter and Robert Quigley, executive producers, (series), NBC.

Outstanding achievement in sports programing

ABC's Wide World of Sports, Roone P. Arledge, executive producer, (series), ABC.

19th Summer Olympic Games, Roone P. Arledge, executive producer, (10/12/68 to 10/27/68), ABC.

Special classification of outstanding program achievements

Broadway '68—The Tony Awards, Alexander Cohen, producer, (4/21/68), NBC.

Firing Line with William Buckley, Warren Steibel, producer, (series), syndicated.

Mutual of Omaha's Wild Kingdom, Don Meier, producer, (series), NBC.

1969 Tournament of Roses Parade, Paul Levitan, producer, (1/1/69), CBS.

Outstanding single performance by an actor in a leading role; a one-time appearance in a series or for a special program

Ossie Davis, "Teacher, Teacher," *Hallmark Hall of Fame* (2/5/69), NBC.

David McCallum "Teacher, Teacher," *Hallmark Hall of Fame* (2/5/69), NBC.

Paul Scofield, "Male of the Species," *Prudential's on Stage* (1/3/69), NBC.

Bill Travers, "The Admirable Crichton," *Hallmark Hall of Fame* (5/2/68), NBC.

Outstanding single performance by an actress in a leading role; a one-time appearance in a series or for a special program

Anne Baxter, "The Bobbie Currier Story," *The Name of the Game* (2/21/69), NBC.

Lee Grant, "The Gates of Cerebus," *Judd for the Defense* (11/15/68), ABC.

Geraldine Page, *The Thanksgiving Visitor*, (11/28/68), ABC.

Outstanding continued performance by an actor in a leading role in a dramatic series

Carl Betz, *Judd for the Defense*, ABC.
Raymond Burr, *Ironside*, NBC.
Peter Graves, *Mission: Impossible*, CBS.
Martin Landau, *Mission: Impossible*, CBS.
Ross Martin, *The Wild, Wild West*, CBS.

Outstanding continued performance by an actress in a leading role in a dramatic series

Barbara Bain, *Mission: Impossible* CBS.
Joan Blondell, *Here Come the Brides*, ABC.
Peggy Lipton, *The Mod Squad*, ABC.

Outstanding continued performance by an actor in a leading role in a comedy series

Don Adams, *Get Smart*, NBC.
Brian Keith, *Family Affair*, CBS.
Edward Mulhare, *The Ghost and Mrs. Muir*, NBC.
Lloyd Nolan, *Julia*, NBC.

Outstanding continued performance by an actress in a leading role in a comedy series

Diahann Carroll, *Julia*, NBC.
Barbara Feldon, *Get Smart*, NBC.
Hope Lang, *The Ghost and Mrs. Muir*, NBC.
Elizabeth Montgomery, *Bewitched*, ABC.

Outstanding single performance by an actor in a supporting role; a one-time appearance in a series or for a special program

Ned Glass, "A Little Chicken Soup Never Hurt Anybody," *Julia* (2/11/69), NBC.

Hal Holbrook, *The Whole World Is Watching*, "World Premiere" (3/11/69), NBC.

Billy Schulman, "Teacher, Teacher," *Hallmark Hall of Fame* (2/5/69), NBC.

Outstanding single performance by an actress in a supporting role; a one-time appearance in a series or for a special program

Pamela Brown, "The Admirable Crichton," *Hallmark Hall of Fame* (5/2/68), NBC.

Anna Calder-Marshall, "Male of the Species," *Prudential's on Stage* (1/3/69), NBC.

Irene Hervey, "The O'Casey Scandal," *My Three Sons* (3/1/69), CBS.

Nancy Kovack, "The Girl Who Came in with the Tide," *Mannix* (2/1/69), CBS.

Outstanding continued performance by an actor in a supporting role in a series

Werner Klemperer, *Hogan's Heroes*, CBS.
Greg Morris, *Mission: Impossible*, CBS.
Leonard Nimoy, *Star Trek*, NBC.

Outstanding continued performance by an actress in a supporting role in a series

Barbara Anderson, *Ironside*, NBC.
Agnes Moorehead, *Bewitched*, ABC.
Susan St. James, *The Name of the Game*, NBC.

Outstanding achievement in children's programing (performers)

Bob Keeshan, *Captain Kangaroo* (series), CBS.

Burr Tillstrom, "The Reluctant Dragon," *NBC Children's Theatre* (3/21/68), NBC.

Outstanding achievement in daytime programing (performer)

Hugh Downs, *Concentration* (series), NBC.

Outstanding achievement in sports programing (performer)

Chris Schenkel, *19th Summer Olympic Games* (10/12/68 to 10/27/68), ABC.

Special classification of outstanding individual achievements (variety performances)

Ruth Buzzi, *Rowan and Martin's Laugh-In* (series), NBC.

Goldie Hawn, *Rowan and Martin's Laugh-In* (series), NBC.

Arte Johnson, *Rowan and Martin's Laugh-In* (series), NBC.

Harvey Korman, *The Carol Burnett Show* (series), CBS.

Outstanding writing achievement in drama; a single program of a series or a special program

JP Miller, "The People Next Door," *CBS Playhouse* (10/15/68), CBS.

Allan E. Sloane, "Teacher, Teacher," *Hallmark Hall of Fame* (2/5/69), NBC.

Ellen M. Violett, "The Experiment," *CBS Playhouse* (2/25/69), CBS.

Outstanding writing achievement in comedy, variety or music; a single program of a series or a special program

Paul W. Keyes, Hugh Wedlock Jr., Allan Manings, Chris Beard, David Panich, Coslough H. Johnson, Marc London, Dave Cox, Jim Carlson, Jack Mendelson, James Mulligan, Lorne E. Michaels, Hart Pomerantz, *Rowan and Martin's Laugh-In* (2/3/69), NBC.

Arnie Rosen, Stan Burns, Mike Marmer, Hal Goldman, Al Gordon, Don Hinkley, Kenny Solms, Gail Parent, Bill Angelos, Alan Kohan, *The Carol Burnett Show* (11/11/68), CBS.

Mason Williams, Allan Blye, Bob Einstein, Murray Roman, Carl Gottlieb, Jerry Music, Steve Martin, Cecil Tuck, Paul Wayne, John Barrett, *The Smothers Brothers Comedy Hour* (2/16/69), CBS.

Outstanding directorial achievement in drama; a single program of a series or a special program

Paul Bogart, "Secrets," *CBS Playhouse* (5/15/68), CBS.

Fielder Cook, "Teacher, Teacher," *Hallmark Hall of Fame* (2/5/69), NBC.

David Greene, "The People Next Door," *CBS Playhouse* (10/15/68), CBS.

Outstanding directorial achievement in comedy, variety or music; a single program of a series or a special program

Greg Garrison, *The Dean Martin Show* (10/17/68), NBC.

Bill Hobin, *The Bill Cosby Special* (3/18/68), NBC.

Gordon Wiles, *Rowan and Martin's Laugh-In* (2/3/69), NBC.

Outstanding achievement in sports programing (directors)

Bill Bennington, Mike Freedman, Mac Hemion, Robert Riger, Andy Sidaris, Lou Volpicelli, Doug Wilson, *19th Summer Olympic Games* (10/12/68 to 10/27/68), ABC.

Outstanding achievement in muical composition; a single program of a series or a special program

Jacques Belasco, *Hemingway's Spain—A Love Affair* (10/21/68), ABC.

Hugo Montenegro, "Take Your Lover in the Ring," *The Outcasts* (10/28/68), ABC.

Lalo Schifrin, "The Heir Apparent," *Mission: Impossible* (9/29/68), CBS.

Morton Stevens, "Hawaii Five-O," *CBS Friday Night Movie* (9/20/68), CBS.

John T. Williams, *Heidi* (11/17/68), NBC.

Outstanding individual achievement in music

Tom Adair, lyricist, *Babar the Elephant* (10/21/68), NBC.

Herb Alpert, arranger and conductor, *The Beat of the Brass* (4/22/68), CBS.

Billy Barnes, special material, *Rowan and Martin's Laugh-In* (10/21/68), NBC.

Mort Lindsey, musical director, *Barbra Streisand: A Happening in Central Park* (9/15/68), CBS.

Outstanding achievement in art direction and scenic design; a single program of a series or a special program

Walter M. Jefferies Jr., art director; John Dwyer, set decorator, "All Our Yesterdays," *Star Trek* (3/14/69), NBC.

Ken Johnson, art director, *Rowan and Martin's Laugh-In* (10/21/68), NBC.

William P. Ross, art director; Lou Hafley, set decorator, "The Bunker," (parts I and II), *Mission: Impossible* (3/2, 3/9/69), CBS.

Outstanding individual achievement in the visual arts

Ray Aghayan, costume designer, *Carol Channing and Pearl Bailey on Broadway* (3/16/69), ABC.

Angel G. Esparza, graphic designer, U.S.S. Pueblo Court of Inquiry *The Huntley-Brinkley Report* (2/9/69 to 3/13/69), NBC.

Bob Mackie, costume designer, *The Carol Burnett Show* (11/4/68), CBS.

Claude Thompson, make-up artist, *And Debbie Makes Six* (3/7/68), ABC.

Outstanding achievement in cinematography; a single program of a series or a special program

George Folsey, *Here's Peggy Fleming* (11/24/68), NBC.

Frank Phillips, "Up-Tight," *Hawaii Five-O* (1/5/69), CBS.

Robert Riger, 19th Summer Olympic Games special reports (10/16/68 to 10/21/68), ABC.

Howard Schwartz, "The Crash," *Land of the Giants* (9/22/68), ABC.

Outstanding achievement in electronic camerawork; a single program of a series or a special program

A. J. Cunningham, technical director; Nick DeMos, Bob Fonarow, Fred Gough,

Radio news used as teaching aid

Bringing the day's current events into his three-room schoolhouse, Eli Mercer, teacher-principal at Wells Memorial School, Chesham, N. H., tunes in WKNE Keene, N. H., to turn his students onto social studies.

His fourth, fifth and sixth grade students listen to CBS Radio *News on-the-Hour*, a 10-minute broadcast by Stuart Novins, takes notes and ask questions.

Using the current Israeli-Arab flare-up as an example, Mr. Mercer said, "By taking such a subject from CBS News and then going to the map to show where it happened within hours after it happened, I involve them and spark their interest appreciably.

"By using these daily broadcasts," he continued, "I feel that my pupils benefit enormously by learning to think and evaluate. When news items recur, which often they do, they have the opportunity to reinforce the concepts they have already learned.

Jack Jennings, Dick Nelson, Rick Tanzi, Ben Wolf, cameramen, "The People Next Door," *CBS Playhouse* (10/15/68), CBS.

Ted Dangel, technical director; Frank Biondo, cameraman, "Our First Fight," *That's Life* (2/4/69), ABC.

Karl Messerschmidt, technical director; Roy Holm, Bob Keyes, Wayne Nostaja, Tony Yarlett, cameramen, *Petula* (4/2/68), NBC.

Special classification of outstanding individual achievement (special photographic effects)

Van Der Veer Photo Effects, Howard A. Anderson Co., The Westheimer Co., and Cinema Research, "The Tholian Web," *Star Trek* (11/15/68), NBC.

Outstanding individual achievement in electronic production

Bill Cole, audio engineer, *TCB* (12/9/68), NBC.

John Freschi, lighting director, *H. Andrew Williams Kaleidoscope Co.* (4/28/69), NBC.

Robert Guhl, Jim Stewart, Larry Jones, audio engineers, "A Hint of Darkness, A Hint of Light," *The Mod Squad* (2/11/69), ABC.

Arthur Schneider, video-tape editor, *Rowan and Martin's Laugh-In* (9/16/68), NBC.

Bruce Verran and John Teele, video-tape editors, *Rowan and Martin's Laugh-In* (2/3/69), NBC.

Outstanding achievement in film editing: a single program of a series or a special program

John C. Fuller, Patrick Kennedy, Igo Kanter, Frank McKelvey, *Chrysler Presents the Bob Hope Christmas Special* (1/16/69), NBC.

Sidney Katz, "Teacher, Teacher," *Hallmark Hall of Fame* (2/5/69), NBC.

Bill Mosher, "An Elephant in a Cigar Box," *Judd for the Defense* (2/28/69), ABC.

Donald R. Rode, "Assignment: Earth," *Star Trek* (3/29/69), NBC.

Documentary finalists

An Expedition into the Stone Age, Nippon Television Network, Tokyo.

Archeology, Film Polski, Warsaw.

Christmas Eve in Biafra, Independent Television News, London.

The Last Campaign of Robert Kennedy, Swiss Broadcasting and Television, Zurich.

Life, Death and Japanese Music, Mainichi Broadcasting System, Osaka, Japan.

Entertainment finalists

A Scent of Flowers, Canadian Broadcasting Corp., Toronto.

Blesseth Is One, Hiroshima Telecasting Co., Hiroshima, Japan.

Pavoncello, Film Polski, Warsaw.

Star Quality, Thames Television Ltd., London.

The Caesars—Claudius, Granada Television Ltd., London.

Novus takes aim on now-type programing

Novus Productions Inc., New York, has been formed to produce contemporary TV programing and its first venture is a half-hour daily talk-variety show.

The Happening People, the first series is designed to reach the 18-35 audience. It is aimed for fall showing and is being syndicated by Teledynamics Corp., New York.

Novus is at 165 West 46th Street, New York 10036.

WCBS critic cool to CBS-TV drama

Loring Mandel's "Shadow Game", the final *CBS Playhouse* production on CBS-TV in the 1968-69 season, didn't quite pan out in the view of the critic who broadcasts for CBS-owned WCBS in New York.

In a preview broadcast twice last Wednesday morning (May 7), the station's theater and film critic, David Goldman, gave the 90-minute teleplay good marks for production and acting, but a failing grade on the script. His two-minute preview was broadcast about 8 a.m. and 11:15 a.m. The telecast was on CBS-TV that night at 9:30 (EDT).

Under CBS's new policy adopted this spring, critics are given the opportunity to screen various offerings in advance of the air date.

"Shadow Game" is an office drama of which Mr. Goldman said: "The idea of a group of supposedly civilized people breaking down into animals when they are caught in an unexpected primitive situation [power blackout] is so old that even Tarzan got tired of it." Noting that he found Paul Bogart's direction "fluid and understated in a nice way," Mr. Goldman said: "However, there is only a certain amount you can do with a script that doesn't make it—and there is no way in the world to hide what is dull and draggy." His summation: while the production was "good," the play was "not at all worth it."

CBS-TV spokesmen said the network had checked about 40 key markets across the country and found 34 critics had previewed the play (on a national basis they projected this to about 160 critics previewing) and that previews appearing in newspapers Wednesday were "mixed."

In the ratings, the "Shadow Game" telecast obtained around a 40% share of audience nationally 9:30-11 p.m. EDT, Arbitrons) while NBC-TV's programing (reruns) scored around 15% and ABC's (movie, "Ride Beyond Vengeance") share averaged around 23% in that 90-minute period.

GRS Films formed for sports programs

GRS Films International has been formed in Hollywood to specialize in sports specials and series for television. The new production company has contracted to produce a series of football films in association with John McKay, head football coach at the University of Southern California. Filming has started on the first of 13 episodes of *The John McKay Show*, which is designed for fall syndication.

Additionally, discussions are being held with officials of the Professional Golfers Association and prospective advertisers about the possibility of two-hour golf specials and one golf series. It's possible that they would go into production within the next 60 days.

Principals in the new company are advertising executive Jack Keith Samuels, producer Herb Golden, and publicist Jerry Ross. Mr. Golden, whose Hollywood-based industrial and TV film company, Herb Golden Productions, becomes the production arm of the new firm, is president of GRS. Mr. Ross, head of his own public relations organization and administrative vice president of Golden Productions, is senior vice president of the new company. Mr. Samuels, who resigned as vice president of N.W. Ayer/Jorgensen/Macdonald Inc., Los Angeles, is vice president, sales, for GRS.

Calif. newsmen win free access battle

Radio and television reporters in Southern California last week won what a spokesman termed "an important victory in access" for broadcast news when a ban against live radio and TV coverage of a civil service hearing was reversed. The reversal of the ban followed a protest by the Radio and Television News Association of Southern California..

Previously, the Los Angeles County Civil Service Commission held that filming and recording of the public hearings on the discharge of county coroner Thomas T. Noguchi would not be allowed. Radio and television reporters objected emphatically to the ban, charging they were being discriminated against in favor of newspaper and wire service reporters who would be allowed to cover the hearing in full. The RTNA (a local group not affiliated with the national Radio Television News Directors Association) sent a formal and firm protest to the Los Angeles county board of supervisors, declaring the ban on radio-TV news coverage as having "no legal basis" and making clear that it would consider any curtailment of broadcast news coverage as "an act of bad faith" by all the supervisors.

In announcing the reversal of the ban, the commission president said the sessions concerning the discharge of the coroner—expected to start this week and to last for about 10 days—would be open to "customary coverage" by the broadcast media. He indicated that customary coverage would mean that cameras and recording equipment would be permitted to operate so long "as they do not interfere with the conduct of the public business at hand."

In a concurrent but not directly related action, RTNA formally opposed California state legislation that would penalize news media for willfully disseminating false or misleading statements that could lead to unlawful acts of force or violence. The proposed legislation also would prohibit staging an event and calling its news when the staged event is deemed an illegal action.

RTNA President Jack London, who also is news director of KABC Los Angeles, wired the author of the bill that the legislation is "an unconscionable misuse" of public trust "aimed at destroying the very fabric of a free press." Mr. London said RTNA will do all in its power to see that "this dangerous bill" is rejected. The bill has passed the senate but still has to be voted on in the assembly.

Sirhan closed-circuit scores points for TV

Now that the 15-week trial of Sirhan Bishara Sirhan in Los Angeles is over what's the verdict in the closed-circuit television coverage of the proceedings? According to a man instrumental in getting a television camera into the Sirhan trial courtroom (for the first time in California history), the verdict is conclusively that "television can cover trials of public significance without disturbing in any way the course of justice."

This evaluation was rendered May 2 by Howard Williams, editorial director of KNXT(TV) Los Angeles, in a speech to a regional convention of Sigma Delta Chi, meeting in Memphis. Mr. Williams, who also is vice chairman of the California Freedom of Information Committee, played the most prominent part in arranging the closed-circuit TV system in the Sirhan trial that transmitted the proceedings to newsmen in an auxiliary courtroom (BROADCASTING, Nov. 25, 1968).

Every minute of the trial was covered by the closed-circuit system, Mr. Williams pointed out, but the proceedings were not broadcast and were not taped for broadcast over the air. This, he conceded, limits his opinion of the effect of television on trials to speculation. Still, he maintained, the experience of the closed circuit system established these facts:

- "That a television camera, inconspicuous but visible, will be ignored as much as any other article of furniture in the room."
- "That lawyers and witnesses will pay no attention to the television camera."
- "That reporters covering every aspect of an important trial will virtually ignore a television camera in the court."
- "That television can be used to enlarge a courtroom to almost any size, and the judge can still keep full control."

Once the trial started, Mr. Williams said, the closed-circuit TV system "ran by itself" and needed little personal supervision. "I see no reason why other cities cannot help install and use such a system in other trials of national and international significance," he concluded.

NAB spots bring fairness complaint

After less than five months as a UHF owner in an overshadowed market, Anthony Martin-Trigona took his station off the air and pronounced it bankrupt. In the process, he tangled with networks, group owners. and major-market network affiliates (see page 54). It now appears that Mr. Martin-Trigona has taken on all of commercial broadcasting—as an advocate of pay television.

Mr. Martin-Trigona, who owns dormant WTAF(TV) Marion, Ind., but resides in the Champaign-Urbana, Ill., area, successfully petitioned his local CBS affiliate, WCIA(TV) Champaign, for time to reply to a series of voice-over-slide announcements prepared by the National Association of Broadcasters as part of a campaign to "build television with television." The spots never refer specifically to pay TV; however, in covering topics such as the benefits of TV advertising, the free sports provided by TV, and the over-all subject of the public's right to know, each spot deals in some way with "the many ways in which free, privately owned and operated television serves America."

In his complaint to WCIA, Mr. Martin-Trigona alleged that the spots were "prepared by the NAB as part of an elaborate and exhaustive lobbying campaign to kill pay TV." In its reply, WCIA said, in part: "While we do not fully agree that the fairness doctrine applies in this case, we do wish to be fair. Although the fairness doctrine does not require it, we have decided to make equal time available for opposing views to be presented in the same way as those expressed in [the NAB spots]."

Mr. Martin-Trigona is to appear in four separate announcements, to be broadcast a total of 16 times, in which he proposes to deal with four topics: the "free license" given to a licensee and the ways in which "free TV" is not really free; the potential contribution of pay TV to "diversity of programing sources"; why pay TV should be approved, and a final spot on the importance of the fairness doctrine and its applicability to the pay-TV controversy.

Additionally, Mr. Martin-Trigona says he intends to petition the FCC for "a ruling requiring stations across the country who have run free TV NAB commercials to offer time either to myself or other responsible parties for time to discuss the merits of both pay TV and free TV."

Whether the spots actually relate to pay TV is a subject of disagreement. An NAB spokesman commented: "The continuity in these spots is not designed nor should it be interpreted as referring to any form of pay television. The continuity points out that television —like the press—under the American system of government is a free or unfettered communications medium."

Mr. Martin-Trigona has also expressed an interest in bringing pay TV to Champaign-Urbana himself, using a presently vacant UHF allocation. Under the pay-TV rules adopted by the commission last year and now awaiting judicial review, the area would be ineligible to receive the service. The rules would allow pay TV only in communities which already receive a grade A signal from four commercial outlets. Champaign-Urbana receives three at the present time.

Equipment&Engineering

Calls for action on domestic satellites

NASA-broadcasters will talk in June, CBS group has its plan, Marks issues call for action now

Proposals for a domestic-satellite communications system for the U. S. that have lain fallow before the FCC for two years may be energized soon.

On the one hand, the National Aeronautics and Space Administration has invited a select group, including broadcasters, to meet in Washington on June 13 to discuss possible uses of that agency's Applied Technology Satellites to test various elements of a domestic system.

On the other, a call for action "now" was sounded last week by Leonard H. Marks, former chairman of the international conference on the future of the International Telecommunications Satellite Consortium and chairman of the U. S. delegation.

NASA sent invitations last week to the three TV networks, the Ford Foundation, the Corp. for Public Broadcasting, the Communications Satellite Corp., the Canadian Broadcasting Corp. and the international common carriers.

All, in one way or another, have suggested plans for a domestic-satellite system (see page 76C). Comsat's proposal for a full-communication, pilot system is formally before the FCC. Others have filed comments on the plan. The Canadian government has announced that it plans to install a satellite system particularly to bring TV and telephone service to its more northern areas.

At the heart of the NASA consideration is the fact that once the scientific missions of its ATS flights are completed, the spacecraft with their complex electronic circuits are still useful for additional experimentation. One consideration, however, is paramount—results obtained from tests must be shared. No patents or proprietary secrets can be withheld by any of the participants.

The concept of using ATS spacecraft for additional experiments was developed by Edward Roth, a special consultant to NASA who is a former broadcast management official. Mr. Roth's consultancy terminates next month.

The actual administration of the program, should it eventuate, will be under the supervision of Jacob B. Smart, a retired Air Force general who is assistant administrator for Department of Defense and Interagency Affairs.

The vital interest of broadcasters in a domestic-satellite communications system (which could result in significant savings for lines to affiliates) is evident by the activity in FCC proceedings and elsewhere of the three television networks. Not so well known, however, is the fact that many individual stations are also interested—for example the CBS affiliates.

Two years ago, the CBS Affiliates Board established a satellite committee to keep an eye on satellite communications, particularly the "threat" of direct-to-home broadcasting. A. James Ebel of KOLN-TV Lincoln, Neb., is chairman. Other members are Bill Grove, Frontier Broadcasting; August M. Meyers, Midwest Television, and Louis A. Simon, KPIX(TV) San Francisco.

The committee has represented the affiliates in filing documents in FCC proceedings and has actively kept abreast of domestic-satellite proposals reported or filed with the FCC. It hopes to persuade the FCC, should that agency approve the Comsat pilot project, to permit a group of stations in the Rocky Mountain area to cooperate financially and operationally in the establishment of an earth station in that area, possibly Montana, as a test station to determine whether individual or a groups of broadcasters can operate and finance an earth station, according to Mr. Ebel who will submit a status report to the CBS affiliates meeting in New York next week (May 20-21). The committee also published 18 months ago a "white paper" on direct-to-home broadcasting and its threat to local broadcasting. This has been distributed to all CBS affiliates, the National Association of Broadcasters, the Association of Maximum Service Telecasters and others.

Mr. Ebel stressed that CBS has been extraordinarily cooperative in helping the committee. Mr. Ebel also noted that his committee has kept the chairmen of the affiliate boards of other networks fully informed.

Mr. Marks, speaking to a Los Angeles meeting of the satellite telecommunications subdivision of the Electronic Industry Association's Industrial Electronics Division, declared ". . . the time has come for the United States to arrive at a determination on how we shall use satellites for our domestic communications links. . . .

"In my judgment we do not need further experimentation. The technology is clear, the need is substantial and the time has come for action."

Among the advantages Mr. Marks sees for a domestic-satellite system is the possible ability to "develop national daily newspapers with editions being printed in principal cities simultaneously."

He also sees educational television possibly benefiting from "drastically reduced" rates from those presently charged for coaxial and microwave connections.

"The time," Mr. Marks said, "is overdue for a decision [on a domestic-satellite policy]" and I hope that this plea will be heard by the FCC, Congress and other government agencies involved."

Cable-only TV sets proposed

25-channel receiver offered by Hamlin, RI has leased device

A CATV underground belief, long discussed but hardly ever mentioned in public, has finally surfaced. The subject: special TV receivers for lease to cable-TV subscribers.

In two places last week, the potential of a specially-designed, leased CATV television set was mentioned boldly.

Hamlin International Corp., Seattle, announced the availability of a new 25-channel TV receiver with a 19-inch tube. And in a filing with the FCC, Rediffusion International Ltd., London, described its leasing system in Britain and asked the commission not to freeze present CATV standards and practices before giving serious consideration to other distribution methods.

The Hamlin receiver, according to Philip D. Hamlin, president, incorporates the existing 25-channel Hamlin converter as its tuner. It also contains a high gain audio circuit to overcome the sound suppression practiced by most cable TV systems. Sound suppression is needed because the cable firm is feeding consecutive channels rather than staggered channels as in regular off-the-air broadcasting. The result, however, is poor sound where the home receiver is not designed properly to handle lower levels of TV audio.

Mr. Hamlin sees the special cable receivers as of significant interest to CATV operators, who would lease them to customers, and to large-unit CATV subscribers such as hotels or motels, who would buy them in quantity. At a mass purchase rate of 1,000, Mr. Hamlin estimated, the sets could be sold at about $270 each. He expects to start shipments in Canada this fall, to U.S. customers early next year.

"This is the ultimate in CATV," Mr. Hamlin said last week; "it's the practical CATV terminal device" to be leased and serviced by the cable operator.

Mr. Hamlin is the former owner of Seattle Cablevision Inc. in that city, which he sold in 1968 to American Research and Development Corp.

Mr. Hamlin and his firm are being sued for patent infringement on the converter by International Telemeter Corp., a subsidiary of Gulf and Western Industries Inc. Mr. Hamlin has filed a counterclaim against ITC.

The Rediffusion International presentation, filed in the FCC's current CATV rulemaking and inquiry (see page 59), describes the "high frequency" (9 to 10 mc) system in use in Great Britain and in Hong Kong. The system provides a simplified TV set containing no tuner or RF section to each customer on a lease basis. The TV signals initially are carried over coaxial cable to "exchanges" from where a balanced pair of .016 inch wires are fed into the home receiver, delivering a signal with a 15 mv/m field strength (compared to the U.S.'s 1 mv/m).

Since each pair is capable of carrying 12 mc of bandwidth, Rediffusion International notes that this can provide high resolution TV for special programs, like those for physicians. It also permits two-way transmission to a certain extent. British firm also says its system is expandable to 20, 30, 40 or more channels.

Rediffusion International said it plans to hold demonstrations in Washington June 9.

Pegler forms new shop to handle TV equipment

Television Equipment Associates has been established by Bill Pegler, formerly of Television Zoomar, to market and distribute professional and industrial television equipment and services. TEA's headquarters is at 9 Cliff Drive, Bayville, N.Y. 11709, telephone: (516) 628-8068.

Mr. Pegler initially will handle the HTS line of camera pedestals and heads, Gardner Laboratory's TV Colorgard meters, Zoomar products, Bristol tone-control equipment and the Recotec video-tape conditioner.

Schafer International set up for foreign sales

Schafer International, Chatsworth, Calif., has been formed to handle Schafer broadcast automation systems in foreign markets. Paul Schafer, founder of Schafer Electronics, also Chatsworth, has retired as president of the latter firm to head the newly formed international sales organization. Schafer International will be responsible for the sale of Schafer products outside the continental U.S. and Canada.

Mr. Schafer, who continues on the board of directors of Schafer Electronics, started the company 16 years ago. In 1968, Schafer Electronics merged with Applied Magnetics Corp., and is now operated as a division of this Santa Barbara, Calif.-based firm. James W. Harford, vice president and general manager of Schafer Electronics, succeeds Mr. Schafer as president (see page 79).

TV radiation gets a thorough check

Manufacturers prevent trouble by keeping down voltage levels

The color TV set radiation scare that reignited several months ago when a New York suburban health officer announced that he had found color sets radiating in excess of safe standards (BROADCASTING, April 14) may be diminishing.

Appointment of the 15-member committee on radiation standards authorized by the 1968 radiological act is imminent.

TV set makers, conscious of the bad public relations reaction although all claim there is no proof the "excessive" radiation causes injury to viewers, have begun to tighten up, principally by making it difficult for the voltage to be raised above the normal 25,000 volts that is standard with virtually all color TV.

The membership of the Technical Electronic Product Radiation Safety Standards Committee is expected to be announced soon by Robert H. Finch, secretary of health, education and welfare.

Industry members are Harris O. Wood, Philco-Ford, the only one representing consumer products; Mason C. Cox, Image Optics; Walter P. Dyke, Field Emission; Thomas Rogers, Machlett Laboratories; George M. Wilkening, Bell Laboratories.

Other members of the committee are expected to be: Edward J. Legan, International Brotherhood of Electrical Workers, Washington; Dr. Edward B. Lewis, California Institute of Technology; Dr. Robert D. Moreton, Houston; Dr. Russell H. Morgan, Baltimore; Herbert N. Parker, Richland, Wash., public members.

Also Myron Domsitz, National Bureau of Standards; John M. Heslep, California Public Health Department; Roy A. Parker, Louisiana Board of Nuclear Energy; Lester R. Rogers, Atomic Energy Commission, and Commander Charles Tedford, U.S. Navy.

Since the first of the year, TV set makers have taken a number of steps to insure that radiation from color TV sets is kept to or below the maximum of 0.5 milliroentgens per hour (at two inches) specified in 1959 and again in 1968 by the National Council on Radiation Protection and Measurements.

One of the major causes of excessive radiation has been the practice by servicemen trying to brighten the picture, of turning up the voltage of the set above the 25,000 v that drives the picture tube. Most manufacturers now have eliminated the adjustment knob at the back of the set to prevent any such tampering. They also have improved the shunt regulator tube so that in case of a malfunction the voltage will go down, not up as previously. And many of the manufacturers have installed special solid-state voltage regulators that limit voltage increases resulting from power line surges. All are also improving their shielding designs to keep radiation to a minimum from the high voltage rectifier tube, the shunt regulator and the picture tube.

In other radiation activities:

▪ Frank J. Moch, executive director of the National Alliance of Television and Electronic Service Associations, suggested that TV set makers develop a "probe wand" that would read color set radiation directly on a meter or by a light. If this could be provided at cost to all servicemen, Mr. Moch said, it would permit technicians to show their customers how safe the sets are every time they make a call.

▪ The Canadian health department is planning to survey a sample of color TV sets by providing a radiographic film pack to be attached to the set and returned to the department after 20 hours of viewing time.

Technical topics:

Bolivian contract ▪ Telcom Inc., McLean, Va., has received a $550,000 contract to provide telecommunications facilities in Bolivia. The contract includes work on a national microwave and switching system, a system of rural telephony, a communication link to the Brazilian frontier, and a high-frequency radio system to link remote cities with the main microwave system.

Reps Named ▪ CCA Electronics Corp., Gloucester City, N.J., broadcast equipment manufacturer, has named Dennis P. Smith and P. R. Fermaintt as representatives in Puerto Rico. They will also represent CCA Electronics subsidiary, QRK Electronics Inc., Fresno, Calif., turntable manufacturer.

FocusOnFinance

Manufacturing stocks lead parade

Industry issues outpace S&P average by .4%; CATV firms show biggest gain with 5.8%

April was a good—if mixed—month for broadcasting industry stocks, as they climbed for the second time in a row following a mild first-of-the-year decline.

The BROADCASTING index of selected stocks once again slightly outpaced the Standard & Poor Industrial Average as it rose to a new high for the year. The BROADCASTING index was up an average of 2.4% between April 3 and April 30, while the S&P index's gain was 2%.

Industry stock price fluctuation during the period was extremely varied, and appeared to depend more upon activity of individual stocks than on general trends by category—with the exception of the manufacturing stocks, where the over-all industrial outlook, and enthusiasm for the strength of the color television market, pushed strong gains for several of the large industrialists.

The manufacturing category was up an average of 4.4%, led by a 26% gain for Admiral, 14% for Motorola and 13% for RCA. Ampex also was up

The Broadcasting stock index

A weekly summary of market activity in the shares of 83 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock Symbol	Exchange	Closing May 8	Closing April 30	% change Month of April	1969 High	1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	71½	68½	+ 20	76½	56⅛	4,709	$ 322,600
Atlantic States Ind.		O	10	9¾	− 3	15½	9½	1,798	17,500
Capital Cities	CCB	N	75	76⅛	+ 14	79	62¾	2,811	214,000
CBS	CBS	N	54½	54½	+ 8	55½	44⅝	24,138	1,315,500
Corinthian	CRB	N	29¼	28	− 3	37¼	25¾	3,384	94,800
Cox	COX	N	45⅛	46⅛	− 2	59	42¼	2,884	133,000
Gross Telecasting		O	18	19	− 5	20	16	798	15,200
Metromedia	MET	N	38¼	38	− 20	53¾	36⅝	5,408	205,500
Pacific & Southern		O	22	22	− 8	25½	19½	1,616	35,600
Reeves Broadcasting	RBT	A	23	21⅝	− 5	35¾	18½	2,091	45,200
Scripps-Howard		O	27½	27¼	− 4	31½	27	2,589	70,600
Sonderling	SDB	A	43	38½	+ 15	40	32⅜	963	37,100
Taft	TFB	N	41½	39	+ 3	40¾	34¾	3,363	131,200
							Total	56,552	$ 2,637,8[illegible]
Broadcasting with other major interests									
Avco	AV	N	33½	34⅝	− 4	49⅜	32¾	12,535	$ 434,000
Bartell Media	BMC	A	16⅛	17⅜	+ 17	22¼	14	2,101	36,500
Boston Herald-Traveler		O	38	38	− 5	71	38	574	21,800
Chris-Craft	CCN	N	44½	44⅜	− 4	58¼	38¾	1,395	61,900
Cowles Communication	CWL	N	15¾	14½	− 2	17⅜	13½	3,620	52,500
Fuqua	FQA	N	43⅝	44⅛	+ 20	47	34	5,073	223,800
Gannett	GCI	N	38	36¼	− 14	40¾	35¾	5,322	192,900
General Tire	GY	N	26¼	25⅛	− 5	34⅝	24	17,402	437,200
Gray Communications		O	10	10	− 8	12⅝	9	475	4,800
Lamb Communications		O	5½	6	+ 9	10	5	2,650	15,900
Liberty Corp.	LC [illegible]	N	17	18¾	− 10	23¾	17⅜	7,036	131,900
LIN		O	16	15¼	+ 13	33	13	1,415	21,600
Meredith Corp.	MDP	N	55	49⅝	− 7	59¾	47¾	2,762	137,100
The Outlet Co.	OTU	N	24¼	24⅞	+ 1	30⅜	21	1,229	30,600
Plough Inc.	PLO	N	70⅛	69⅜	+ 5	72⅝	62¼	6,761	469,000
Post Corp.		O	21½	22	− 2	40	17	566	12,500
Rollins	ROL	N	37½	36⅜	+ 9	38¾	30⅛	7,942	288,900
Rust Craft	RUS	A	32¼	33	+ 9	38⅜	29⅝	1,169	38,600
Storer	SBK	N	43⅛	43	− 5	62	41¼	4,194	180,300
Time Inc.	TL	N	69¾	71	− 13	100⅜	61½	7,211	512,000
Wometco	WOM	N	23⅛	22⅝	+ 6	23½	19⅝	5,723	129,500
							Total	97,155	$3,433,300
CATV									
Ameco	ACO	A	12	12	+ 10	14⅞	10⅛	1,200	$ 14,400
American TV & Communications		O	11⅜	12⅛	+ 1	15	12	1,775	21,500
Cable Information Systems		O	5	5	NA	5	5	955	4,800
Columbia Cable		O	14¼	14½	—	15½	13¾	580	8,400
Cox Cable Communications		O	19½	18¾	+ 3	20	16¾	2,500	46,900
Cypress Communications		O	15	15	—	23	12	808	12,100
Entron		O	5¼	5¾	− 8	10	6½	607	3,500
H & B American	HBA	A	17¼	15¾	+ 11	20	13⅜	4,973	78,300
Sterling Communications		O	8	8	− 18	10	6½	500	4,000
Teleprompter	TP	A	57	54½	+ 6	66½	46¼	995	54,200
Television Communications		O	17¾	15	+ 18	17⅛	12⅜	2,090	31,400
Vikoa	VIK	A	29⅛	26	− 1	33⅞	23½	1,573	40,900
							Total	18,556	$ 320,400

9%, General Electric 6%, 3M Co. 1%, and Zenith 5%. Magnavox, down 2%, and Westinghouse, off 5%, were the only large manufacturers in the category that did not score increases.

In the mixed bag of other divisional activity, the purely broadcasting stocks rose 4.9%, while broadcasting with other major interests dropped 4.4%.

CATV stocks enjoyed the best average performance during the period, climbing 5.8%, while the programing category slipped by 3.2%, and the service stocks averaged out virtually unchanged for the month, despite widespread individual variation.

Among the more noticable individual performances: ABC continued its speculative roller-coaster ride as good earnings reports boosted it back up 20% in April after dropping 11% in March CBS continued to climb for the second straight month, with its 8% gain pushing it up to a new high for the year.

Capital Cities jumped 14%, apparently on the basis of its announcement of plans to buy the *Pontiac* (Mich.) *Press*, and Sonderling got a 15% hike.

On the other hand, Metromedia suffered its first major price setback in some time, as it sank 20% to a new year's low with the release of a report of severely depressed earnings for the first quarter and amid mounting Wall Street pessimism about completion of the proposed Metromedia-Transamerica merger.

Fuqua Industries jumped 20% as it reported record revenues and earnings for the first quarter. LIN Broadcasting snapped from its slump with a 13% gain following announcement that former Capital Cities executive Don Pels had been elected its new president. Gannet suffered a 14% drop despite a report of record increases in revenues and earnings for the first quarter, and observers could only ascribe the setback to apparent fears over government action against cross-media ownership.

A bad earnings report cost MGM a 15% slide, while MCA was up 1% despite cancellation of its attempted merger with Westinghouse. Transamerica's shares outstanding and total market increased slightly during the month, with the issuance of a 2% stock dividend.

Papert, Koenig, Lois, in the service category, was one of the hardest-hit stocks in the index as it dropped 25% during the month on announcement that it had lost the $8-million National Airlines account. Creative Management, in the same category, fell 19%, in what some analysis described as a reaction to previous overpricing of the stock. Creative Management replaces General Artists in the listing as the corporate name change became effective during the month to reflect last summer's merger of the two companies.

Strongest gainer in the service divis-

	Stock Symbol	Exchange	Closing May 8	Closing April 30	% change Month of April	1969 High	1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programing									
Columbia Pictures	CPS	N	35¾	35⅛	+ 5	42	29¾	5,113	$ 179,600
Commonwealth United	CUC	A	13⅜	14½	− 6	24¾	13	10,627	148,900
Disney	DIS	N	82⅝	82¾	+ 4	86¾	69⅞	4,346	359,600
Filmways	FWY	A	33⅞	34	+ 10	38⅞	28⅛	1,079	36,700
Four Star International		O	4½	4½	− 22	10	4½	666	3,000
Gulf & Western	GW	N	31½	33½	+ 2	50¼	28¼	15,700	526,000
MCA	MCA	N	37	37⅛	+ 1	44½	34	8,059	299,200
MGM	MGM	N	35	33⅝	− 15	44½	32	5,762	193,700
Transamerica	TA	N	37	34¼	− 5	38¾	32	60,937	2,087,100
Trans-Lux	TLX	A	32⅛	34	− 13	58¾	30½	856	29,100
20th Century-Fox	TF	N	32¾	33¼	+ 4	41¾	31½	7,072	235,100
Walter Reade Organization		O	12⅛	12⅜	− 8	15⅝	11¼	2,248	27,800
Warner-Seven Arts	WBS	A	54⅝	52⅞	+ 9	64½	39⅝	3,816	201,800
Wrather Corp.		O	17¾	13¼	− 17	22¾	13¼	1,760	23,300
							Total	**128,041**	**$ 4,350,900**
Service									
John Blair		O	26¾	28¼	+ 13	30	22¾	2,271	$ 64,200
Comsat	CQ	N	49⅝	45¾	+ 3	55⅝	41¾	10,000	457,500
Creative Management		O	12½	13	− 19	20½	13	581	7,600
Doyle Dane Bernbach		O	32½	28¾	+ 3	31¾	28	2,104	60,500
Foote, Cone & Belding	FCB	N	14⅞	13⅞	− 3	15¾	13¾	2,159	30,000
Grey Advertising		O	17½	17	+ 8	18¾	14	1,199	20,400
Movielab	MOV	A	10	10	− 7	14⅛	9½	1,407	14,100
MPO Videotronics	MPO	A	15	14¼	− 5	22⅝	13⅛	536	7,600
Nielsen		O	35¼	32¾	− 10	37	31¼	5,240	171,600
Ogilvy & Mather		O	30⅞	29¼	+ 6	30⅛	21¼	1,090	31,900
Papert, Koenig, Lois	PKL	A	22⅜	15	− 25	30½	10⅝	721	10,800
Wells, Rich, Greene		O	16	15¾	− 11	18	13	1,501	23,600
							Total	**28,809**	**$ 899,800**
Manufacturing									
Admiral	ADL	N	19⅝	20¾	+ 26	21⅝	15	5,110	106,000
Ampex	APX	N	43⅝	41⅞	+ 9	44¾	32½	10,571	442,700
General Electric	GE	N	95⅜	97¾	+ 6	98	85⅛	90,578	8,854,000
Magnavox	MAG	N	55½	53⅞	− 2	56½	47⅝	15,446	832,200
3M	MMM	N	108	104¼	+ 1	107	94	54,110	5,641,000
Motorola	MOT	N	126	126¾	+ 14	133½	102¾	6,122	776,000
RCA	RCA	N	46⅝	47⅛	+ 13	48⅛	41¼	62,612	2,950,600
Reeves Industries	RSC	A	8⅝	7⅞	− 6	10½	7½	3,415	26,900
Visual Electronics	VIS	A	22½	20	− 13	37	19	1,233	24,700
Westinghouse	WX	N	65	63⅞	− 5	71¼	58⅝	38,239	2,442,500
Zenith Radio	ZE	N	52⅝	52¾	+ 5	58	48½	18,935	998,800
							Total	**306,371**	**$23,095,400**
							Grand total	**635,484**	**$34,737,600**
Standard & Poor Industrial Average			**115.08**	**113.50**	**+ 2**	**113.50**	**106.36**		

N-New York Stock Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of April 30 ion was John Blair, up 13% following its report of record revenues and earnings for the first quarter.

Two new firms join the index this month, both in the CATV category: American TV & Communications and Cable Information Systems.

RCA anticipates record first quarter

A change in name of the Radio Corp. of America to RCA Corp., effective last Friday (May 9), was approved by stockholders last Tuesday at an annual meeting conspicuous for the absence of board chairman David Sarnoff.

A large number of stockholders paid tribute to General Sarnoff, who is ill. His son, Robert W. Sarnoff, RCA president, made this reference to his father, who is 78, at the outset of the meeting: "Since our first annual meeting [in 1920] in the old Woolworth building in lower New York, he has been present at every gathering of RCA shareholders. As many of you know, my father has not been well. He has undergone impairment of his speech and hearing and he is still in the hospital. He has asked me to express his fervent hope that he will be able to greet you personally at our 51st annual meeting."

Mr. Sarnoff sounded a note of optimism, reminding shareholders that the company has been off to a strong start

Mr. Sarnoff

in 1969 with previously announced first-quarter sales and income at record highs. He said the "upward trend is continuing" and he expressed the belief that the first half of 1969 would be "the best" in history.

Several stockholders were critical of the name change. One shareholder suggested that the company be called International RCA and another RCA Diversified. Mr. Sarnoff explained: "The use of the letters alone in our new corporate name will maintain continuity with our past, but will place no restraints on our future."

Another shareholder asked if RCA, through NBC, plans to engage in feature-film production, currently undertaken by CBS and ABC. Mr. Sarnoff replied: "We have considered this at NBC but at present we have decided not to engage in physical production of features or own our own facilities. We have, as you know, participated in financing feature films from time to time."

Cowles predicts better profits in first half

Cowles Communications Inc. is expected to improve its profit position in the first half of 1969 compared with the 1968 periods. Gardner Cowles, board chairman, told the annual meeting of stockholders in New York last week.

Cowles had net losses of $972,000 for the full year 1968 and $3,487,000 for 1967. Mr. Cowles did not reveal dollar figures but he said that earnings in the first half of 1969 should exceed the 8 cents per share attained in the same period of 1968.

He stressed that the company's broadcast division has been operating profitably and reported that without the losses of the *Suffolk* (N. Y.) *Sun*, a daily begun in 1966, the company would have operated profitably in 1968.

Cowles' last week declared a dividend of 12½ cents per share, payable June 19, to stockholders of record June 2. The Cowles board also re-elected Marvin C. Whatmore president of the corporation and named him chief executive officer. He succeeds Mr. Cowles as chief executive officer. The latter was re-elected board chairman and editorial chairman.

Teleprompter issue sold

An issue of $10 million in 20-year, 5½% convertible debentures of Teleprompter Corp. sold out in the first day of issue last week. The securities were offered at $100 per share by an underwriting group led by White, Weld & Co., Blair & Co. and Spencer Trask & Co. They reportedly closed Tuesday (May 6) at 102½ bid, 103½ asked. Debentures are convertible into Teleprompter common stock at the rate of $63 face amount of debentures per share, or are redeemable by the company at prices ranging downward from $105.50 for each $100 face amount.

Company reports:

Sonderling broadcasting Corp., New York-based group owner, recorded a 22% increase in both revenues and earnings for the first quarter of 1969. The figures are reported on a pooling-of-interest basis to include acquired companies.

For the three months ended March 31:

	1969	1968
Earned per share	$0.32	$0.26
Gross revenues	4,015,000	3,289,000
Pretax income	714,000	557,000
Net income	315,000	259,000

Walt Disney Productions Inc., Burbank, Calif., which reported an increase in net income for the first half of fiscal 1969 (BROADCASTING, April 21), has reported an increase in gross revenues for the six months ended March 29:

	1969	1968
Earned per share	$1.08	$1.03
Gross revenues	55,043,000	52,069,000
Pretax income	8.857,000	7.999.000
Net income	4,733,000	4,425,000
Shares outstanding*	4,381,331	4,315,277

*Adjusted for stock split and stock dividend.

Pacific & Southern Broadcasting Co., New York, group station owner, reported a 26% increase in unaudited gross revenues and operating income for the first quarter ended March 31:

	1969	1968
Gross revenues	$2,464,643	$1,959,564
Operating income	470,116	373,689
Net income	58,343	(10,705)

Memorex Corp., Santa Clara, Calif., manufacturer of magnetic recording tape, reported increases in sales and net income for the three months ended March 31:

	1969	1968
Earned per share	$0.38	$0.22
Sales	18,152,000	11,106,000
Pretax income	2,937,000	1,493,000
Net income	1,397,000	793,000
Average shares outstanding	3,682,998	3,624,077

Financial notes:

- Taft Broadcasting Co., Cincinnati, has declared a quarterly dividend of 15 cents per share, payable June 13 to stockholders of record May 15.
- Wometco Enterprises Inc., Miami, last week declared a quarterly dividend of 9½ cents per share on class A stock and 3½ cents per share on class B stock, both payable June 16 to stockholders of record June 2.
- Post Corp, Appleton, Wis, group publisher and broadcasters, has reached an agreement in principle to acquire a majority of the common stock of All-Star Insurance Corp., Milwaukee-based stock property and casualty insurer. Post said it will buy, for an undisclosed sum, all the stock of Cameron General Corp., which owns about 55% of All-Star.
- Grey Advertising, New York, has filed a registration statement with the Securities and Exchange Commission seeking registration of 2,151 common shares to be issued as a bonus to certain employes. Also included in the statement are options for the purchase of 160,000 shares, reserved for issuance under its executive growth plan. Grey now has 1,139,673 shares outstanding.
- Papert, Koenig, Lois last week signed a purchase contract for the acquisition of A.C.S. Industries, California electronics manufacturer, for 15,000 shares of the ad agency's stock.

International

Another cigarette ad defection

CBC stations will cease carrying smoking spots in deference to current 'trends of public opinion'

The Canadian Broadcasting Corp. announced last week it would drop cigarette and tobacco-products advertising when current contracts expire. The decision affects $700,000 worth of advertising on the CBC's radio and TV networks and owned stations.

The action came after a meeting of the CBC board of directors in Ottawa last week.

George Davidson, CBC president, said the CBC had arrived at its decision on tobacco advertising after considering a number of factors. "There are increasing indications," he said, "of public awareness of the smoking problem as shown by the diversity of representations made before the parliamentary committee on health. Trends of public opinion regarding the health considerations related to smoking indicate a growing international concern."

CBC's policy for some time has been to schedule tobacco spots after 9 p.m. to avoid influence on younger viewers. Another policy in effect has been to accept only commercials which stress brand preference rather than those which depict smoking as a pleasurable experience.

The corporation has been running most of its tobacco advertising in the 9 to 11 p.m. period. Since the spots were in prime time, the CBC expects to find other sponsors for the programs involved.

CBC has also been running about three antismoking messages a week in prime time on its English TV network. The spots were obtained from the department of health and welfare in Ottawa.

Cigarette commercials and antismoking messages were both reviewed before the House of Commons health committee late last month. At that time the Metropolitan Educational Television Association of Toronto recommended that more antismoking commercials be telecast during prime time, and that the Canadian Radio-Television Commission investigate the effectiveness of antismoking commercials, and the possibility of banning smoking commercials.

Mr. Davidson

Canada moves toward domestic satellite

Canada's plan for a domestic-satellite system are now rapidly taking shape and the Canadian government is hoping the House of Commons will approve a domestic-satellite bill before its recess in June so that a contract may be awarded.

The cost of the project is estimated to be between $65 million and $75 million.

On April 2 Eric Kierans, who had been in charge of the post office department, officially assumed responsibility for an expanded government department dealing with not only the postal service, but with Canadian Overseas Telecommunications Corp., the radio licensing division of the Canadian Transport Commission and the new domestic-satellite system.

The new department will help put the system into operation and will eventually regulate it. The satellite, called Telesat, is expected to be launched on a U.S. rocket in late 1971 and should be operational early in 1972.

In charge of operating the system will be Telesat Canada Ltd., owned one-third each by the government, the public and the common carriers.

Mr. Kierans has indicated the satellite would be built to a great extent by Canadian technology and that ownership of the satellite corporation by non-Canadians would be restricted. The bill creating Telesat limits nonresident ownership to a maximum of 20% of the public shares—about 7% of the total.

Mr. Kierans told the House of Commons broadcasting committee last month he hoped Telesat would return profits of 8%-12% and that full benefits were expected three to five years after the satellites go up. He said a regulatory agency would determine an allowable rate of profit for Telesat.

About $40 million of the estimated $65 million cost is for the satellite. It would cost about $6 million to launch the satellite and about $20 million for ground facilities. Ground facilities include a central ground station, four regional ground and 20 stations in the north receiving only television.

Bring television to remote northern areas of Canada is seen as one of the major advantages of the domestic-satellite system. Another would be to enable French-language television programing to reach the entire country. Many French-speaking communities outside the eastern provinces are not now reached by the French network of the Canadian Broadcasting Corp.

Telesat is to be a six-transponder system, offering many transmitting circuits but only one TV channel. Mr. Kierans told the House of Commons broadcasting committee that two channels will likely be leased to the CBC and two to telecommunications carriers.

Spot radio moves up to $27.7 million

GM, Coca-Cola, Imperial Tobacco lead list of Canada's top 100 advertisers

Canada's top-100 national radio advertisers put $27,719,139 in the medium in 1968, a 3% increase over the $26,784,284 spent in 1967.

In figures released last week by the Radio Sales Bureau of Canada General Motors paced the top-100 list with an outlay of $1.7 million, followed by Coca-Cola, the 1967 top advertiser, with $1.4 million. The only other advertiser to place over $1 million in national spot was Imperial Tobacco, whose $1,015,739 expenditures in 1968 represented an 18% decrease over 1967 spending.

New advertisers to move into the top-10 rankings in 1968 were Pepsi-Cola, Canada, ranked seventh with $676,087; Molson's Breweries, eighth with $646,089, and Standard Brands, ninth with $640,718. Standard Brands' ranking represents a healthy gain of 577% in spot expenditures over 1967 when it occupied 81st place on the list.

Moving off the top-10 rankings for 1968 were Benson & Hedges, ranked 13th with $522,590, and Gulf Oil Canada, 22d with $388,390.

The big four of U.S. automobile manufacturers all increased their spot spending on Canadian radio with Chrysler showing a 74% again ($435,651). American Motors, absent from the top-100 list in 1967, made it last year with $91,000 in spot for a 96th ranking (an astronomical 3,135% increase in spending over 1967's outlay).

Food-product manufacturers invested $2.8 million in national spot last year with Quaker Oats, H. J. Heinz, Carnation and George Weston new additions to the top-100 list.

Both Lever Bros. and Colgate-Palmolive doubled their 1967 spending for a 132% increase. Lever put $592,373 in the medium; Colgate, $539,123.

The big-three soft drink companies—Coca-Cola, Dominion Seven-Up, and Pepsi-Cola—all made the top-10 listing last year. The companies invested a total $2.9 million between them.

Cosmetics, drugs and toiletries companies also doubled their national spot-radio spending last year with a $1.5 million investment. Noxzema showed the largest increase—194% gain with $275,258 being spent. Additional newcomers to the top-100 list were Miles Laboratories ($248,135), Bristol-Myers ($113,669) and Clairol ($188,177).

Top 50 national spot advertisers in Canada, 1968

Rank	Product	National Spot 1968	National Spot 1967	% change 1968 vs. 1967
1.	General Motors of Canada	1,707,377	1,506,553	+ 13
2.	Coca-Cola	1,444,088	1,512,403	− 4
3.	Imperial Tobacco	1,015,739	1,249,644	− 18
4.	Canadian Breweries	964,755	915,009	+ 5
5.	Dominion Seven-Up	803,382	806,109	− 0.3
6.	Rothmans of Pall Mall Canada	753,171	997,853	− 24
7.	Pepsi-Cola Canada	676,087	458,011	+ 47
8.	Molson's Breweries	646,089	425,835	+ 49
9.	Standard Brands	640,718	94,450	+ 577
10.	Wm. Wrigley Jr.	600,259	593,693	+ 1
11.	Lever Bros.	592,373	276,601	+ 132
12.	Colgate-Palmolive	539,123	231,715	+ 132
13.	Benson & Hedges of Canada	522,590	573,243	− 8
14.	Imperial Oil	502,351	477,536	+ 5
15.	Government of Canada	494,403	928,428	− 46
16.	Dominion Stores	456,938	429,661	+ 6
17.	Chrysler Canada	435,651	249,332	+ 74
18.	Ford Motor Co. of Canada	433,899	403,279	+ 7
19.	Labatt Breweries	430,613	351,819	+ 22
20.	Air Canada	421,336	303,289	+ 38
21.	Texaco Canada	411,344	374,177	+ 9
22.	Gulf Oil Canada	388,390	588,826	− 34
23.	Royal Bank of Canada	383,368	308,864	+ 23
24.	Sterling Drug	368,710	399,000	− 7
25.	Canadian Industries	339,317	242,887	+ 39
26.	Nabisco	283,421	427,583	− 33
27.	Associates Finance	283,070	213,436	+ 32
28.	Noxzema Chemical of Canada	275,258	93,422	+ 194
29.	Canadian Imperial Bank of Commerce	269,106	334,048	− 19
30.	Mutual Life Assurance Co. of Canada	263,301	269,010	− 2
31.	Miles Laboratories	248,135	51,875	+ 377
32.	Wm. Nielson Ltd.	246,442	335,603	− 26
33.	A&P Ltd.	245,652	276,039	− 11
34.	Robin Hood Flour Mills	242,768	52,914	+ 358
35.	Canada Dry	242,590	392,585	− 38
36.	Ontario Hydroelectric Power Commission	228,773	240,991	− 5
37.	Sun Oil Co.	227,924	234,957	− 2
38.	Quebec Government	217,581	210,413	+ 3
39.	Canadian National Railway	216,811	160,155	+ 35
40.	Salada Foods	210,540	274,081	− 23
41.	Hershey Chocolate Co. of Canada	205,519	153,695	+ 33
42.	American Express of Canada	203,690	112,628	+ 88
43.	Facelle Co.	202,759	177,590	+ 14
44.	Canadian Kodak	199,921	185,642	+ 7
45.	Simon Cigar Co.	198,824	257,279	− 22
46.	Loblaws Groceterias	198,689	95,511	+ 108
47.	Jordan Wines	195,161	122,152	+ 59
48.	Shell Canada	193,016	287,420	− 32
49.	Firestone of Canada	192,883	194,994	− 1
50.	Clairol of Canada	188,177	35,761	+ 146

Fates&Fortunes

Broadcast advertising

Gary T. Andrews, Peter A. Georgescu and **Thomas H. Josten,** account supervisors, Young & Rubicam, New York, named VP's.

Charles E. Jones, VP and account supervisor, Dodge & Delano, New York, named senior VP.

Wililam J. Lillis and **George P. Teel,** with Rumrill-Hoyt Inc., New York, elected VP's.

Wallace Westphal, with RKO General, New York, joins ABC Radio there as advertising manager.

Thaddeus S. Kelly, Rudolph Nardelli and **Jay B. Schoenfeld,** with McCann-Erickson Inc., New York, elected VP's.

Richard N. Hughes, in charge of advertising, sales development and community affairs, WPIX(TV) New York, elected VP.

Lloyd T. Brummett, supervisor of sales promotion and research, KMOX-TV St. Louis, joins CBS Television Stations National Sales, New York, as midwestern manager, research and sales promotion. He will be based in Chicago.

Richard P. Monley, VP and account executive, D. P. Brother & Co., Detroit, named senior VP and member of operations committee.

James B. Lloyd, president, Newton Advertising, Dallas, resigns to devote time to radio interests in Acapulco, Mexico, and to writing.

Mr. Rothbaum

Ira Rothbaum, VP and account supervisor, N. W. Ayer & Son, New York, elected senior VP and named management supervisor in agency's New York region.

Duane W. Ragsdale, account supervisor, William Esty Co., New York, named senior VP.

Donald W. Myers, VP and general manager, WAKY Louisville, Ky., joins WJRZ Hackensack, N. J., as general sales manager.

Thomas J. McGoldrick, with retail merchandising services section of Monsanto Textiles, joins Television Bureau of Advertising as associate director of local sales.

Julian M. Brownstein, station manager, WEXT West Hartford, Conn., joins WKOX-FM Framingham, Mass., as sales manager.

Ted Robinson, national sales manager, WLCY-TV Largo-Tampa, Fla., appointed general sales manager, **Jack Weldon,** account executive, appointed local and regional sales manager.

Mr. Adams

Edward Adams, general sales manager, KDKA-TV Pittsburgh, joins WCIX-TV Miami, in same capacity.

William E. Parke Jr., account executive, KQV Pittsburgh, appointed local sales manager.

Syd Rose, with sales staff, KMEX-TV Los Angeles, appointed local sales manager.

Media

Edward Lamb, chairman and chief executive officer, Lamb Communications Inc., Toledo, Ohio, resigns. He is succeeded by **Robert T. Guyton,** VP and treasurer. Mr. Lamb continues as chairman of executive committee. **Arthur Ingram,** president, also named chief operating officer.

Henry Harris, business manager, Cox Cablevision Corp., joins parent Cox Cable Communications Inc., Atlanta, as secretary, treasurer, and controller. **Thurber Foreman,** accounting supervisor, Cox Broadcasting Corp., parent of Cox Cable Communications, appointed assistant controller, Cox Cable Communications. **Neal Barronton,** assistant business manager, Cox Cablevision Corp., appointed business manager.

Jay Nayar, business affairs manager and assistant treasurer, ABC Films Inc., New York, joins NBC there as manager, business affairs, NBC Domestic Enterprises. **Robert D. Benjamin,** manager, banking collection and taxes, NBC West Coast, appointed manager, treasury operations, West Coast.

Gerald S. Blum, station manager, WQXI-AM-FM Atlanta, appointed general manager. He succeeds **Kent Burkhart,** now VP of parent Pacific and Southern Broadcasting Co. and director of radio division.

Dale G. Weber, general manager of KRSI St. Louis Park, Minn., joins WDGY Minneapolis, in same capacity.

William F. Galvin, operations manager,

Perry forms consultantcy

John L. Perry, secretary and treasurer of Fund for the Republic Inc., legal entity which operates Center for the Study of Democratic Institutions, Santa Barbara, Calif., resigns to become president of his newly formed Communications Associates Inc., also Santa Barbara. Company will provide consulting and implementing services in various fields of communications arts. Mr. Perry was deputy under secretary of commerce in last administration and previously served as assistant to former Florida Governor LeRoy Collins when he was president of National Association of Broadcasters.

WKOX-AM-FM Framingham, Mass., joins WKCI(FM) Hamden, Conn., and WDKC(FM) Albany, N. Y., as manager. WKCI and WDKC are Kops-Monahan stations.

Mrs. Gauss

Cecilia Gauss, station manager, WABJ Adrian, Mich., named VP and general manager.

Donald A. Smith, NBC International Division, joins WKYC-TV Cleveland as supervisor of budget and accounting.

Jim Babb, assistant managing director, WBTV(TV) Charlotte, N. C., named VP. **F. Patrick Shannon,** general manager, WJRT-TV Flint, Mich., elected VP.

J. C. Sparkman, manager of midwestern region, CATV systems division, Jerrold Electronics Corp., Philadelphia, appointed to newly created position of manager of sales, multiple systems operations, CATV systems division.

Earl Steil, sales manager, WKFM(FM) Chicago, named station manager.

Richard Bompane, with H-R Television, New York, joins WTOP-TV Washington, as research director.

Ruth Ross, research manager, WNEW-TV New York, appointed director of research.

Edward L. Bold, assistant manager and chief engineer, Holly City Cable TV Inc., Millville, N. J., joins Garden State Television Cable Corp., Vineland, N. J., as manager.

Paul Leslie, assistant general manager, KCOY-TV Santa Maria, Calif., appointed general manager.

John D. Langleis, with Pepper-Tanner Inc., Memphis, joins WLEE Richmond, Va., as assistant general manager.

Programing

Barry Diller, executive assistant to VP in charge of programing and director of feature films, ABC-TV, New York, elected to newly created position of VP, feature films and programs development, East Coast, ABC-TV.

Seymour R. Mayer, first VP, Metro-Goldwyn-Mayer International, New York, named president. He succeeds **Maurice Silverstein,** who resigns. **Ben Melniker,** executive VP of MGM Inc., named chairman of MGM International. **Myron D. Karlin,** managing director for Italy, named managing director for continental Europe. **Jean Rabinovitz,** financial VP of MGM Inc., resigns. Future plans not yet announced.

Selmer Chalif, network-sponsor-agency liaison, Screen Gems, Hollywood, appointed to newly created position of administrative director, Screen Gems International, West Coast.

Richard Waterfall, with ABC Radio network, New York, appointed production coordinator.

George J. Santoro, producer, Universal Television, Universal City, Calif., named VP.

Richard Brown, VP of Filmways Inc., Hollywood, joins Beverly Hills Studios Inc., Beverly Hills, Calif., as VP.

Don Dunbar, business affairs manager, ABC-TV engineering department, western division, joins Lewron Television, Hollywood, as director of business affairs **Dale A. Lesson,** assistant controller, ABC-TV, West Coast, joins Lewron as controller.

Mike Scott, with WJBK Detroit, appointed program director. He succeeds **John M. Grubbs,** who becomes operations manager of WJBK-AM-FM.

Joe Kelly Jr., with WSBT-AM-FM South Bend, Ind., appointed program director. **Lee Jason,** acting program director, KFRE-TV Fresno, Calif., appointed program director.

James A. DeBold, account executive, W. R. Hahn Advertising, Springfield, Ill., joins WAND(TV) Decatur, Ill., as program director.

Richard G. Huntley and **Harrison W. Parcell,** with WTIC-TV Hartford, Conn., appointed assistant program manager and production manager, respectively.

Bob Lyons, program director, WONE Dayton, Ohio, joins WKYC Cleveland, as operations manager.

Edwin C. Baruch, head of own production company, joins Tele-Color Productions Inc., Alexandria, Va., as marketing director.

Richard J. Krusel with Ads Audio Visual Productions Inc., Washington, appointed associate director, media development. He succeeds **Charles W. Dulane,** who becomes director, succeeding **Craig Satterfield,** now with firm's Hollywood office.

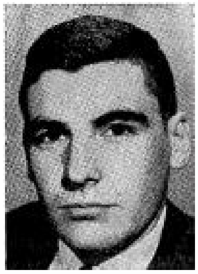
Victor Ives, program manager, KGFM-(FM) Bakersfield, Calif., appointed operations director of KGFM and KGEE there. **Jerry Foust,** with KGFM, appointed program director of KGEE.

Mitchell P. Grzywoc, producer-director, WHYN-TV Springfield, Mass., appointed production manager, succeeding **Benjamin E. Brennan,** who becomes account executive for station.

Arthur R. Jantz, producer-director, KMTV(TV) Omaha, appointed production manager.

Promotion

Fred Birnbaum, with Radio Advertising Representatives Inc., New York, joins Lewis, Scott & Frederick Inc., Merion Station, Pa., as principal and VP. He will manager PR firms newly opened New York office at 10 East 39th Street. (212) 532-2890.


Mr. Norsworthy

Richard Norsworthy, director of promotion, WTTG(TV) Washington, joins KPLR-TV St. Louis, as director of advertising, promotion and PR.

Don Searle Jr., director of advertising and promotion, KFI Los Angeles, joins KTTV-(TV) there as sales promotion manager.

Beverly M. Middleton, VP and general manager, WHYZ Greenville, S. C., resigns to devote full time to PR work.

Lon C. Lee, promotion manager, KOVR-(TV) Stockton-Sacramento, Calif., joins KBHK-TV San Francisco, in same capacity.

Gail Thomas, in sales department of Robert E. Eastman & Co., New York, appointed assistant director of promotion.

David H. Murdock, with Insurance Co. of North America, Philadelphia, rejoins WIP and WMMR(FM) there as assistant promotion director.

Richard F. Ahles, information director, WTIC-AM-FM-TV Hartford, Conn., appointed PR director. **Maynard B. Albert,** with promotion department, appointed assistant promotion manager.

News

Robert L. Kimmel, assistant news director, WINS New York, appointed to newly created position of manager, radio news operations, NBC News, New York.

Franklin R. Barnako, editor-reporter, WMCA New York, joins WRC Washington, as reporter and newscaster.

Shelly Davis, formerly news director for WHAT Philadelphia, joins WRCP-AM-FM there in same capacity.

Samuel T. Suratt, archivest with Smithsonian Institution, Washington, joins CBS News, New York, in newly created position of archivest.

Rebecca Bell, city hall reporter for WKYC-TV Cleveland, joins WTOP-TV Washington, as reporter. **James Michie,** reporter for WDSU-TV New Orleans, joins WTOP in same capacity.

Jack Raymond, with WORC Worchester, Mass., appointed news director.

Larry Wagner, promotion manager, WDAF Kansas City, Mo., appointed on-air newsman.

Sam Neal, reporter, WJEH Gallipolis, Ohio, joins WTVD(TV) Durham, N. C., as manager of station's Raleigh (N. C.) news bureau.

Frank J. Gilbert, on news staff, WJAS Pittsburgh, joins WIIC-TV there in same capacity.

Dan Hood, newsman, WILD Boston, joins WRKO there in same capacity.

Roger Wellman, WTCA Plymouth, elected president of Indiana AP Radio-Television Association.

Charles Caton, WSFA-TV Montgomery, elected president of Alabama AP Broadcasters Association.

Dale Van Aman, newsman for *Los Angeles Herald-Examiner,* and **Hugh Stevenson,** with KFWB Los Angeles, join KNX there as news writers.

Kenneth A. Venit, assistant assignment editor and writer-producer, WFIL-TV Philadelphia, joins WTIC-AM-FM-TV Hartford, Conn., as reporter-writer.

Norm Plummer, air personality, WDHO-TV Toledo, joins WWJ Detroit, as sportscaster.

Jay Frommert, producer, WJBK-TV Detroit, appointed director of baseball telecasts.

Don Carney, producer-director of sports programs, WPIX(TV) New York, named manager, sports programs.

Equipment & engineering


Mr. Harford

James W. Harford, former broadcaster and VP and general manager of Schafer Electronics, Chatsworth, Calif., named president. He succeeds Paul Schafer who will head the newly formed Schafer International (see page 72). **Leon A. Wortman,** marketing manager, professional audio products division, Ampex Corp., Redwood City, Calif., joins Schafer as VP, marketing.

Garlan Morse, senior VP, Sylvania Lighting Products, named to newly created position of executive VP of parent Sylvania Electric Products Inc., New York. He will be responsible for corporate direction of company's six operating groups.

Ross D. Siragusa Jr., executive VP of Admiral Corp., Chicago, elected president, succeeding **Vincent Barreca,** who retires but will head Admiral International Enterprises Corp., new subsidiary.

Theodore J. Tsevdos, manager, international planning, RCA Electronics Components, Harrison, N. J., joins Philips Broadcast Equipment Corp., Montvale, N. J., as general manager of communication systems division in Paramus, N. J. **Walter S. Rekuc,** management consultant, Haskins & Sells, New York, joins Philips as corporate controller and assistant treasurer.

Robert G. Hueffed, with Central Dynamics Corp., Cherry Hill, N. J., named to newly created position of VP and general manager. He will direct distribution of company's television broadcast equipment in U. S.

Jack Parris, production manager, KMTV(TV) Omaha, joins Mobile Color Inc., Austin, Tex., as regional sales manager. He will be based in Omaha. **Bob Joneson,** KMTV engineer, joins Mobile Color as director of engineering in Omaha.

L. M. Braun, with Hallmark Cards, Minneapolis, joins BASF Systems Inc., Bedford, Mass., as midwest sales manager, audio and video products division.

C. Paul Champion, assistant chief engineer, WTTG(TV) Washington, joins WCBM Baltimore, as chief engineer. Both are Metromedia stations.

Gale Totten, chief engineer, KFAB Omaha, joins KMTV(TV) there in same capacity. Both are May Broadcasting Co. stations.

International

Raymond Crepault, CJMS Montreal, elected president of Canadian Association of Broadcasters for 1969-70. **J. T. H. Fenety,** CFNB Fredericton, N. B., elected VP for radio and **W. D. McGregor,** CKCO-TV Kitchener, Ont., re-elected VP for television.

William T. Armstrong, director of corporate relations, Canadian Broadcasting Corp., Toronto, appointed director of operations in Ottawa area.

Jean Bourland, regional manager of Paris office, BBDO, elected VP and transferred to New York headquarters, where he will coordinate agency's European activities. **Nicholas Lebeuf,** marketing manager of Paris office, succeeds, Mr. Bourland there.

Allied fields

Robert W. Purvis, account executive, and **Carl M. Ravitch,** retail marketing specialist, Audits & Surveys Inc., New York, elected VP's.

Duayne Trecker, who joined Senator Warren Magnuson's (D-Wash.) legislative staff one month ago, succeeds late Carl Downing as news secretary to Commerce Committee chairman. Before joining senator's staff, Mr. Trecker was news director and special events producer for KVOS-TV Bellingham and earlier served as news director for KPQ Wenatchee, both Washington.

William Minette, executive VP, RTV International Inc., New York, named president. He succeeds **Richard Bertrandias,** founder of communications consultantcy, who becomes chairman and moves to West Coast.

Lionel Kestenbaum, who as director of policy planning in Justice Department's antitrust division directed successful effort to block merger of ABC and International Telephone and Telegraph Corp., resigns to join Washington law firm of Bergson, Borkland, Margolis & Adler. Firm was special antitrust counsel to ABC in ill-fated merger effort.

Bill Freeh, University of Detroit, and **Steve Laden,** University of Minnesota, Minneapolis, elected president and VP, respectively, of Alpha Epsilon Rho, national honorary and professional radio and television fraternity.

Charles D. Ablard, VP and counsel, Magazine Publishers Association Inc., joins U.S. Information Agency, Washington, as general counsel.

John M. Hightower Jr., air personality, WFAN-TV Washington, joins National Rifle Association there as radio-TV coordinator, succeeding **Jim Wood.**

ForTheRecord

As compiled by BROADCASTING, April 30 through May 7 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. vic.—visual. w—watts. *—educational.

New TV stations

Applications

■ Lincoln, Neb.—Capital City Television Corp. Seeks UHF ch. 45; ERP 210 kw vis., 42 kw aur. Ant. height above average terrain 339 ft.; ant. height above ground 397 ft. P.O. address: c/o David M. Noyes. 3863 South Street, Lincoln 68506. Estimated construction cost $94,000; first-year operating cost $70,000; revenue $95,000. Geographic coordinates 40° 41′ 00″ north lat.: 96° 40′ 00″ west long. Type trans. RCA TTU-12ALA. Type ant. RCA TFU-30J. Legal counsel none; consulting engineer E. Harold Munn Jr., Coldwater. Mich 49036. Principals: David M. Noyes. president, Paul J. Noyes. vice president (each 37.5%), Mark V. Sweeney, secretary-treasurer, and Larry F. Sweeney (each 12.5%). Messrs. David and Paul Noyes own 50% and 25%, respectively, of construction company. Messrs. Larry and Mark Sweeney each own 25% of tractor company. Ann. April 23.

Final actions

■ FCC denied petition by Jacksonville Community Television Foundation for partial reconsideration of commission's grant to Community First Corp., New Horizons Telecasting Co. and Florida Gateway Television Co. for interim operating authority on ch. 12. Jacksonville. Action May 1.

■ FCC denied petition by Central Florida Museum for reconsideration of commission's grant to Consolidated Nine Inc. for interim operating authority on ch. 9. Orlando. Fla. Consolidated Nine is made up of applicants for regular permit. Action May 1.

■ FCC denied request of Dudley Station Corp., Boston, for two months safe-period in which to file application for CP for new TV on ch. 7, Boston. Action May 1.

Other actions

■ Review board in Newark, N.J., TV proceeding, Docs. 18403-04, 18448, granted to extent that petitioner will be permitted to adduce evidence of coverage under general comparative issue, and denied in all other respects, petition to enlarge issues filed Jan. 13 by Vikcom Broadcasting Corp. Action May 5.

■ Review board in Tyler, Tex., TV proceeding, Docs 18427-28, granted request for extension of time to reply to Broadcast Bureau's comments filed May 2 by Tyler Television Co. Action May 6.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Boston (Boston Heritage Broadcasting Inc.), TV proceeding, granted petition by Boston Heritage and ordered proposed findings of fact and conclusions of law be filed May 8 (Doc. 17743). Action May 1.

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corp. and TV 9 Inc.), TV proceeding, granted petitions by Central Nine Corporation, Comint Corp., TV 9 Inc. and Florida Heartland Television Inc. for leave to amend applications to specify, as a result of interim operating agreement approved by commisson March 21—Public Notice #8009, March 24, 1969—trans., studio location, and ant. facilities of Mid-Florida Television Corp. (Docs. 11083, 17339, 17341-2, 17344). Action May 1.

Call letter action

■ Custer Broadcasting Corp., Miles City, Mont. Granted KYUS-TV.

Existing TV stations

Final actions

■ WURD(TV) Indianapolis—Broadcast Bureau granted mod. of CP to make slight change in coordinates and granted mod. of CP to extend completion date to Oct. 30. Action April 30.

■ WKBG-TV Cambridge, Mass.—Broadcast Bureau granted mod. of license covering change in studio location to 75 William T. Morrissey Boulevard, Boston. Action April 30.

■ WTLV(TV) New Brunswick, N.J.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 30. Action April 30.

■ WAEO-TV Rhinelander, Wis.—Broadcast Bureau granted CP to change ERP to 288 kw vis., 57.6 kw aur.; change studio location to south of city limits on Trunk Road G; change type trans. and type ant.; increase ant. height to 1,660 ft.; condition. Action April 30.

Actions on motions

■ Chief, Office of Opinions and Review in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV proceeding, granted motion by WKLY-TV Inc. and extended to May 12 to reply to oppositions to its application for review (Doc. 17051). Action May 1.

■ Hearing Examiner Millard F. French in Houma, La., and Panama City, Fla. (St. Anthony Television Corp. [KHMA-TV] and Delta Teleradio Corp.), TV proceeding, on motion by Broadcast Bureau, continued prehearing conference to May 28 (Docs. 17446-8). Action May 5.

New AM stations

Start authorized

■ WMIN Mt. Carmel, Pa.—Authorized program operation on 1590 kc, 500 w-D. Action April 18.

Final action

■ Prentiss, Miss.—Miss Lou Broadcasting Corp. Review board granted, 1380 kc, 1 kw. P.O. address: c/o R. D. McGregor. 820 Commerce Building, 333 Laurel Street, Baton Rouge 70821. Estimated construction cost $34,317; first-year operating cost $115,000; revenue $165,000. Principals: R. D. McGregor, president, Herbert Vardaman Brown, vice president-secretary-treasurer, and Miss Lou Broadcasting Corp. (each 33⅓%). Messrs. McGregor and Brown each own 33⅓% of WYNK and of applicant for new FM, both Baton Rouge. Action May 5.

Other actions

■ Review board in Tempe, Ariz., AM proceeding, Doc. 17777, granted petition for extension of time to file exceptions, filed on April 30 by Tri-State Broadcasting Co. Action May 2.

■ Review board in Louisa, Ky., AM proceeding, Docs. 18235-36, denied petition to enlarge issues filed Feb. 20 by Lawrence County Broadcasting Corp. Action April 30.

Actions on motions

■ Chief, office of opinions and review in Bayamon, P.R. (Augustine L. Cavallaro Jr.), AM proceeding, granted request by applicant and extended to May 9 time to file reply to Broadcast Bureau's opposition to petition for review (Doc. 16891). Action May 2.

■ Hearing Examiner Basil P. Cooper in Graham, Asheboro, Rose Hill and Greensboro, all North Carolina, and Blacksburg, Va. (Broadcasting Service of Carolina Inc.; RCR Ltd.; Duplin County Broadcasters; Weal Inc.; Blue Ridge Broadcasting), AM proceeding, on informal request of Broadcast Bureau scheduled further prehearing conference for May 6 (Docs. 18441-5). Action April 30.

■ Hearing Examiner Basil P. Cooper in Greencastle and Waynesboro, both Pennsylvania (Greencastle Broadcasting Co. and TV Cable of Waynesboro Inc.), AM proceeding, continued evidentiary hearing to July 15; by separate action, granted petition by TV Cable of Waynesboro Inc. for leave to amend application to reflect following: substitution of revised section of application; reflection of change in exhibit 3; deletion of exhibit 5, page 2 and substitution of new exhibit 5, page 2; deletion of exhibit 6 and substitution of new exhibit 6; and reflect fact that on February 13, 1969, TV Cable of Waynesboro Inc. tendered for filing with commission an application for new FM at Carlisle, Pa. (Docs. 18492-3). Action May 1.

■ Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York (What The Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks), AM proceeding, granted petition by Oxbow Broadcasting for leave to amend application to show deletion of business interest of Lee J. Grills (Docs. 17571-3). Action May 1.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Farnell O'Quinn and Morris's Inc.), AM proceeding, granted request by Morris's Inc. and changed date for final exchange of exhibits to May 23 and date for notification of witnesses to June 2; further ordered date for evidentiary hearing shall remain June 11 (Docs. 17722, 18395). Action May 1.

■ Hearing Examiner Forest L. McClenning in Lawton, and Anadarko, both Oklahoma, and Burkburnett, Tex. (Howard M. McBee, Allan Pratt Page and Bill Thacker), AM proceeding, referred Allan Pratt Page's petition for leave to amend application to review board with request that it take jurisdiction over pleading (Docs. 18392-4). Action May 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in Springfield, Mo., and Ozark., Ark. (Babcom Inc. and Giant Broadcasting Co.), AM proceeding, on request of Babcom Inc., continued conference to May 8 (Docs. 17921. 17923). Action May 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lexington and China Grove, both North Carolina (Harry D. Stephenson, Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, granted petition by Stephensons for leave to amend application to bolster their showing relative to availability of certain land (Docs 18385-6). Action April 30.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lexington and China Grove, both North Carolina (Harry D. and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, granted further petition by China Grove for leave to amend application to conform it to certain evidence as to financial qualifications already received into evidence (Docs. 18385-6). Action May 2.

Call letter applications

■ Sandhills Broadcasting Co., Rockingham, N. C. Requests WLWL.

■ Tri-County Broadcasting Corp. of Clemson, S.C. Requests WCCP.

Call letter action

■ Percypeny Radio. Parsippany-Troy Hills, N.J. Granted WPRJ.

Existing AM stations

Final actions

■ WNUZ Talladega, Ala.—Broadcast Bureau granted CP to install auxiliary trans. at new main trans. location. Action May 5.

■ KEZY Anaheim. Calif.—Broadcast Bureau granted license covering permit for increase in power to 1 kw, 5 kw, LS-DA-N. remote control permitted daytime only; install new trans.; specify trans. Action May 5.

■ KEXO Grand Junction, Colo.—Broadcast Bureau granted CP to change trans. location to 0.2 mile north of 2560 "F" Road. Action May 5.

■ WIII Homestead, Fla.—Broadcast Bureau granted CP to make changes in ant. system; condition. Action May 5.

■ WLCY St. Petersburg, Fla.—Broadcast Bureau granted mod. of license to operate trans. by remote control; conditions. Action May 2.

■ WRDW Augusta, Ga.—Broadcast Bureau granted CP to install alternate-main trans. Action May 5.

■ FCC denied request by Clearwater Broadcasting Co., Orofino. Idaho, for action out or proper turn on its application to increase hours of KLER. Action May 2.

■ KCKN Kansas City, Kan.—Broadcast Bureau granted CP to make changes in ant. system; condition. Action May 5.

■ WLYN Lynn, Mass.—Broadcast Bureau granted CP to install new trans. at main trans. location for auxiliary purposes only. Action May 5.

■ WWTC Minneapolis—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location; remote control permitted. Action May 5.

■ FCC denied petition for reconsideration and rehearing, filed by Continental Broadcasting Inc., licensee of WNJR Newark, N.J. and directed against commission decision not to renew WNJR's license (Doc. 16050). Action May 1.

■ WETC Wendell-Zebulon, N.C.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action May 5.

■ WBRJ Marietta, Ohio—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location. Action May 5.

■ WKEX Blacksburg, Va.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 0.25 mile south of route 655, Blacksburg; change type trans. Action May 2.

Summary of broadcasting

Compiled by BROADCASTING, May 7, 1969

	On Air Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,242[1]	9	4,251[1]	60	4,311[1]
Commercial FM	1,950	38	1,988	173	2,161
Commercial TV-VHF	496[2]	10	506[2]	14	520[2]
Commerical TV-UHF	126[2]	51	175[2]	159	336[2]
Educational FM	363	8	371	35	405
Educational TV-VHF	71	5	76	1	77
Educational TV-UHF	73	27	100	12	112

Station boxscore

Compiled by FCC, April 1, 1969

	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[1]	2,149	841[1]	403	189
Licenses 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.*

■ KOL Seattle—Broadcast Bureau granted CP to install new trans. as alternate-main trans. Action May 5.

■ WKAZ Charleston, W. Va.—Broadcast Bureau granted CP to install alternate main trans. Action May 5.

■ WSAU Wausau, Wis.—FCC denied request for expedited processing of application for change in trans. site and major change in DA pattern. Action May 2.

■ WLUZ Bayamon, P.R.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action May 5.

Other action

■ FCC set for oral argument Beacon Radio Inc., Berlin, Wis., application for extension of time to construct WISS on an issue to determine whether reasons advanced by applicant in support of its request for extension constitute a showing that failure to complete construction was due to causes not under control of permittee, or constitute a showing of other matters sufficient to warrant further extension. Beacon Radio's application was granted Dec. 13, 1967, and date of required completion of construction was August 13, 1968. Action May 7.

Action on motion

■ Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Mississippi. (Meredith Colon Johnston [WECP] and Ford Broadcasting Co.), AM proceeding, in order following prehearing conference, ordered evidence growing out of surveys taken pursuant to issue 3 after June 1 will not be admitted; set certain procedural dates; changed hearing date from May 26 to July 29 (Docs. 18487-8). Action April 30.

Fine

■ WWIN Baltimore—FCC notified of apparent liability forfeiture of $3,500 for violation of rules by broadcasting lottery information and by failing to have properly licensed operator on duty. Action May 2.

Call letter applications

■ KIXF, Dale A. Owens, Fortuna, Calif. Requests KNCR.

■ WLEH, Southern Radio & TV Co., Lehigh Acres, Fla. Requests WAYK.

Call letter actions

■ WFMI, Rau Radio of the South, Montgomery, Ala. Granted WQTY.

■ WKID, Stewart Electronics, Urbana, Ill. Granted WCCR.

■ KFBB, Big Sky Broadcasting Co., Great Falls, Mont. Granted KKGF.

■ WECL, WECL Inc., Eau Claire, Wis. Granted WOKL.

Designated for hearing

■ FCC set for consolidated hearing application of Fred Kaysbier for renewal of license for KXXI Alamogordo, N.M., with applications of Kaysbier for new AM at Alamogordo (Doc. 17624), and Sierra Blanca Broadcasting Co. to change facilities of KRRR Ruidoso, N.M. (Doc. 17625). Action May 1.

New FM stations

Applications

■ *Riverside, Calif.—Loma Linda University Broadcasting Co. Seeks 89.7 mc, 1.405 kw. Ant. height above average terrain 72.7 ft. P.O. address: c/o Robert H. Hervig, 11735 Campus Drive, Riverside 92505. Estimated construction cost $8,000; first-year operating cost not indicated; revenue none. Principals: Loma Linda University Board of Directors. David J. Bieber, president of university, et al. Ann. May 1.

■ Sarasota, Fla.—Trend Broadcasting Inc. Seeks 105.5 mc, 3 kw. Ant. height above average terrain 222 ft. P.O. address: c/o Lowell W. Paxson, 2101 Hammock Place, Sarasota 33580. Estimated construction cost $27,800; first-year operating cost $15,000; revenue $25,000. Principals: Trend Broadcasting Inc., 100%. Lowell W. Paxson, president, et al. Mr. Paxson owns WYND Sarasota. Applicant owns WKSN-AM-FM and WNYP(TV) all Jamestown, N.Y., WTBY Waterbury, Conn., and is applicant to purchase WARV Warwick-East Greenwich, R.I. Ann. May 2.

■ Humboldt, Iowa—Christensen Broadcasting Co. Seeks 97.7 mc, 3 kw. Ant. height above average terrain 288 ft. P.O. address: c/o Robert H. Christensen II, Humboldt 50548. Estimated construction cost $46,890.27; first-year operating cost $35,790; revenue $36,500. Principals: Robert Harold Christensen, president-treasurer (41%) et al. Mr. Christensen is news announcer and engineer for KVFD-TV Ft. Dodge, Iowa. Ann. May 2.

■ Fairmont, Minn.—KNUJ Inc. Seeks 106.5 mc, 100 kw. Ant. height above average terrain 217 ft. P.O. address: c/o George E. Korenchen, 510½ North Third Street, New Ulm, Minn. 56073. Estimated construction cost $84,881; first-year operating cost $75,000; revenue $50,000. Principals: George E. Korenchen, president (16.5%), et al. Applicant owns KNUJ-AM-FM New Ulm, Minn. Mr. Korenchen owns 15.5% of Mickelson Media Inc., New Ulm, publisher of daily newspapers at New Ulm and Fairmont, weekly newspapers at Sleepy Eye and St. James, and operator of House of Print Inc., Medelia, all Minnesota, and is vice president of Clear Sight Television Cable Co., Las Vegas CATV system. Ann. May 2.

■ Auburn, Neb.—Stereo Broadcasting Co. Seeks 105.5 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o James E. Kamas, 443 South 13th Street, Lincoln, Neb. 68508. Estimated construction cost $23,300; first-year operating cost $27,450; revenue $31,025. Principals: James E. Kamas, president-treasurer (49.5%), Everett A. Evnen, secretary (31.1%), et al. Mr. Kamas owns Baker Printing Co., Lincoln, Neb. Mr. Evnen owns wholesale food firm and 48% of wholesale poultry and eggs firm. Applicant owns KWHG Lincoln and KROA Aurora, both Nebraska. Ann. May 2.

■ Ellenville, N. Y.—Catskill Broadcasting Corp. Seeks 99.3 mc, 3 kw. Ant. height above average terrain minus 316 ft. P.O. address c/o Saul Dresner, 136 Canal Street, Ellenville, N.Y. 12428. Estimated construction cost $16,162.40; first-year operating cost $4,000; revenue $2,000. Principals: Saul Dresner, president and general manager, et al. Ann. May 1.

■ Princeton, W. Va.—Mountain State Broadcasting Co. Seeks 95.9 mc, 3 kw. Ant. height above average terrain 286 ft. P.O. address: c/o Robert L. Harrison, Box 1011, Princeton 24740. Estimated construction cost $16,514; first-year operating cost $18,000; revenue $36,000. Principals: Frederick Goodall, president, Robert L. Harrison, secretary-treasurer (each 49%), et al. Mr. Goodall is physician. Mr. Harrison owns WLOH Princeton. Ann. May 2.

Starts authorized

■ *KCHO(FM) Chico, Calif.—Authorized program operation on 91.1 mc, TPO 10 w. Action April 22.

■ *KVHS(FM) Concord, Calif.—Authorized program operation on 91.1 mc, TPO 10 w. Action April 23.

■ KRCB-FM Council Bluffs, Iowa—Authorized program operation on 98.5 mc, ERP 100 kw, ant. height above average terrain 175 ft. Action April 25.

■ KYSS-FM Missoula, Mont.—Authorized program operation on 100.1 mc, ERP 2.85 kw, ant. height above average terrain minus 180 ft. Action April 20.

■ WBBY(FM) Westerville, Ohio—Authorized program operation on 103.9 mc, ERP 2 kw, ant. height above average terrain 360 ft. Action April 30.

Final actions

■ Geneva, Ala.—Geneva County Broadcasting Co. Broadcast Bureau granted 93.5 mc, 3 kw. Ant. height above average terrain 199.75 ft. P.O. address: c/o James C. Helms, Box 337, Geneva 36340. Estimated construction cost $15,371; first-year operating cost $9,781.50; revenue $14,000. Principals: Olin Johnson, president (7.4%), James Kelly, vice president (7.2%), M. L. Strickland, secretary-treasurer (6.9%), et al. Mr. Johnson owns furniture company and Mr. Kelly is attorney. Principals own WGEA Geneva. Action April 29.

■ Lafayette, Ind.—Tiprad Broadcasting Co. Broadcast Bureau granted 92.7 mc, 3 kw. Ant. height above average terrain 165 ft. P.O. address: c/o David M. Stevenson, 1000 Ortman Lane, Lafayette 47905. Estimated construction cost $6,880; first-year operating cost $12,000; revenue $15,000. Principals: David M. Stevenson (70%), John C. Ribbens (20%) and Robert E. Goris (10%). Mr. Stevenson owns two-way radio sales and service firm. Mr. Ribbens is clergyman. Mr. Goris is fireman and partner in background music systems company. Action April 17.

■ Gulfport, Miss.—E. O. Roden and Associates Inc. FCC granted 102.3 mc, 3 kw. Ant. height above average terrain 285 ft. P.O. address: Box 1570, Gulfport. Estimated construction cost $14,588; first-year operating cost $20,000; revenue $20,000. Principals: E. O. Roden, president (46%), James Reese, secretary, and Zane Roden (each 27%). Principals own WGCM Gulfport. E. O. Roden and Zane Roden own 45% and 27%, respectively, of WBOP Pensacola, Fla.; 48% and 16%, respectively, of WTUP Tupelo, Miss. E. O. Roden has interest in WOPI-AM-FM Bristol, Tenn.-Va., WTUG Tuscaloosa, Ala., and WBIP Booneville, Miss. Action May 1.

■ Jefferson City, Mo.—KLIK Radio 950 Inc. Broadcast Bureau granted 106.9 mc, 100 kw. Ant. height above average terrain 215 ft. P.O. address: c/o Stan Grieve, 410 E. Capital St., Jefferson City 65101. Estimated construction cost $117,310; first-year operating cost $60,000; revenue $70,000. Principals: Floyd B. Linn, president (19.78%), Stanley G. Grieve, vice president (16.67%), Robert Dana MacVay, vice president-treasurer (24.1%) and Everett D. Houghen (16.95%). Principals own KLIK Jefferson City. Messrs. MacVay and Houghen have interest in KFEQ and KQTV(TV) both St. Joseph, Mo., and WSWM(FM) East Lansing, Mich. Applications for sale of KFEQ and KQTV(TV) are pending FCC approval. Mr. Linn

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is retired businessman. Mr. Grieve is KLIK general manager. Mr. MacVay is stock broker and owns 32% of *Crawford County Avalanche*, Crayling, Mich., 33⅓% of *Clare Sentinel*, Clare, Mich., and 33⅓% of *Osceola County Herald*, Reed City, Mich. Mr. Houghen owns 50% of manufacturing company, of sales company and of equipment sales company and has other business interests. Action April 29.

■ Mercer, Pa.—FM-104. FCC granted 103.9 mc, 2.9 kw. Ant. height above average terrain 250 ft. P.O. address: c/o William E. Baker, 1004 Brentwood Drive, Greenville, Pa. 16125. Estimated construction cost $1,885; first-year operating cost $4.240; revenue $5,200. Principals: William E. Baker, general manager (70%). Bernard J. Staudt, chief engineer, and Leslie L. Lightner, program director (each 15%). Mr. Baker owns 25% of WBVB(FM) Union City, Pa. Principals are employes of Greenville Broadcasting Co., Greenville, Pa. Action May 2.

■ Athens, Tenn.—3 J's Broadcasting Co. Review board granted 98.3 mc, 3 kw. Ant. height above average terrain 156 ft. P.O. address: 14 Decatur Pike N.W., Athens 37303. Estimated construction cost $4.375; first-year operating cost $1,000; revenue $2,000. Principals: John P. and Julia N. Frew, sole owners. Applicant owns WYXI Athens (Docs. 17617-18). Action May 2.

■ Ponce, P.R.—Voice of Puerto Rico Inc. FCC granted 105.1 mc, 5 kw. Ant. height above average terrain minus 160 ft. P.O. address: c/o Alfredo R. de Arellano, Box 430, Ponce. Estimated construction cost $22,900; first-year operating cost $15,000; revenue $15,000. Principals: Radio Americas Corp., Luis A. Ferre, vice president (each 49.85%), et al. Alfredo R. de Arellano, president (0.15%) controls stock of Radio Americas Corp. Principals own WPRP Ponce and have interests in WORA-AM-FM Mayaguez, WQBS and WKYN-FM, both San Juan, and WRIK Ponce, all Puerto Rico. New FM will dup. 100% of WKYN-FM San Juan. Action May 1.

Initial decisions

■ Des Plaines, Ill.—Edward W. Piszczek and Jerome K. Westerfield. Hearing Examiner Forest L. McClenning in initial decision granted 106.7 mc, 50 kw. Ant. height above average terrain 235 ft. P.O. address: c/o Edward W. Piszczek, 4328 N. Meade Ave., Chicago. Estimated construction cost $16,237; first-year operating cost $27,000; revenue $30,000. Principals: Mr. Piszczek (60%) and Mr. Westerfield (40%). Mr. Piszczek is employe of WFMF Chicago. Mr. Westerfield is employe of advertising agency. Action May 6.

■ Webster City, Iowa—PBW Broadcasting Corp. Hearing Examiner Isadore A. Honig in initial decision granted 95.9 mc, 3 kw. Ant. height above average terrain 222 ft. P.O. address: c/o Hugh A. Preston, Box 919, Iowa Falls, Iowa 50126. Estimated construction cost $39,190.69; first-year operating cost $48,150; revenue $60,000. Principals: Hugh A. Preston, president (50%), Dwight Brown, vice president and John P. Whitesell, secretary-treasurer (each 25%). Messrs. Preston, Brown and Whitesell have respective interests in KIFG-AM-FM Iowa Falls. Mr. Brown owns dairy and Mr. Whitesell owns law firm (Doc. 18447). Action May 1.

Other actions

■ Review board in San Clemente. Calif., FM proceeding, Docs. 17648-49, consideration of joint request for approval of agreement and dismissal of South Coast application filed April 3 by El Camino Broadcasting Corp. and South Coast Broadcasting Co., held in abeyance for 10 days from release date of this order, pending receipt of further information and documents. Action May 1.

■ Review board in Las Vegas, FM proceeding, Docs. 18437-38, granted to extent indicated and denied in all other respects motion to enlarge issues filed March 7 by James B. Francis. Action May 6.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Ocean City, N.J. (Lester H. Allen and Salt-Tee Radio Inc.). FM proceeding, granted petition by Lester H. Allen for leave to amend application to reflect that Lester Allen would devote approximately 25 hours per week to determining day-to-day programing, making decisions and directing operation of station, task which application shows will be performed full time by Ronald H. Allen, son of owner, subject to condition that comparative position of Lester H. Allen not be enhanced as result of this acceptance (Docs. 18408-9). Action May 1.

■ Hearing Examiner Millard F. French in Huntington, W. Va., and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, on request of Christian Broadcasting, continued hearing to May 20 (Docs. 18439-40). Action April 30.

■ Chief Hearing Examiner Arthur A. Gladstone in Middlesboro, Ky. (Cumberland Gap Broadcasting Co.), FM proceeding, designated Hearing Examiner James F. Tierney, in lieu of Ernest Nash, as presiding officer (Doc. 18520). Action May 6.

■ Hearing Examiner Jay A. Kyle in Eufaua, Ala. (Dixie Radio Inc.), FM proceeding, rescheduled hearing for June 24 (Doc. 18364). Action May 6.

■ Hearing Examiner Jay A. Kyle in Sheboygan, Wis. (WHBL Inc.), FM proceeding, in view of commission action in order released April 11 by referring matter to review board for consideration, ordered prehearing conference scheduled for May 5 rescheduled for June 5 (Doc. 18374). Action May 2.

■ Hearing Examiner Forest L. McClenning in Glendale, Ariz. (E.S.H. Co., Glendale Broadcasting Corp.), FM proceeding, dismissed as moot petition by E.S.H. Co. for leave to amend application; granted request by E.S.H. Co. and dismissed with prejudice application (Docs. 18485-6). Action April 29.

■ Hearing Examiner Forest L. McClenning in Glendale, Ariz. (Glendale Broadcasting Corp.), FM proceeding, set certain procedural dates and advanced hearing to May 29 (Doc. 18486). Action May 2.

■ 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, reopened record; granted petition by Maine Township for leave to amend application to show current status of ownership interests of H. Leslie Atlass Jr.; granted petition by News-Sun Broadcasting Co. for leave to amend application to incorporate by reference to ordinance granting a franchise for construction of CATV system in Waukegan, and to incorporate by reference application for transfer of control of WKRS Waukegan, and official notice taken of ownership of Keystone Printing Service Inc., and again closed the record (Docs. 13292, 13940, 17242). Action April 30.

Rulemaking petitions

■ FCC in notice of proposed rulemaking incorporated eleven petitions asking amendments to table of FM assignments to add ch. 261A to French Lick, Ind.; add ch. 272A to Forest City, Iowa; add ch. 252A to Carthage, ch. 272A to Charleston, and ch. 249A to Tylertown, all Mississippi; to add ch. 237A to Southampton, N.Y.; add ch. 252A to Mifflinburg, Pa.; add ch. 276A to Hampton, S.C.; add ch. 240A to New Boston. Tex.; add ch. 240A to Minocqua, Wis.; KKWB-FM Breckenridge, Minn.—Requests substitution of ch. 285A for 269A at Breckenridge, and that KKWB-FM be authorized to specify operation on ch. 285A in place of ch. 269A. Actions May 1.

■ Avon Electronics Services Inc., Avon Park, Fla.—Requests amendment of FM table of assignments to add ch. 292A to Avon Park. Ann. May 2.

■ WELF Tomahawk, Wis.—Requests amendment of table of FM assignments to add ch. 261A at Tomahawk, Wis. Ann. May 2.

Rulemaking action

■ FCC reassigned ch. 285A from Centerville, Tenn., to Waverly, Tenn., under provisions of rules, FM table of assignments (Doc. 18345). Action May 2.

Call letter applications

■ Glenbard West High School. Glen Ellyn, Ill. Requests *WGHS(FM).

■ Urbana City Broadcasters of Education, Urbana, Ohio. Requests *WUHS(FM).

Call letter action

■ FM-Park Lane, Inc., Del Rey Oaks, Calif. Granted KPLN(FM).

Existing FM stations

Final actions

■ KHOF(FM) Los Angeles—Broadcast Bureau granted CP to install new trans., new ant.; remote control permitted. Action April 30.

■ KFMS(FM) San Francisco—Broadcast Bureau granted CP to install new trans.; install circular polarized ant. Action May 5.

■ KREP(FM) Santa Clara, Calif.—Broadcast Bureau granted CP to install new trans.; make cnanges in ant. system; ERP to 50 kw; ant. height to 500 ft.; remote control permitted. Action May 5.

■ FCC dismissed order of July 9, 1968, directing Allan R. Jones and Kenneth F. Warren to show cause why license for KDFR(FM) Tulare, Calif., should not be revoked because license has expired and matter has become moot. Action May 1.

■ WFLA Tampa, Fla.—Broadcast Bureau granted remote control; granted request for SCA on subcarrier frequency of 67 kc. Action May 5.

■ *WUSF(FM) Tampa, Fla.—Broadcast Bureau granted CP to change ERP to 85 kw hor. and 28.5 kw vert.; install new trans. Action April 30.

■ WDOL-FM Athens, Ga.—Broadcast Bureau granted CP to make changes. Action April 30.

■ WLEX-FM Lexington, Ky.—Broadcast Bureau granted mod. of CP to change type ant. and trans. Action May 1.

■ *WFCR(FM) Amherst, Mass.—Broadcast Bureau granted CP to install circular polarized ant.; change ERP to 35 kw; ant. height to 720 ft.; remote control permitted. Action May 1.

■ WLLH-FM Lowell, Mass.—Broadcast Bureau granted CP to install new trans.; ERP to 32 kw. Action May 5.

■ WFPG-FM Atlantic City, N.J.—Broadcast Bureau granted CP to install new trans.; new circular polarized ant.; ERP to 50 kw; ant. height 300 ft.; condition. Action May 5.

■ WKAQ-FM San Juan, P.R.—Broadcast Bureau granted request for (SCA) on subcarrier frequency of 67 kc. Action May 5.

Actions on motions

■ Hearing Examiner Chester F. Naumowicz Jr. ordered Albert Kihn, complainant in KRON-FM-TV San Francisco, renewal proceeding (Doc. 18500), to produce diary and mechanically recorded materials or papers from which Mr. Kihn had taken questions and date references appearing in submissions to commission on Sept. 8, 1968, and Dec. 22, 1968. Items had been requested by licensee, Chronicle Broadcasting Co. Action April 30.

■ Hearing Examiner Forest L. McClenning in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. [KBUC-FM]), FM proceeding, reopened record; granted petition by Turner Broadcasting for leave to amend application to show that Belton Broadcasters Inc., related corporation to petitioner, has pending application for new FM in Belton, Tex.; accepted amendment and again closed record (Docs. 18238-9). Action April 29.

Call letter applications

■ WKLF-FM Southeastern Broadcasting Co., Clanton, Ala. Requests WEZZ(FM).

■ KUDU-FM, Tri-Counties Public Service Inc., Ventura, Calif. Requests KGUY(FM).

Call letter actions

■ WFMI-FM, Rau Radio of the South, Montgomery, Ala. Granted WFMI(FM).

■ KLGS(FM), Tomentose Broadcasting Co., Los Gatos, Calif. Granted KTAO(FM).

■ WOPA-FM, Sonderling Broadcasting Corp., Oak Park, Ill. Granted WGLD(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KAVA Burney, and KCOY Santa Maria, both California; KRKO Everett, Wash.; WBTN Bennington, Vt.; WGHM Skowhegan, Me.; WHIM-AM-FM Providence, R.I.; *WHUS(FM) Storrs, Conn.; WLKN Lincoln, Me.; WNEB Worcester, Mass.; *WRIU(FM) Kingston, R.I.; *WRJR(FM) Lewiston, Me.; WPEP Taunton, Mass.; WSKI Montpelier, Vt.; KOWN-FM Escondido, Calif.; K10DW Spearfish, S.D.; W04AI Jacksonville, N.C. Actions April 30.

(*Continued on page* 91)

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Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday.

Display ads $25.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies,** and **Business Opportunity** advertising require display space. **Agency commission** only on display space.

All other classifications 35¢ per word—$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

Sales

Salesman—growing New York state market. Good account list. Salary plus commission. Box E-81, BROADCASTING.

Successful, pro salesman, preferably RAB trained. salary, bonuses. Ideal climate, ideal working conditions. Box E-96, BROADCASTING.

Opportunity, Kansas small market, young salesman-announcer. Commission, monthly guarantee. Live accounts, prospects. Business growing. County seat, college town, agriculture, industry. Exclusive in trade area. Box E-120, BROADCASTING.

Young, energetic salesman for 100% country music station. Chance to move up to sales manager. Send complete resume and past billing to KGMY, Box 1495, Missoula, Montana 59801.

Immediate opening for experienced salesman in fast growing market. Salary, commission, bonuses. Good potential. Call Ralph Meador, Manager, KLEX, Lexington, Mo.

Hard hitting salesman, young, on the way up or close to arriving. No tired wonder boys—this is not a rest camp. Money open. Salary and commission. Call collect, I'm ready. Gerry Gilbert, 813-253-0861. WALT, Tampa, Fla.

Announcer-salesman, rural Virginia small market. Will consider experienced announcer wanting sales. Commission and salary. Resume and salary requirements to WODI, Brookneal, Va.

Experienced—who wishes to go into management. Medium sized market. Write Norman Thomas, P. O. Box 428, Chattanooga, Tenn.

Announcers

First Class License. Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Swinging 100,000 market midwest station looking for good, aggressive sales-announcer-production combination Send tape, prot:, resume and sales background. Box D-334, BROADCASTING.

Afternoon drive slot. No. 1 station top-30 market. Salary open. 1st phone helpful. Send tape, resume. Box E-35, BROADCASTING.

Announcer and/or engineer needed. Southeastern Michigan. Resort college town. Box E-39, BROADCASTING.

Announcer, first phone, with interest in news. Day-time station fastest growing county New York State. Ideal living conditions. Send resume, tape. Box E-57, BROADCASTING.

Experienced DJ. Expert in news delivery, board operation, (very tight), commercials, ad libbing limited. 3 to 5 years in successful top 40 would be ideal. Box E-95, BROADCASTING.

50,000 watts and 3,000,000 people waiting for adult morning personality who does his thing well enough to make it in a top 10 market. Resume and tape to Box E-123, BROADCASTING.

50,000 watt, top 10 market, adult station needs morning personality who does his thing a little different . . . let's hear your bag for a big bang in a giant market. Tape, resume, Box E-136, BROADCASTING.

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. $135.00 per week plus talent situations. Tape, resume and picture to Box E-77, BROADCASTING.

Wanted: Experienced, mature morning announcer who is tired of moving and is ready to settle in one place. Salary open. Contact Fred Hepner, KCNO, Alturas, California.

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

Announcers continued

Announcer wanting sales. Immediate opening for experienced announcer in fast growing market. Good potential. Going FM soon. Call Ralph Meador, Manager, KLEX, Lexington, Mo.

Wanted: Experienced radioman. Must be able to announce, write, sell. Good salary. Apply at KOLT, Scottsbluff, Nebraska.

Experienced Announcer. Omaha-Council Bluffs AM and 100 kw FM. Maximum music format is new and exciting. Send tape resume and salary requirements to P.D., KRCB radio. Council Bluffs, Iowa 51501. No calls please.

Immediate opening. Combination part time announcer with ability to write above average copy Permanent position. Excellent working conditions Send resume and tape to KXOW, P. O. Box 579 Hot Springs, Arkansas.

Soul jock. First phone, for Ethnic radio station Contact manager, KZEY. Tyler, Texas.

Experienced, professional, production-minded personality needed by midwest modern MOR station. Finest staff, facilities, beautiful community in which to live and work. Above-average wage for above-average afternoon drive-time announcer. Send tape, resume to WFIN, Findlay, Ohio 45840. 419-422-4545.

Wanted: Modern country announcer. Night shift WKDE, P O. Box 512, Altavista, Va.

"Station in the heart of Long Island's Hamptons has opening for a personality that's alive!" A guy who really loves radio, music, production, news, etc. Send non-returnable tape, etc. to: Paul Sidney, Program Director, WLNG AM & FM, Box 815, Sag Harbor, L.I., New York.

1st phone announcer. This 5000 watt MOR station needs an experienced airman. No maintenance. Company benefits include life insurance, hospital and medical insurance, pension plan. Contact Jack Speech, WNAM, Neenah, Wisconsin.

First phone, mid-morning man. Must have some talk and news background. Chance to grow with growing area. Call 703-368-3108 or send tape and resume to WPRW, Box 151, Manassas, Virginia

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. C&W station in Virginia. Opportunity for sales position available immediately. Send tape and resume to P.O. Box 231, Bassett, Virginia, or call 703-629-2509 day, 703-647-8493 night.

Announcer for 5 KW full-time Pennsylvania adult music station with heavy accent on news and sports. No 1 in medium market. Modern operation with top sound. Some ability to do sports play-by-play. Good salary and fringe benefits. 215-384-2100.

5 kw MOR independent serving southern Wisconsin and northern Illinois looking for experienced sign-on man. Excellent opportunity with enterprising station for qualified applicant seeking permanency and unlimited growth potential. Accepting applications now for opening. Send resume, salary requirements, and off-air tape to: William Dommer, Box 1108, Beloit, Wisconsin 53511.

Man for remote studio: Selling, local news plus late afternoon music show. Must have first. Salary, liberal commission. Calvin "Curley" Miller, Manager, Brookfield, Missouri.

MOR operation in pleasant midwest, single station market. Looking for a dj who knows music & production. P.O. Box 385, LaPorte, Indiana 46350.

First phone combo—no maintenance. World's best climate. Most compatible staff. Florida Gold Coast. Full time network, all fringe benefits and a great place to work. Call 1-305-276-5503, for manager.

Technical

Our chief enginner employed for 20 years with midwest station approaching retirement. Need qualified, competent successor. Age no barrier. Please send resume and salary requirements to Box E-19. BROADCASTING.

Tired of responsibility? Join our engineering staff. Pleasant Ohio community, excellent working conditions and good pay. Write Box E-84, BROADCASTING.

Technical continued

Chief Engineer. $250.00 weekly. East Coast. Pleasant living conditions. Must have strong directional background and be thoroughly experienced in antenna, transmitter and audio work. Send resume, references and picture. Box E-90, BROADCASTING.

Chief Engineer. AM-FM (new facility in new studios) in beautiful Vermont. Up to $150. weekly depending on qualifications. Call 802-295-3167 or write Box E-138, BROADCASTING.

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.

First class licensed engineer for complete maintenance and operation of a directional 5 KW AM plus FM plant. No air work. Permanent position with excellent opportunity for advancement. Car required. Write giving full details of experience and technical background to WPIK Radio, Alexandria, Virginia.

Suburban Detroit daytimer has immediate opening for chief. Must know directional two way maintenance. Permanent position for young eager, engineer on way up. Grow with us. WSDS Ypsilanti, 313-484-1480.

The ABC Radio Network has immediate openings for technical personnel—first phone, strong in tape editing and fast board operation. Contact Harry Curtis, Manager of Technical Operations—East Coast, ABC Radio, 1926 Broadway, New York, N. Y. 10023. 212-LT 1-7777, ext. 8644.

Immediate opening for chief engineer AM-FM, No board work, mail resume and salary requirements to Ohio Radio, Inc , Box 383, Norwalk, Ohio.

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.

Experienced newsman—for vacancy on 3-man news staff of Virginia network affiliate. Write Box E-134, BROADCASTING outlining news experience

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.

Michigan. Experienced newsman. Gather, write and read. ABC affiliate. Usual benefits. Tapes, resumes to Leo Jylha, WBCM, Bay City, Michigan 48706.

Program, Production, Others

Is there a Promotion manager with some time for a free lance short term project in preparing station brochure? Station within 100 miles of Chicago. Send letter and resume stating qualifications to Box E-20, BROADCASTING.

PD for Rock/Up-Tempo MOR station in Metropolitan Washington, D C. Send resume, references and current pic. Box E-89, BROADCASTING.

Program director/morning man for east coast medium market in contemporary station. Must be good announcer, productive and capable of supervising people. Excellent opportunity for ambitious, hard-working person. Send tapes and resume to Box E-121, BROADCASTING.

Program and Production Director. Must write copy, know music, good voice, personality for air work. Salary open, plus benefits. MOR. Call John Taylor, WFTR, Front Royal, Va. 703-635-4121.

Situations Wanted Management

St. Louis broadcaster seeks managers-sales managers position. Box D-314, BROADCASTING.

All around experienced radio man available. Sale of station. Mgr., sales, news, sports, DJ. Relocate. Box D-329, BROADCASTING.

Management continued

Experienced general manager strong on sales and production. College graduate in broadcasting. Young family man in mid 30's. Fourteen years in television. Looking for a good challenge with a future. Not afraid of work and long hours. Knows national and local sales. Am able to lead people and get the most out of them. Write Box E-15, BROADCASTING.

Presently Mgr. of suburban radio station in small market. 16 yrs. experience, 7 as manager. Good track record. Can furnish good references. 15 years married with three children. Favors small market in the south. Box E-18, BROADCASTING.

Small market specialist: Mid 30's, family. 1st phone and 15 years experience announcing, news, programing, sales, chief and manager. Built and managed one AM, rebuilt one. Can manage or investigate for home office. Southeast only. Box E-100, BROADCASTING.

Management. AM seeking an opportunity in management with radio, TV or FM in the Phila. area. 10 years exp. 1st phone. Detailed resume. My employer does not know of this ad. Box E-101, BROADCASTING.

Seeking California management challenge. Successful 18 year leadership background. Employed. Major group references. Box E-102, BROADCASTING.

Young radio administrator seeks management position in educational radio. Experienced all phases of commercial and educational radio, including top management, programing, production, news, promotion, announcing, and development. Seeking a position at a small-to-medium sized school, and opportunity to pursue post-graduate education. Excellent references, full details in resume. Box E-108, BROADCASTING.

Young veteran broadcaster, seven years sales and general manager, previous owner, experienced all phases: civic minded, married and stable. Presently employed, seek selling, managers position in small to med. market, West or S.W., all others considered. Top references. Excellent credit. Phone area 704-536-6855, or Box E-114, BROADCASTING.

Business minded family man with 18 years radio experience desires administrative position with easy listening AM or FM radio or advancement to TV. Veteran announcer and newscaster, fully experienced in all phases of the business. Fully dedicated. Prefer Eastern Va., Details or interview on request. Available July. Box E-115, BROADCASTING.

Present salary 19M—offer better and/or stock options and you get one of the best operators in radio. Desire permanent position. Box E-128, BROADCASTING.

Station manager, under 40, experienced in all phases of broadcasting with emphasis on sales, wants to locate permanently in the upper mid-west. 5 figures. Box E-129, BROADCASTING.

Announcers

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box D-31, 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.

Announcer-DJ, top 40, first phone, married, draft exempt. Desires major market, but all replies considered. Box E-16, BROADCASTING.

Experienced announcer, good voice, intelligent, 26, 3rd endorsed, prefer northeast. Background includes college, successful sales. Box E-36, BROADCASTING.

Announcer/DJ, first phone experienced in Eng. & Programing, would like to work in R&B or Top 40. Have completed training in all fields. Box E-45, BROADCASTING.

Exp. DJ-Announcer, newscaster, 3rd endorsed. Married. No floater. I'm your man! Box E-47, BROADCASTING.

Personality, 29, family man, 3rd endorsed, desires announcing shift . . . medium-sized market. Preferably midwest. Currently working smaller market but, with 8 years experience, feel I'm worth more than the hours and dollars currently receiving. Box E-61, BROADCASTING.

Alive, alert, A gas. Young experienced morning man. Box E-62, BROADCASTING.

Life ends at 40! If that is your premise in voicing and programing don't write to this California based announcer. Box E-66, BROADCASTING.

Announcer—1st phone, no maintenance, working as MOR announcer in medium market, seeking top 40 in southern New England. Box E-68, BROADCASTING.

Announcers continued

Exciting Basketball play-by-play delivery. Six years. First class. Prefer relocate Illinois. Want solid organization. Box E-70, BROADCASTING.

Relocate anywhere. Recent broadcasting school grad. MOR or C&W preferred. Also news oriented. 3rd endorsed. Box E-71, BROADCASTING.

Three years experience in staff announcing, newscasting, dj, selling, servicing accounts, and some copywriting, desires position on L.I. Fulltime or for vacation. Box E-74, BROADCASTING.

Negro jock—Tight board, good news, commercials and sales. Box E-76, BROADCASTING.

Sharp top-40 jock—Intelligent young family man with college, broadcasting school, 3rd endorsed and a bright exciting sound that appeals to teens and adults. Tape-resume proves it. Available immediately for medium or small market top-40 station. If you're the station I'm looking for, we will relocate anywhere in the country. Box E-80, BROADCASTING.

Combo man, 5 years experience, 42% Pulse rock or MOR. Willing to work hard, wants chance to move up. Prefer N.Y. Metropolitan area. Box E-88, BROADCASTING.

Experienced Sportscaster football, basketball, newsman-interviewer, college graduate. Box E-98, BROADCASTING.

News/Sports/DJ—Mature voice—3rd endorsed. Over ten years experience. Prefer Mid-West or Eastern Seaboard. Box E-106, BROADCASTING.

Are you looking for a mature, hard working, conscientious, veteran, family man, broadcasting school graduate, good voice, third-endorsed newscaster/announcer? If so, perhaps I can be of service to you. Northeast but will consider all serious offers. Box E-109, BROADCASTING.

Experienced first phone announcer available for immediate employment. 914-452-2838 or Box E-117, BROADCASTING.

I am a beginner with a first phone, ethnic personality. Can do R&B very well. Have a well rounded background in broadcasting. Can change my voice to fit your format. I am a jock and have the ability to sell the hair off the back of a dog. Box E-133, BROADCASTING.

Wanted: Talent agent—don't have time to sell myself—need help! Western Penna. and eastern Ohio area. Write Box E-135, BROADCASTING.

Experienced morning man, 4 years. News & production. Newspaper experience too. Through military, married, 23. Want northeast, progressive MOR. Box D-137, BROADCASTING.

Female DJ—3rd—tight board—well qualified—news gathering—traffic — experienced — children. Write: Pupil, 314 Bradley Bldg., Wabash, Indiana 46992. Phone: 219-563-4426.

Soul DJ, 6 ft. 2 pure love & joy. 3rd avail. May. W. Williams, 1416 New York Ave., Apt. 3-C, Brooklyn, New York 11210.

1st phone combo man, 2 years experience announcing, no maintenance exp., will relocate, available immediately, tape and resume on request. Richard Moore, Bolivar, Tennessee. 901-658-3378. Very Eager.

D.J.-Sportscaster, Broadcasting school graduate, third phone endorsed, beginner, eager, determined. Seeking C & W and/or play-by-play. Will relocate. James M. Small, 2934 Roberta Court, San Jose, Calif. 95121.

Calypso anyone? West Indian with experience seeks part-time, preferably weekends. Dynamic personality. Sales. Geoff Lewis, 750 Croes Avenue, Bronx, N.Y.

"Top-40", PD/DJ experienced, 3rd-class, take complete charge, now. "Kip" Kirby, 3709 Drake Avenue, (Apt. 4), Cincinnati, Ohio 45209.

Young announcing school grad., 3rd endorsed, willing to accept any radio job. Bob Pascoe, 342 Terrace St., Bridgeville, Pa. 412-221-3540.

Beginner; Announcing school, TV training, 3rd endorsed. Interested in news. Bill White, 703-588-0117.

Former Cleveland jock—June college graduate. 1st phone, 22 years old. Pete Jerome, 438 W. Main Street, Kent, Ohio, 216-678-1165.

Technical

Chief engineer—AM/FM construction, maintenance, directionals, proofs, prefer southeast. Box E-93, BROADCASTING.

Technical continued

Experienced first phone, age 58, now chief AM, FM SCA, would like change—maintenance or transmitter watch preferred. References. Box E-99, BROADCASTING.

Former Manager-Chief Engineer for major International Company seeks position as Director of Engineering or Chief Engineer. Call Ralph Carrell at 712-477-2561.

Losing sleep over the technical-administrative aspect of your broadcast chain or electronic facility? Let me lose that sleep for you! No stranger to responsibility, unbelievable hours, hard work. Equally at home in transmitter or office. Experienced in AM, directional, FM, varied automation systems, general management, sales, etc. Qualified to take immediate and complete charge. Especially strong on equipment design and installation. 15 years broadcast experience—Two in television. Dig FCC forms and legal jargon. Interested in either domestic or overseas assignment. No liquor, drugs, drifting, bad debts. With present employer eleven years. 32—family man. Nothing would move me under normal conditions. Available July 1st. Best offer. Phone 912-273-3403.

NEWS

Mature, married ex-Federal agent, factual scooper, documentarian, award winner wants news directorship. Left #1 news team. Box E-9, BROADCASTING.

Newsman, 36, broadly experienced on network level, seeking within next year news directorship of station or stations whose owner wants mature, professional, stylish news operation. Box E-34, BROADCASTING.

Air newscaster-journalist in top 5 market desires news directorship. Outstanding references. $275 minimum. Box E-79, BROADCASTING.

John Steger invites recently established all news establishments—CBS New York, Washington, Chicago, Westinghouse New York, Philadelphia—and other all news, heavy news radio-TV operations, to offer "traditional" American opportunity. Knowledge, talent, overall performance equal to generally excellent level of what is now produced; opportunity is needed to prove and improve quality. 38, experienced, with in-depth news understanding and related meaning. Personal interview a must at my expense, Boston to Washington-Arlington; share cost to midwest, elsewhere. Telephone 212-528-6515 or write Box E-118, BROADCASTING.

Sports, sports-news . . . young, married, 5 years radio-TV sports and news, journalism degree. Box E-122, BROADCASTING.

Chicago area stations—A hard-driving, young, married, newsman with three years experience in radio and newspaper is available in June. Box E-126, BROADCASTING.

News, 1st class, MOR, production. Single male, draft exempt. Bill Wade School graduate, will relocate. Fred Edwords, 4312 52nd Street, San Diego, Calif. 92115, phone 582-7271.

Experienced, dedicated newsman. Gather—write—deliver. Authoritative, responsible, excellent references. West only. P.O. Box 3142, Hollywood, Calif. 90028. Phone: 213-463-8374.

Programing, Production, Others

Copywriter—2 years experience, 25, single, seeking permanent position in small or medium market. Good voice for production or weekend announcing. Prefer New England area, but will answer all. Box E-59, BROADCASTING.

Managers: Sick of getting clobbered by top-40? Want to compete without going top-40? I can get you large numbers in 18-35 group. If you're in market over 200,000 and need a PD, then I'm your man. Professional, College grad, first phone. Experienced, good airman too. I can do it! Box E-125, BROADCASTING.

Weatherman, professional meteorologist with AMS seal backed with several years of solid broadcast experience desires permanent relocation. Box E-131, BROADCASTING.

Program director: Experienced in major and medium market contemporary and modern MOR. Best track record and references. Able to handle all inside operations. Family man currently in top market, seeking solid position. Box E-132, BROADCASTING.

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.

Management—continued

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.

General manager for new VHF full-color independent in fast growing single station market. Ownership participation available to qualified applicant. Local sales background required. On job by July for November start-up. Replies confidential. Send detailed resume: Channel Three, P. O. Box 2263, Salem, Oregon.

ETV General Manager. To assume full responsibility for operation of new non-profit VHF ETV station for south central Kansas. Experienced in TV station and ETV operation and management, including funding, budget and financial control, equipment installation and operation, staffing, and program co-ordination. Headquarters in Wichita, Kansas. Reply with resume, including present and desired salary to: Sunflower ETV Corporation, 300 West Douglas, Wichita, Kansas 67202.

Sales

Experienced salesman for major upstate New York market. Aggressive self-starter with management potential. Salary plus commission. Box E-73, BROADCASTING.

Local sales manager for midwest NBC station. Should be experienced and have good record in local sales. Send picture and complete resume to Robert Farrow, WICD-TV, Champaign, Illinois.

Announcers

Announcer—excellent opportunity in midwest for seasoned on-camera professional with solid work record. Send VTR and resume to Box E-53, BROADCASTING.

Immediate opening for two (2) experienced announcers able to handle any on camera assignment. Good starting salary. Excellent fringe benefits. Send VTR or film audition to: John Mackin, Program Director, WXEX-TV 8, Richmond/Petersburg, Virginia. Telephone 703-733-7876.

Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Wanted CATV engineer for new major system in southeast. Graduate engineer preferred but will consider experienced CATV man. Reply to Box E-65, BROADCASTING.

Video/Audio Engineer for new CCTV system and studio recording operations in NYC headquarters. Send complete resume, salary requirement and photo to Box E-94, BROADCASTING.

We have immediate opening for assistant chief engineer at new UHF in sportsman's paradise. Exciting ground floor opportunity for experienced man. Growing organization. Excellent pay and benefits. Send resume to Will Darch, KFIZ-TV, Fond du Lac, Wisconsin 54935, or phone 414-921-3770.

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.

Assistant Chief, Studio Technician, Transmitter operator. 1st phone required. Growth potential for the right persons in a growing organization. Send resume with salary requirements to Ira Lowe, Chief Engineer, WSVA-TV, Rawley Pike, Harrisonburg, Virginia 22801.

Senior TV engineer and TV engineer—New channel 10 RCA-equipped station. Excellent facility includes color, mobile equipment, 4 ITF microwave channels, translators, network. Close to Lake Mead, sports, university. Minimum one year video tape experience and 1st Class FCC license required. Senior engineer salary range $708 to $858; engineer salary range $640 to $780; increases expected July 1. Send resume of training and experience by May 30, 1969, to Clark County School District, Classified Personnel Department, 2832 East Flamingo, Las Vegas, Nev. 89109.

NEWS

An established Pennsylvania VHF station is now auditioning candidates for news anchor position with a progressive active television news department. Individual selected must have solid background in broadcast news. Television experience is preferred, but candidates with extensive background in radio news will be given equal consideration. Send complete resume, videotape or audiotape with photograph with first letter. Equal opportunity employer. Box E-33, BROADCASTING.

News—continued

Our Radio and Television news operation is number one in a highly competitive, three station market. We need a number one man to keep it that way. We're a Mid-west station in the top 100. Looking for experienced administrative ability and the on-camera savvy to anchor two key newscasts. Send complete resume and VTR or pix with first reply. Box E-51, BROADCASTING.

California CBS-TV affiliate seeking experienced News Director. Full color operation. Will anchor early evening one-hour local newscasts. Send complete background, VTR or film, and recent photo and salary requirements to Redd Gardner, General Manager, KBAK-TV, Box 2929, Bakersfield, Calif. 93303.

Anchorman-writer—immediate opening with group-owned, network affiliated VHF. On camera delivery and writing ability of equal importance. Send resume and photo . . . no tapes or film . . . with salary requirement in first letter; to Ellis Marvin, News Director, WAST-TV, P.O. Box 4035, Albany, New York 13204.

TV Newsman, 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)

One reporter, photographer, experienced only. Journalism background for Miami TV station. Equal opportunity employer. Phone News Director, 305 PL 4-8243.

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.

Florida ETV seeking photographer, creative yet when time limited can shoot and edit quality footage. Thorough knowledge of equipment. Send resume, photo, salary requirement. Box E-3, BROADCASTING.

Florida ETV seeking Producer-director. Solid background required, limited experience acceptable. Opportunity to try out innovative ideas. Send resume, photo, salary requirements. Box E-4, BROADCASTING

Promotion assistant—to be in charge of broadcast media promotion for major Washington, D. C. television station. Must have strong experience in copy writing and production. Please send full resume, salary requirements and samples or writing to Box E-7, BROADCASTING.

Program Director, with creative ability, some syndication and programing experience for top fifty market station in Southeast. Box E-46, BROADCASTING.

TV Farm Director for educational unit producing and presenting programs on commercial stations. Major Midwest university, good salary, and benefits; college degree required, position open now. Send resume to Box E-107, BROADCASTING.

Experienced producer/writer wanted for color film, video tape commercial and news. Small market in beautiful Montana. Should have some technical knowledge of both television and film operation. Reply: Duane Barr, KFBB-TV, Box 1139, Great Falls, Mont. 59401.

Producer-Director wanted immediately. Creative idea man who can execute. Call Mike Styer, WJZ-TV, Baltimore, 301-664-7600.

Studio crewman (cameraman, floorman, break-director) for ETV Station. $7000 to $7800 depending on experience. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, New York 14203.

Ass't promotion director—Promotion assistant wanted by WTOL-TV, Toledo. Applicant must be good leader and writer with potential to grow with group. Should have background in audience and sales promotion and public relations. Good salary, numerous benefits. Send resume to Promotion Director, P. O. Box 715, 604 Jackson St., Toledo, Ohio 43601. No phone calls accepted.

TELEVISION

Situations Wanted Management

Variety said "The men with program savvy, who mix and feel for show business and local responsibilities are being called now by management as general managers to protect their investments." If you need a man of local and then national experience who also knows the business side of the ledger and can sell himself to the community and his ideas to local and national sponsors write Box E-31, BROADCASTING.

Young man with management abilities, desires management opportunity. Presently employed in all phases of color production. Prefer southwestern area. Box E-69, BROADCASTING.

Management—continued

Creative and intelligent young man with management potential and strong educational background, seeks exciting sales or promotion position with a future. Married. Available immediately. Box E-124, BROADCASTING, or 614-267-8777.

Sales

T.V. Sales Manager—Eastern market preferred. 11 years experience as sales manager, account executive. College degree. Family man, Box D-291, BROADCASTING.

Technical

Seeking chief engineer or director of engineering position in the Rocky Mountain area. Presently chief engineer with major network in the east. Box E-82, BROADCASTING.

First phone, 8 years transmitter operation and maintenance. Prefer Florida, Arizona or California. Bill Donelson, Route 3, Bluff City, Tenn. 37618.

News

Outstanding television newscaster in large medium, experienced as anchorman, reporter, bureau chief, photographer, seeks anchor slot in major market. Masters degree. Box E-72, BROADCASTING.

Network producer looking for News Director job at major market TV station where news is taken seriously. Experienced in all phases of news with innovative ideas. Resume and references available. Box E-116, BROADCASTING.

Newscaster—capable of preparing and producing quality news show. 34 years old with 13 years experience. Excellent appearance and ability to communicate to viewer. Presently anchoring both major daily newscasts for midwest station. Minimum 20 thousand. Box E-130, BROADCASTING.

Young Negro professional with VTR. Versatile, capable and willing worker with excellent industry references. Call 412-363-8481.

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.

Recent college grad., BA communications, currently employed as director, desires similar position. Experienced all phases production. Some engineering. Western states preferred. Box E-75, BROADCASTING.

Now employed as chief director. Would like to move up. What do you have to offer? Prefer Florida or southeast, but will consider any. Box E-85, BROADCASTING.

New Station? Experienced production head will hire versatile team, organize department, and train in color video tape and film production. Write for resume. Box E-87, BROADCASTING.

Producer-director, 13 years in all phases in top forty market, 37 years of age, family man, seeks new challenge. Box E-119, BROADCASTING.

Promotion or public services director. 3 years major market . . . Masters degree. Absolute top references. Available June 9, 1969. Niel Phillips, 9061 Ridgeland Drive, Miami, Florida.

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.

Seeking a good used 1kw transmitter, meeting the FCC requirements. Box E-78, BROADCASTING.

Private youth educational institution seeking contributions of new or used radio and television equipment (any condition) for the establishment of a complete CCTV production facility for broadcast training. Need studio cameras, VTR, film, lighting and all other equipment for CCTV production. Have no equipment at this time. Contributions tax deductable. Send description of equipment to Box E-83, BROADCASTING.

FM—equipment for 3KW ERP Mono, need everything from mike to antenna. Box E-92, BROADCASTING.

400 to 500 foot self supporting tower. Give details & price. Mr. Lee, WSBC, 2400 W. Madison St., Chicago, Ill. 60612.

Rural High School teaching Broadcasting needs help. Wanted . . . any donations of old equipment Board desperately needed. Contact . . . Robert Hayes, Radio Instructor, South Newton High School, Rural Route 1, Kentland, Indiana.

FOR SALE—Equipment

Coaxial-cable—Heliax, 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.

Andrew Multi-V 8 Bay FM antenna. In service now and giving excellent performance. Reasonable. John R. Kreiger, KVET, 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.

1 Westinghouse FM-10 10-KW FM transmitter. Operational when removed from service last year. 10 20-foot lengths of 3-inch Andrews 51-ohm coax transmission line. Various shorter lengths of 3-inch line. 5 90-degree elbows of 3-inch Andrews 51-ohm coax transmission line. 2 45-degree elbows of 3-inch Andrews 51-ohm coax transmission line. Several mounting brackets with "U" bolts for 3-inch line. Box E-113, BROADCASTING.

Gates BC-5B transmitter. Excellent condition. Available immediately. KRLC, Lewiston, Idaho, 208-743-1551.

Five Ampex Cue-Matic tape "cartridge" machines. Used two years. Record-playback $200.00 each; one playback only $150.00. Package price $800.00. KSJR-FM, Collegeville, Minnesota 56321, c/o Mr. Kling.

For Sale—6-Bay Andrews FM Antenna. Tuned 101.1. Excellent condition. $800.00. Contact: Ernest Sparkman, WKIC, Box 898, Hazard, Ky.

Collins 37-M-6 FM antenna, 6 bay with deicers, tunable 105.1 + 1 Mhz, 176 feet. Andrews Heliax H-1, 1⅝ cable, 21-R terminators. Excellent condition. $850.00 for lot. WQRS-FM, 901 Livernois Ave., Ferndale, Michigan 48220. Phone: 313-548-2500.

Like new Stellavox recorder with Rangertone 7.5ips sync tone. Good as back up unit or for parts. Model Sm 5, serial #1120. $100 or best offer. American Bible Society, Mr. R. Maynes, 1865 Broadway, New York, N.Y. 10023. 212-581-7400, ext. 279.

CBS products, Audimax-Volumax, Metron modulation monitor. We take in trade your equipment. Audiovox, Box 7065-55, Miami, Fla. 33155.

2-Q.R.K. 12-C turntables with Gray Micro-trak tonearms, excellent condition, less than 60 hours service. Originally $550, make offer. SENECA SOUND, 1880 Hertel, Buffalo, New York 14214. (716) 275-0510.

New Collins TT 400/200 turntables. Due to the acquisition of QRK by CCA Electronics, it has been mutually argeed, QRK will no longer manufacture these turntables for Collins. QRK has available a limited number of these turntables at 10% discount, with full warranty. QRK will maintain a complete inventory of parts for Collins TT 400/200 turntables. Contact QRK (209) 251-4213 or your CCA area representative: CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey (609) 456-1716.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"D.J. Source Book." Updated listing of names-addresses you need! Each described . . . prices. Save time searching for: One liners, jingles, promotions, magazines, books agencies, programs, equipment and "hunoreds" more. Only $4.95. Command Productions, Box 26348, San Francisco 94126.

For Sale: As a lot . . . about 5,000 records (78's) . . . in broadcastable condition. Many collectors' items. Big Band era . . . Bluebird, Decca, Brunswick labels. Also many Columbia Masterworks. Box E-86, BROADCASTING.

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.

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.

INSTRUCTIONS—continued

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 Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute. 2603 Inwood Road, Dallas, Texas 75235.

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.

Announcing, programing, production, newscasting, sportscasting, console operation, disc 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 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 and June 30. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

First class license, quickly. If time is essential to you, enroll today in M C A first class license in less than a month. $250.00 guaranteed. Further information write Music City Academy of Broadcasting & Electronics, 114 4th Ave. South, Nashville, Tennessee, John Lashlee, Director.

Since 1946. Original course for FCC First Class Radiotelephone 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, Jan. 7. 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 TEI, 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.

First Class License in 4 weeks guaranteed! $225.00. Dixie Radio Institute. c/o Diplomat Inn, Huntsville, Alabama, 205-539-9582.

INSTRUCTIONS—continued

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results. April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams. New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo men and announcers.

Follow the leader to Hartford, Connecticut . . . the nation's original four week accelerated first phone course with results guaranteed . . . Tuition $295.00, next class June 9th . . . Technical Institute of Broadcasting, 65 Weathersfield Avenue, Hartford, Connecticut . . . Phone 203-246-4443. (Associated with TIB, Nashville, Tennessee).

See our display ad under instruction on page 90. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California. HO 2-3281.

Help Wanted—Management

GENERAL MANAGER RADIO

We are looking for a fully experienced, hard working General Manager for our 50,000 watts radio station located in the progressive, beautiful City of Greenville, S.C. He should be a top notch administrator, very strong on sales and capable of assuming total responsibility.

Since we are actively engaged in acquiring other radio stations, we want an individual under 45 years of age, willing and able to take on the additional responsibilities of supervising our expansion program. We will pay a salary commensurate with your experience and accomplishments, plus stock options and bonuses based on performance.

Phone or write

Edwin S. Lowe, President
E. S. Lowe Media, Inc.
200 Fifth Ave., New York 10010
212-729-4000

Due to sudden death of manager, WGNI, Wilmington, N.C., needs a general manager experienced in sales. Applicant must be experienced, have good credit rating, bondable, native of southeastern states and a strong salesman. Apply in own handwriting to E. D. Baydush, WLPM Radio, 967 Windsor Road, Suffolk, Va.

Announcers

—COUNTRYPOLITAN WTOD, TOLEDO—

Expanding staff by two on the air and production pros!! First helps, but not essential. . . . Top dollar for right men. Rush tape, resume and photo to:
Donn Williams, PD
WTOD RADIO
3225 Arlington Ave., Toledo, Ohio

Number One

Top 40 outlet in major northern market has immediate opening for a heavy jock with production experience. Only pros in Top 20 markets need apply. Send tape and resume to:

Box E-105, Broadcasting.

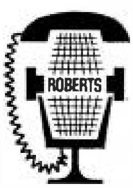
Announcers continued

MATURE, PROFESSIONAL, TOP-RATED AIR PERSONALITY

Colorado . . . Denver . . . 24th market . . . 50KW Clear Channel . . . KOA is interested in hearing from you if you are currently in a major market station. Our format . . . Aggressive Middle-of-the-Road. If you understand **Contemporary Adult Radio** and have **Something Meaningful To Say** . . . Rush a recent air-check (music telescoped), complete resume . . . in confidence . . . to:

Dan Tucker
Program Manager
KOA Radio
Box 5012 T.A.
Denver, Colorado 80217
Do not call.

Sales



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Your r.o.s. unsold time will mean big profits to you once each year, plus additional accounts and leads for your salesmen. Call collect: Area Code 312-275-9200 or write for station references in your area and details. **Roberts Advertising Inc., 2717 W. Peterson Ave., Chicago, Illinois 60645.**

News

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FOR
NBC-owned Radio Station
Send tape, Writing Sample, Resume, and Photo
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Dick Chamberlain
WJAS, Pittsburgh, Pa. 15220

PRODUCTION

Program Director

—Major market tight format contemporary needs a heavy PD with Top Forty experience. Must be able to do air show on relief basis. Must know music, promotion, and be a good administrator for top-flight professional air staff. State salary requirements and include tape or air check with resume. This is a major career opportunity for a young aggressive man with the right background.

Box E-97, Broadcasting.

Situations Wanted

Programing, Production, Others

ANNOUNCER

Well trained announcers with 3rd. endorsement available now. For tapes and resumes write to:
Midwestern Broadcasting School
228 S. Wabash Ave.
Chicago, Ill. 60604 or call (312) 922-0712

Remarkable Broadcast Talent Now Available

I represent one of the nation's outstanding and best known major market programers.
He's been on special program assignment for past nine months and will be available in a few days to join your staff as program manager.
His record is impeccable. He has never missed. His experience is broad and lengthy. His trend-setting genius is a matter of industry record. No fee involved. Write for details now:

Box E-64, Broadcasting.

TELEVISION—Help Wanted

Technical

Video T&I Engineer

BSEE or equivalent. Prefer video signal, video camera, or VTR experience. Will work with Develment 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.

TELEVISION—Help Wanted—Management

TV SALES MANAGER

Our client has a TV station in a 3-station market located within 200 miles of Chicago. We are seeking a replacement for the present Sales Manager who will retire in June. Ideal opening for a Salesman with management potential or a Sales Manager with less than two years management experience. Base salary of $15-$18,000 depending on background plus excellent incentive program. Total income will exceed $20,000 first year.

Send resume today!

Nationwide Management Consultants
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Announcers

WANTED

Announcer/Director. Must be strong on Camera and have Directing Background. California.
Write Box E-111, Broadcasting.

NEWS

WANTED

News Ratings Tell Us How You Can Do It!
West Coast
Box E-112, Broadcasting.

Programing, Production, Others

ASS'T PROMOTION DIRECTOR

PROMOTION ASSISTANT wanted by WTOL-TV, Toledo. Applicant must be good leader and writer with potential to grow with group. Should have background in audience and sales promotion and public relations. Good salary, numerous benefits. Send resume to:

Promotion Director, P.O. Box 715, 604 Jackson St., Toledo, Ohio 43601. No phone calls accepted.

WANTED

Excellent TV Promotion Director, California.

Box E-110, 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.

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.

Situations Wanted Management

ATTORNEY

Seeks position—Experienced (5 years) in major phases of broadcasting and entertainment industries (television, radio, records and talent)—Prior corporate and private practice background—Please submit details of position available.

Box E-104, Broadcasting.

NEWS

TELEVISION NEWSMAN

Leaving Army TV slot in July. Six years experience in all phases television and radio news including production, film editing, and documentaries. Video tape and credentials on request. Bachelor degree.

Box E-103, Broadcasting.

NETWORK NEWSCASTER AND ANCHORMAN

for Major O&O seeks working News Directors job in TV-Radio combination. Expensive.

Box E-127, Broadcasting.

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BP

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

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Qualified Individuals

would like to obtain radio station in small to medium Southeast or Southern market. All repiles in confidence.

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Stations

SOUTHWEST SINGLE MARKET AM

Fulltime facility with valuable real estate located in small growth community with four year college. Price of $225,000 is about 1¾ annual gross plus value of real estate. 29% down with good terms on the balance.

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SAN FRANCISCO FM

$750,000

Box E-63, Broadcasting.

FOR SALE

Absentee owner desires to sell full time AM station. If you have money and management ability reply to:

Box E-67, Broadcasting.

No Brokers please

La Rue Media Brokers Inc.

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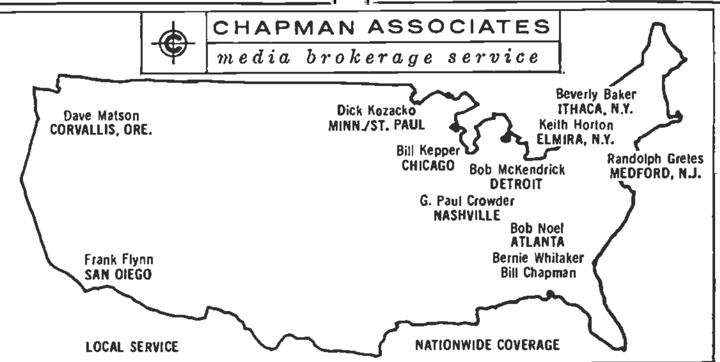

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Ida.	small	fulltime	65M	SOLD
Ore.	medium	AM & FM	175M	50M
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Wyo.	metro	profitable	130M	35M
Wash.	small	daytime	$ 98M	SOLD
Ore.	medium	daytime	110M	SOLD
Ida.	medium	fulltime	135M	20%
Ore.	metro	profitable	225M	29%
Wash.	metro	fulltime	325M	29%

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2045 Peachtree Road **Atlanta, Ga. 30309**

(*Continued from page* 84)

Other actions, all services

■ FCC concluded ABC four-network radio service serves public interest and should be permitted to continue, subject to suggested corrective measures, in response to complaint by Mutual Broadcasting System. Among these measures are limitation of affiliations in single market, vigilance against duplication in any market and regular reports to commission on coverage. Mutual's petition for termination of four-network operation was denied. Action May 2.

■ FCC extended expiration date for temporary limit of 1000 uV/m for radiation from television receivers in 470-1000 mc to Jan. 31, 1970, and rules amended to specify new date. Action May 2.

Translator actions

■ Broadcast Bureau granted CP's to replace expired permits for new UHF and VHF translators: W73AK Andes, N.Y.; W82AG Jefferson, N.Y.; W75AF Bloomville and South Kortright, N.Y.; W79AO Stamford, N.Y.; W03AG Margaretville and Fleischmanns, N.Y. Action April 30.

■ Broadcast Bureau granted licenses covering following new VHF translators: K02FD Crookston, Red Lake Area, Fisher Area, Angus and Euclid Area, all Minnesota; K08GF Spring Creek School and Community, S.D. Action April 30.

■ K79BZ Monterey and Salinas, both California—Broadcast Bureau granted mod. of CP to change trans. location to KMST, ch. 46, trans. site on Baldy Peak, 700 San Benancio Road, 6 miles south of Sprickels; make changes in ant. system of UHF translator. Action April 30.

■ W08AW Greene, Del., Schoharie and Otsego Counties, Gilboa, Prattsville, and Roxbury, all New York—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Oct. 30. Action April 30.

■ K13JL White Bird, Idaho—Broadcast Bureau granted CP to change frequency of VHF translator to ch. 13, 210-216 mcs. Action April 30.

■ K73BX Algona, Iowa—Broadcast Bureau granted license covering new UHF translator; specify type trans. Action April 30.

■ FCC granted permission to The Board of Education of City of Detroit, Detroit, Mich., to identify TV translators W79AE and W83AB, Detroit, Mich., aurally and visually, simultaneously, from its instructional TV fixed KTB-98, instead of by International Morse Code, using code wheel. Action May 1.

■ K06GB Verdi, Nev.—Broadcast Bureau granted CP to change frequency of UHF translator to ch. 6, 82-88 mcs; change type trans., make changes in ant. system. Action April 30.

■ K10GP Verdi, Nev.—Broadcast Bureau granted CP to change frequency of UHF translator to ch. 10, 192-198 mcs; change type of trans., make changes in ant. system. Action April 30.

■ K70EY Winnemucca, Nev.—Broadcast Bureau granted CP to change frequency of UHF translator to ch. 70, 806-812 mcs; change trans. location to Winnemucca Mountain; change type of trans.; make changes in ant. system. Action April 30.

■ KA2XON Camden, N.J.—Broadcast Bureau granted renewal of license for developmental station. Action May 1.

■ K08GD Ardmore, Okla.—Broadcast Bureau granted CP to change type trans. of VHF translator. Action April 30.

■ K02CV Sumner and Puyallup, Wash.—Broadcast Bureau granted CP for VHF translator to include Steilacoom, University Place and Narrows View, Washington, in principal community; change trans. location to 5544 North 35th Street, Tacoma; change type trans. and make changes in ant. system. Action April 30.

CATV

Final actions

■ FCC authorized Storer Cable TV Inc., holder of franchise for CATV system in Rohnert Park, Calif. (located in San Francisco market), to import distant signals of KHSL-TV Chico, Calif., but may not carry professional football games of San Francisco 49ers. The 49ers, under contract to Columbia Broadcasting System, are blacked out in home territory—generally area within 75 miles of home city—but are carried by KHSL-TV, 140 miles from San Francisco. Action May 1.

■ FCC denied request of John M. McLendon, trading as Tele/Mac of Jackson, permittee of WAPT(TV) ch. 16, Jackson, Miss., for reconsideration of commission action authorizing operation of CATV system at Vicksburg, Miss. Action May 1.

■ FCC authorized Jackson County Cable Service Inc., Jackson and Wellston, both Ohio, to carry distant signal of *WOSU-TV, ch. *34, Columbus, Ohio. Action May 1.

■ FCC directed Meadville Master Antenna Inc., operator of 12 channel CATV system at Meadville, Pa., to comply with nonduplication provisions of rules with respect to signal of WICU-TV Erie, Pa., within 30 days of release date of order. Commission denied Meadville's waiver petition, opposed by Lamb Enterprises Inc., licensee of WICU-TV. Action May 1.

Other action

■ FCC extended deadline for filing comments and reply comments concerning program origination and diversification, areas for local concern, common carrier operations, reporting requirement, technical standards and proposed rules for importation of distant signals (Doc. 18397) through May 12. Date for filing had been May 2. Action May 2.

Designated for hearing

■ FCC directed General Telephone Co. of Illinois and its wholly owned subsidiary, GT&E Communications Inc., to show cause why they should not be ordered to cease and desist from construction, operation, and offering of CATV facilities in Bloomington and Normal, both Illinois, in violation of Communications Act, and designated matter for hearing. Action May 5.

Ownership changes

Applications

■ KDB Santa Barbara, Calif.—Seeks assignment of license from KDB Broadcasting Co. to Heller Communications Inc. for $500,000. Sellers: Len Menard, president (100% as executor of Lucie C. Menard estate). Sellers own KDB-FM Santa Barbara. Buyer: Hugh L. Heller, sole owner. Mr. Heller owns creative advertising company, films and promotional material firm; musical publishing firm; record production company, production casting and advertising firm, and other related businesses in Hollywood. Buyer holds option to purchase 25% of KPOI Honolulu and KMEN San Bernardino, Calif., which he has agreed to assign to Valjon Inc., licensee of KDWB Minneapolis. Ann April 30.

■ KGNU Santa Clara and KWG Stockton, both California—Seek assignment of licenses from Royal Broadcasters Inc. to Barnes Enterprises Inc. for $1 million. Sellers: John B. Jacobs, president (34%), Roy A. Rowan, vice president-secretary (11%), Stanley G. Swarzman, treasurer (7%), et al. Buyers: B. E. Barnes, chairman of board (51%), Robert J. Hoth, president (25%), et al. Mr. Barnes owns 95% of heavy construction equipment sales and services firm and of equipment finance firm and 51% of jewelry store chain. Mr. Hoth owns 40% of firm engaged in operation of various enterprises. Ann. April 30.

■ WDGL Douglasville, Ga.—Seeks assignment of license from Bolling Branham to Douglas County Broadcasting Co. for $90,000. Seller: Bolling Branham, sole owner. Buyers: Howard M. Rowe, president (51%), and Denton B. Harris, vice president (49%). Mr. Rowe owns advertising agency and WSNE Cumming, Ga. Mr. Harris owns United Publishing Co. Ann. May 6.

■ KFH-AM-FM Wichita, Kan.—Seek assignment of licenses from The Radio Station KFH Co. to The Radio Station KFH Inc. for $1,570,000. Sellers: Walter W. Ahlschlager Jr. and Preston Reynolds Jr. (jointly 100%). Buyers: John Philip and Nancy L. Kassebaum, president and director, respectively (each 36.7%), Thomas P. Bashaw, executive vice president (10%), John E. Rees, treasurer, John C. Landon (each 7%) and Robert J. Adams, secretary (2.1%). Nancy Kassebaum owns 33⅓% of WREN Topeka, Kan. Mr. Landon owns 16⅔% of WREN. Messrs. Adams and Bashaw are sales manager and general manager, respectively, of KFH-AM-FM. Mr. Kassebaum is attorney and director for computer account and credit adjustment companies. Mr. Rees is attorney. Ann. April 22.

■ WBFG(FM) Detroit—Seeks transfer of control of Trinity Broadcasting Corp. from Nicholas Timko, deceased (67% before, none after), to Bernard F. Zinn and The Detroit Bank & Trust Co., co-executors of estate of Nicholas Timko (none before, 67% after). No consideration involved. (See WQMS[FM] Hamilton, Ohio). Ann. April 30.

■ WJSW Maplewood, Minn.—Seeks transfer of control B & G Broadcasting Inc. from Paul J. Glass, individually and as trustee and Howard L. Treshansky, trustee (as a group 100% before, none after) to Donald L. Frerichs, president (none before, 51% after), Sev. J. Widman Jr., vice president (none before, 14% after), and D. D. Wozniak, secretary (none before, 35% after). Consideration: $148,000. Principals: Mr. Frerichs has interest in retail hardware store Mr. Widman is general manager of WJSW Maplewood. Mr. Wozniak is attorney. Ann. May 2.

■ WQMS(FM) Hamilton, Ohio—Seeks transfer of control of Deluxe Enterprises Inc. from Nicholas Timko, decreased (100% before, none after), to Bernard F. Zinn and The Detroit Bank and Trust Co., co-executors of estate of Nicholas Timko (none before, 100% after). No consideration involved. (See WBFG[FM] Detroit). Ann. April 30.

■ WIBG Philadelphia—Seeks assignment of license from Seaboard Radio Broadcasting Corp. to Buckley Broadcasting Corp. of California for purpose of corporate reorganization. No consideration involved. Principals: Richard D. Buckley, president, et al. Ann April 22.

■ WARV Warwick-East Greenwich, R.I.—Seeks assignment of license from Cranston-Warwick Radio Inc. to Trend Broadcasting Inc. for $115,000. Sellers: James B. Smith Jr., president, William Cook, et al. Sellers: own WNRK Newark, Del. Buyers: Trend Broadcasting Inc., 100%. Lowell W. Paxson, president-treasurer, et al. Mr. Paxson owns WYND Sarasota, Fla. Buyers own WKSN-AM-FM and WNYP(TV) all Jamestown, N.Y.; WTBY Waterbury, Conn., and applicant for new FM at Sarasota, Fla. Ann. April 22.

■ WCRE Cheraw, WGCD Chester and WBUG Ridgeland, all South Carolina—Seek transfers of control of The Dispatch Broadcasting Co. from Mary Cecil Sink (50.3% before, none after) to Joe S. Sink (20% before, 45.15% fater) and Fred O. Sink Jr. (19.4% before, 44.51% after). No consideration involved. Principals: Messrs. Joe and Fred Sink Jr. each own 50% of WPYB, Bensen, N.C. Ann. May 2.

■ KVIL-AM-FM Highland Park-Dallas—Seek transfers of control of Carla Broadcasting Inc. from James B. Francis (51% before, none after and Robert D. Hanna (49% before. none after) to Sovereign Broadcast Inc. (none before, 100% after) for purpose of incorporation. No consideration. Principals: Messrs. Francis and Hanna retain respective interests in new corporation. Principals own KRAM Las Vegas. Mr. Francis owns applicant for new FM at Las Vegas. Ann. May 6.

■ KJAC-TV Port Arthur, Tex.—Seeks transfer of control of Texas Goldcoast Television Inc. from Jefferson Amusement Co. (100% before, none after) to Robert H. Park, (none before, 50% after). Carl D. Levy (none before, 39.34% after), Gayle Ann Gordon Greenwood and Lynn Gordon Jones (each none before, 5.33% after) as individuals. No consideration involved. Ann. April 30.

■ KASL Newcastle, Wyo.—Seeks assignment of license from Northeast Wyoming Broadcasters Inc. to Castle Radio Inc. for $50,000. Sellers: Malcolm D. Wyman, president, et al. Mr. Wyman is manager of KVRS Rock Springs, Wyo. Buyers: Bruce R. Hymas, president, Orin G. Geesey, vice president (each 45%), et al. Mr. Hymas owns 73% of KMER Kemmerer, Wyo. Mr. Geesey is president of First National Bank of Kemmerer. Ann. April 30.

■ WISA-AM-FM Isabela, P.R.—Seeks assignment of licenses from Luis Alan Mejia to Radio Noroeste Broadcasting Inc. for purpose of incorporation. No consideration involved. Principal: Luis Allan Mejia, sole owner. Ann. May 2.

Actions

■ KMEO-AM-FM Phoenix—Broadcast Bureau granted assignment of license from KMEO Associates to Southwestern Horizons Inc. for exchange of stock with Media Horizons Inc. Principals of KMEO Associates: Limited partners Jesse Karter, George Marks, et al. (as a group 75% before, none after) and Southwestern Horizons (25% before, 100% after). Principals of Southwestern Horizons: Joel and Bertram Harnett, Martin K. Cowan (each 26⅔%) and Seymour S. Ross (20%). Southwestern Horizons is wholly owned by Media Horizons Inc. For principals of Media Horizons see below. Limited partners will receive stock of Media Horizons Inc. Action May 2.

■ KMEO-AM-FM Phoenix; WRAN Dover, N.J.; WGNY Newburgh, N.Y.—Broadcast Bureau granted transfers of control of KMEO Associates. Lion Broadcasting Co., and Hudson Horizons, Inc., respectively, from Joel W. Hartnett, Martin K. Cowan, et al. to Media Horizons Inc. for exchange of stock. Principals of KMEO Associates (see above). Application of Lion Broadcasting (assigned to Jersey Horizons Inc. pursuant to FCC consent for license). Principals of Jersey Horizons: Joel Hartnett (21%), Martin K. Cowan, Sydney G. Hartnett, Bertram Hartnett (each 10%), Samuel Kravetz (19.5%), Irwin Towers (8%). Laurence Gross, Myron I. Sterngold (each 5%) et al. Principals of Hudson Horizons: Joel Hartnett, Martin K. Cowan (each 25%), Bertram and Sydney Hartnett (each 12½%), Irwin Towers (10%), Laurence Gross, Myron I. Sterngold (each 6¼%), Stanley White (2½%) et al. Principals of Media Horizons: Joel W. Hartnett, Martin K. Cowan, Bertram Hartnett, Sydney G. Hartnett, Irwin Towers, Laurence Gross, Myron I. Sterngold, Stanley White, Samuel Kravetz, Seymour S. Ross et al. Media Horizons will wholly own Hudson Horizons, Jersey Horizons and Southwestern Horizons, with latter becoming licensee of KMEO-AM-FM. Action May 2.

■ KATA Arcata, Calif.—Broadcast Bureau granted assignment of license from Vern Emmerson to Arcata Broadcasting Co. for $147,500. Seller: Vern Emmerson, sole owner. Buyers: Western Communications Inc., 100%. Robert W. Chandler, president. votes stock for Western Communications. Mr. Chandler owns 50% of *The Bend Bulletin*, Bend, Ore., 20% of KATL and of Star Publishing Co. both Miles City, Mont., and 25% of Juniper Broadcasting Inc. Action April 30.

■ KDIG(FM) San Diego, Calif.—Broadcast Bureau granted assignment of license from E. Edward Jacboson to Elias and Adolfo Liberman for $285,000. Seller: E. Edward Jacobson, sole owner. Buyers: Elias and Adolfo Liberman (each 50%). Messrs. Liberman have real estate interests. Action April 30.

■ WAAG Adel, Ga.—Broadcast Bureau granted assignment of license from Cook County Broadcasting Co. to Timberland Communications Inc. for $100,000. Sellers: Esther S. Forshee, president, et al. Buyers: Ralph L. Deen, president-treasurer (10%), and W. George Deen Sr., vice president-secretary (90%). W. G. Deen owns hardware and building supply dealership. R. L. Deen is former general manager of WULF Alma. Action April 30.

■ KYND Burlington, Iowa—Broadcast Bureau granted assignment of license from Sudbrink Enterprises Inc. for Burlington Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Sellers: Robert W. and Margareta S. Sudbrink (each 50%). Buyers: Sudbrink Enterprises Inc. (80%) and James Smith (20%). Robert W. and Margareta S. Sudbrink each own 50% of WRMS Beardstown, Ill. Mr. Smith will be general manager of KYND. Action April 30.

■ WMRC Milford, Mass.—Broadcast Bureau granted transfer of control of Milford Radio Corp., from Green Mountain Broadcasting Co. (52.8% before, 40.3% after) to Lawrence Shane (21% before, 33.5% after). Consideration: $4,666.67. Sellers: Daniel B. Ruggles III, president, et al. Buyers: Lawrence Shane, general manager of WMRC. Action April 30.

■ KHBV-TV Henderson, Nev.—FCC granted assignment of CP from Nevada Communications Inc. to Levin-Townsend Enterprises Inc. for $850,000. Sellers: Charles Shirley and Bruce Vanda (jointly 100%). Buyers: Howard S. Levin, president, James E. Townsend, executive vice president and Frank B. McShane, secretary, et al. Levin-Townsend Computer Corp. is sole owner of Levin-Townsend Enterprises Inc., which has real estate and land development interests: controls chain of highway restaurants and gift shops, and has investments in Broadway shows and other entertainment projects. Action May 1.

■ KSHO-TV Las Vegas—Broadcast Bureau granted assignment of CP from Talmac Inc. to ch. 13 of Las Vegas Inc. for purpose of corporate reorganization. No consideration involved. Principals: Talmac Inc. owns 25% of Channel 13 of Las Vegas Inc. Desert Broadcasting Co., Ettlinger Broadcasting Corp. and Clark Communications Inc. jointly own 75% of Channel 13 of Las Vegas Inc. Desert, Ettlinger and Clark are owned by Talmac. Alan K. Abner, president of Talmac, et al. Action April 30.

■ *WTLV(TV) New Brunswick, N. J.—Broadcast Bureau granted 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.

■ WEBO Owego, N.Y.—Broadcast Bureau granted assignment of license from Owego Community Service Broadcasting Corp., to WEBO Radio Inc. for $162,000. Sellers: Philip Spencer, president, et al. Buyers: Warren F. Haas, president, treasurer, Frank E. Penny, vice president-secretary, and E. Michael Mastropeitro (each 33⅓%). Mr. Haas owns 50% of WSUB Groton, Conn., and Mr. Penny is employe of WHDH Boston. Mr. Mastropeitro is 98% owner of one drug firm and 97% owner of another. Action May 5.

■ WOVE-FM Welch, W. Va.—Broadcast Bureau granted assignment of license from WOVE Inc. to Kenneth J. Crosthwait for $15,900. Principals: Kenneth J. Crosthwait, president (68.5% before, 100% after), Harry T. Burn (17.1% before. none after), Tommie Burn and Donald F. Crosthwait (each 7.2% before, none after). WOVE Inc. owns WOVE Welch. Kenneth Crosthwait owns 70% of WHBT Harriman, Tenn. Action April 30.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through May 7. 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*.

■ *Ashland, Ala.*—Cable TV of Gainesville, Fla., represented by Clayton Curtis, has been granted a franchise.

■ La Habra, Calif.—Three companies have applied for a franchise: Cable-Com General, International Cable TV Corp., and National Trans-Video Inc. Cable-Com General would pay the city 5% of its gross receipts.

■ Fort Morgan, Colo.—Community Television Inc. of Denver, represented by Sherrill Dunn, has applied for a franchise.

■ *Meridian, Idaho*—General Communications & Entertainment Co. of Tulsa, Okla. (group CATV owner), has been granted a franchise.

■ Gary, Ind.—Teleprompter Corp., New York (group CATV owner), has applied for a franchise. Lake County Cable TV Co. already holds a franchise in the city.

■ Anne Arundel county, Md.—American Telecable Service, represented by Irving A. Fern, has applied for a nonexclusive franchise.

■ Bessemer, Mich.—American Cablevision Co., Ironwood, Mich., has applied for a franchise.

■ *Phillipsburg, N. J.*—Clear-Pic TV of Easton, Pa., has been granted a 20-year nonexclusive franchise. The firm will pay 3% of its annual gross receipts.

■ Chester, N.Y.—Sonic TV Systems, represented by Anthony Malanowski and John DeYoung, has applied for a franchise.

■ Ossining, N.Y.—Four companies have applied for a franchise: Mid-County Television Corp.; CATV System Inc.; Westchester Cablevision Co.; and Robert E. Hanna and Harry M. Weiss.

■ Bellevue, Ohio—Ohio Video Services, Tiffin, Ohio, has applied for a franchise. Subscribers would pay an initial installation charge of $5 and $4.95 monthly.

■ *Cadiz, Ohio*—Communications Construction Corp., of Lisbon, Ohio, has been granted a 25-year nonexclusive franchise. The system will deliver seven channels.

■ McArthur, Ohio—Jackson County Cable Service Inc. has been granted an exclusive 20-year franchise.

■ Wintersville, Ohio—Merchant's Broadcasting System, Pittsburgh, has applied for a franchise. A. M. Caloyer is president of the company. The firm would pay 1½% of its gross revenue for the first 500 subscribers. Subscribers would pay $5 initially, and $4.50 a month thereafter, plus 50 cents a month for each additional set.

'Good men and true' are guided into the broadcast world

Week'sProfile

The old college try is never quite good enough for Tom Hamilton when even better performance is possible.

The ex-New York commercial broadcaster is still a commercial broadcaster. But now he's smack in the middle of the expanding Notre Dame campus where he is chief operating executive for the university's WNDU-AM-FM-TV South Bend, Ind.

This stimulating academic climate seems to be an agreeable atmosphere, whetting his desire to help a continuing flock of students—"good men and true," he calls them—achieve a competence in commercial radio and television performance that equals the university's reputation. Some 170 WNDU "graduates" are now scattered throughout the industry.

Sitting with a visitor to campus at a garden window of the Morris Inn dining room in early May, Mr. Hamilton enthusiastically describes the Notre Dame way of blending practical and scholarly. In explaining his duties as vice president of the Notre Dame subsidiary, Michiana Telecasting Corp., and general manager of the WNDU stations, he obviously enjoys relating also how school officials with teaching backgrounds had to stand firm in favor of establishing WNDU-TV as a strictly commercial operation in the broadcasting tradition while business-oriented trustees favored making it purely educational.

WNDU-TV took the air in July 1955 on channel 16 (South Bend-Elkhart is an all-UHF market) and is a full-color affiliate of NBC. WNDU radio, formerly WHOT, was acquired about the same time. It is an ABC affiliate on 1490 kc with 1 kw day and 250 w night. WNDU-FM, separately programed and stereo, started in 1962.

Pausing to point out the Rev. Theodore Hesburgh at an adjacent table with a faculty group, Mr. Hamilton explains the priest was involved in the effort to establish commercial broadcasting there. Father Hesburgh now is president of both Notre Dame and its tax-paying subsidiary, Michiana.

Mr. Hamilton puts a little extra emphasis on "tax-paying," observing the point sometimes is missed or misunderstood when church-related schools and their business activities are discussed today.

"Back in 1948," Mr. Hamilton recalls, "Father John Cavanaugh, then president, and Father Hesburgh, then vice president, recognized television was developing into the greatest means of mass communication that mankind had devised since the advent of printing. They figured if Notre Dame were going to be truly a university of universal excellence they should be deeply involved in the new medium."

The priests, Mr. Hamilton continues, "were convinced that communications in this country since its founding had been most successful when they were commercial." They also knew, he relates, that few would actually watch the highly cultural programs of a pure educational station, but many would view a self-supporting commercial outlet that also would have educational-type programs from time to time. Ultimately the trustees agreed.

The WNDU stations "turn a modest profit," Mr. Hamilton says, which goes to the university for its use in operations and the current expansion program. He hopes the profit picture will improve once WNDU-TV doubles its market size with a new 1,000 ft. tower and high power. The $1-million facilities expansion project presently is before the FCC.

William Thomas Hamilton—VP of Michiana Telecasting Corp. and general manager of WNDU-AM-FM-TV South Bend, Ind.; b. May 20, 1914, Chicago; national-local sales, WOR New York, 1939-42; NBC Spot Sales, New York, 1943-46; national sales, ABC Radio network, New York, 1946-48; national sales, CBS Radio network, 1948-54; joined Notre Dame broadcasting subsidiary 1955 as general manager of WNDU (then WHOT) and commercial manager of WNDU-TV, becoming general manager of both radio-TV in late 1959; m. Margaret Caverley of New York, Sept. 15, 1939; children—John, 28; and three married daughters, Mrs. Frank Yurasek, Mrs. Tim Hartzer and Mrs. Jamié Saavedra.

But the profits will not necessarily go toward the projected new Notre Dame Communications Center, a $2.5-million facility seen ultimately as housing all of the school's closed-circuit and other TV teaching systems, including cultural enrichment program materials and instant retrieval functions. A TV monitor and information control dial in each student's room is part of Mr. Hamilton's vision.

The communications center as a separate project in the longe-range planning comes under the supervision of Dr. John Meany "who now is in charge of visual media instruction and who earlier set up complete broadcasting at Texas U. which is nonpareil," Mr. Hamilton notes. How soon the center becomes reality depends on contributions from outside sources, he adds, but Dr. Meany is already vigorously beating the bushes. The WNDU stations would lease space in the center, he adds, and also contribute much professional assistance.

The sour smell of sweat lingers in the Morris Inn lobby as Mr. Hamilton and his guest pass through. It was just vacated by a milling group of shaggy-haired students protesting the trustees meeting that day and demanding "equal time." Even Notre Dame has a few hippie types, Mr. Hamilton laughs, but so far the dissenters have been peaceful. A WNDU news team keeps watch.

"That's the hard nut for management today," Mr. Hamilton comments, "especially for the news director. You don't dare miss the vital event should it happen and still you don't want your presence to give them a feeling of too much importance either."

Following the straggling group to the new $1.3 million Continuing Education Center where broadcaster meetings, Vatican II and other major events have given the WNDU stations plenty of hard news to cover, Mr. Hamilton tells of his special pride: the stations' ghetto news project which already has resulted in seven blacks, now trained and well qualified, working full time in several departments. It began with an idea of Harry Kevorkian, news director, at last year's urban crisis conference of broadcasters there.

"We went into the ghetto, took an empty store front and set up a 'live-in' news and training facility," he says, "working with Negro groups for careful screening of career applicants." The success story will be told to the Indiana Broadcasters Association June 19-20 at Purdue. Mr. Hamilton is chairman of the meeting.

"This is the right way," he says, which is expected from a man who does everything left handed—except when he plays golf.

Editorials

Break it up

The Tommy Smothers-Nicky Johnson act played Washington again last Tuesday, for the third time in six weeks. It is beginning to run out of material.

Mr. Smothers, readers will recall, first appeared in Washington late last March during the National Association of Broadcasters convention, to which he was not invited. In a widely covered news conference he accused CBS-TV of censorship. That was mostly his show, although Mr. Johnson was in conspicuous attendance, clucking sympathetically at every allegation of brutish suppression of art.

In a week or so CBS-TV canceled the Smothers show in a move to be commended more for managerial courage than public-relations skill. That put a new topper on the Tommy Smothers act.

A few weeks later both Smothers brothers returned to Washington to fulfill a previously arranged commitment to perform at a banquet of the American Society of Newspaper Editors. On the afternoon before the banquet Tommy Smothers invited newsmen and members and employes of Congress to a screening of material he said CBS had censored. The turn-out was disappointing, but prominently present was Nicholas Johnson, who also was at a table with Smothers staff members at the ASNE banquet that night.

Mr. Johnson finally achieved equal billing with Mr. Smothers at their performance last week before some 35 members of the Democratic Study Group, which is composed of liberal Democrats in the House. Mr. Smothers showed samples of his work that landed on the cutting-room floor. Mr. Johnson conjured ogres at network headquarters. But somehow their act just missed.

We suggest that they retire it. The issue in the Smothers case was never censorship. It was insubordination. No great art was ever lost to editing by CBS. Mr. Smothers merely wanted carte blanche to indulge his fancies of the moment. If he had been humored, CBS would have abandoned its responsibility.

As for Mr. Johnson, he has about used up the reflected publicity he acquired by attaching himself to this act. It's time he went to work on constructive enterprises, though that may be a forlorn hope. He hasn't done anything constructive yet.

Honor roll

Listed below are the members of the 91st Congress who, as of this writing, have introduced bills to give broadcasters a reasonable measure of protection against strike applications filed against their facilities. The list is long, but it needs to be longer. And the list of legislators to be made aware of the need for favorable action must be longer still. The broadcasters' education campaign is only beginning.

Here are the House members who have put their names to bills that would prevent a facility from being put up for grabs until the incumbent licensee had been found disqualified to retain it:

Democrats: Abbitt (Va.), Bevill (Ala.), Dent (Pa.), Edwards (La.), Flynt (Ga.), Fuqua (Fla.), Hull (Mo.), Natcher (Ky.), Nichols (Ala.), Rarick (La.), Rogers (Fla.), St. Onge (Conn.), Stephens (Ga.), Stratton (N.Y.), Waggoner (La.), Watts (Ky.), Wright (Tex.).

Republicans: Belcher (Okla.), Brock (Tenn.), Broyhill (N.C.), Bush (Tex.), Carter (Ky.), Chamberlain (Mich.), Duncan (Tenn.), Edwards (Ala.), Hall (Mo.), Hastings (N.Y.), Kleppe (N.D.), Langen (Minn.), Lujan (N.M.), McClory (Ill.), McKneally (N.Y.), Martin (Neb.), Meskill (Conn.), Mize (Kan.), Nelson (Minn.), Pirnie (N.Y.), Quillen (Tenn.), Saylor (Pa.), Sebelius (Kan.), Shriver (Kan.), Snyder (Ky.), Talcott (Calif.), Thompson (Wis.), Walley (Pa.), Winn (Kan.).

In the Senate John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, has introduced his version of an antistrike bill. The Pastore name lends prestige to the project, but the senator needs help in educating his colleagues to both the need and justification of the bill. In this legislation the public interest and the broadcaster's interest clearly coincide.

The un-free French

Six months ago when Charles De Gaulle was riding high, his political success was ascribed largely to his strict control of France's television. It was unthinkable to French politicians that any nation could allow its broadcasting services to be free.

But something happened. Even with government control General De Gaulle lost a vote of confidence. He resigned.

The interim president, Alain Poher, who says he does not aspire to succeed De Gaulle, promptly ordered a stop to government propaganda on radio and TV which, of course, are government operated. Mr. Poher, as one of his first official acts, cited the law that has been there all along calling for "objectivity and accuracy" of news broadcasts and the access of "broad currents of opinion" to microphones and cameras.

The hands-off policy may not last. The successor to De Gaulle, to be elected next month, will no doubt be tempted to return to censorship. But for the campaign rival positions will be aired.

Perhaps it's too much to expect that in this election the French will learn that 200 million Americans (give or take the odd-balls) can't be wrong. History records all those French revolutions in which the people fought for something that must have been roughly equivalent to our Bill of Rights.

Drawn for BROADCASTING by Sid Hix

"It's not a murder-mystery . . . it's a commercial for one of those new stain-remover detergents!"

There are now more Americans in Viet Nam than in Nevada, Vermont, Wyoming or Alaska.

Maybe we should make it a state.

TNT/5

When we talk about Viet Nam, we do more than read items off the news ticker.

We give our viewers the insight of John MacDougall and Bob Ryan, two of the most informed and involved newscasters in the business. When they report on a story, they know what they're talking about.

Take Viet Nam. Bob Ryan's *been* there. During two weeks in the field, he went on helicopter assaults, river patrols in the Mekong Delta, and Air Force raids from Phan Rang. He interviewed Minnesota-area GI's.

He also interviewed Madame Chiang Kai Shek in Taiwan and President Marcos in the Philippines, as he traveled through six *other* countries.

This is nothing new. Since 1955, he's made *fourteen* news-gathering trips to world trouble spots. In 1959 when Cuba was in the news, Bob was in Havana. Last year when Czechoslovakia was invaded, he went to Prague. These aren't pleasure junkets. He's been followed, spied on, and had cameras confiscated. But he's come back with a breadth of experience no other local tv journalist can match.

This is just one example of the kind of people we have on KSTP's *Twin News Tonight*. And just one reason why it's one of the finest news operations in the nation.

KSTP 5

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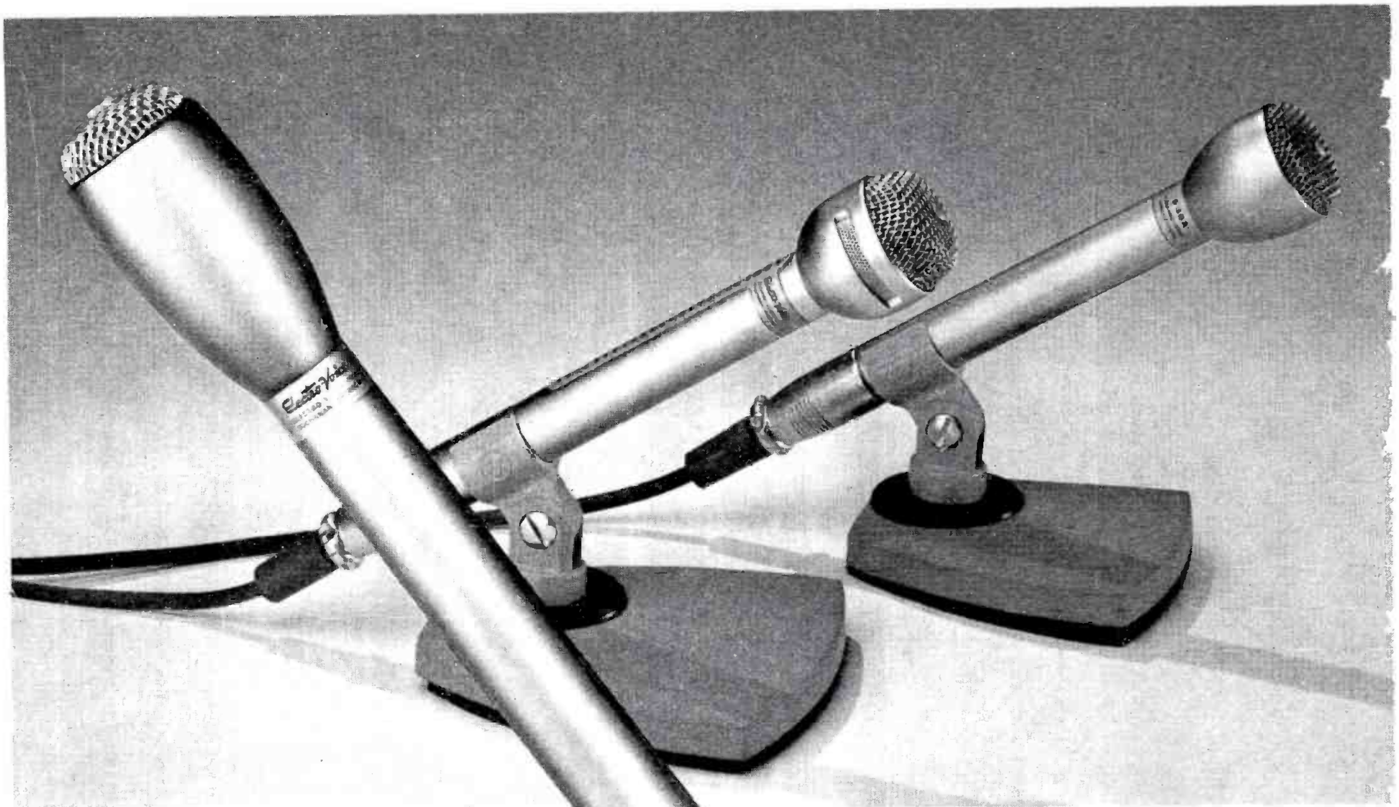

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RE55 *OMNIDIRECTIONAL DYNAMIC MICROPHONE*

There are plenty of good, functional reasons behind the new look of Electro-Voice professional microphones. Reasons dramatically proved by the rapid success of the Model 635A and the RE15. Now we've added the RE55 to this handsome group.

The RE55, like its predecessor the 655C, is an extremely wide-range omnidirectional dynamic. And in most electrical particulars it is not greatly different. RE55 frequency response is a bit wider, and perhaps a trifle flatter. An impressive achievement when you consider that the 655C has been extensively used as a secondary frequency response standard. Output level is 2 db hotter, and the exclusive E-V Acoustalloy® diaphragm of the RE55 can provide undistorted output in sound fields so intense as to cause ear damage.

The biggest changes in the RE55 are mechanical. For this microphone is even more rugged than the 655... long known as one of the toughest in the business. There's a solid steel case and new, improved internal shock mounting for the RE55. Plus a satin nickel finish that looks great on TV long after most microphones have been scarred and scratched almost beyond recognition.

For convenience we've made the barrel of the RE55 just 3/4″ in diameter. It fits modern 3/4″ accessories. It also fits the hand (and its length makes the RE55 perfect for hand-held interviews). We also provide XLR-3 Cannon-type connectors to help you standardize your audio wiring. Detail refinements that make the RE55 more dependable, easier to use.

Finally, the RE55 has the exclusive Electro-Voice 2-year *unconditional* guarantee. No matter what happens, if an RE55 fails to perform during the first two years — for any reason — we'll repair it at no charge.

Try the Electro-Voice RE55 today. The more you listen, the better it looks!

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