

June 9, 1969: Our 38th Year: 50¢
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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

It looks like the best year ever for spot TV. p19
Cable agreement runs into strong opposition. p24
Mexico doles out 'truce' to its broadcasters. p52
Automated radio: It's alive and prospering. p54

KTVU
2

SAN FRANCISCO-OAKLAND

Appoints

TELEREP

National Sales Representative

Effective

JULY 1, 1969

Joining: KCOP, Los Angeles
WTCN-TV, Minneapolis-St. Paul
KTNT-TV, Seattle-Tacoma
KPTV, Portland
KARD-TV, Kansas State Network
KVOO-TV, Tulsa

ABRAHAM, MARTIN AND JOHN
Roiz Music, Inc.
Dick Holler

AM I THAT EASY TO FORGET?
Four Star Music Co., Inc.
Carl Belew, Shelby Singleton,
W. S. Stevenson

ANGEL OF THE MORNING
Blackwood Music, Inc.
Chip Taylor

APOLOGIZE
Stone Canyon Music Co.
Michael Z. Gordon, James A. Griffin

AUTUMN OF MY LIFE
Unart Music Corp.
Bobby Goldsboro

THE BALLAD OF BONNIE AND CLYDE
Peer International Corp.
Peter Callender, Mitch Murray

BEAUTIFUL PEOPLE
Coo's Music, Inc. / Ishmael Music Co.
Kenny O'Dell

BEND ME, SHAPE ME
Helios Music Corp.
Laurence Weiss, Scott English

BORN FREE
Screen Gems-Columbia Music, Inc.
John Barry, Don Black

BY THE TIME I GET TO PHOENIX
Johnny Rivers Music

CAB DRIVER
Blackhawk Music Co.
C. Carson Parks

CABARET
Sunbeam Music Corp.
Fred Ebb, John Kander

CALL ME
Duchess Music Corp.
Tony Hatch

CAN'T TAKE MY EYES OFF OF YOU
Saturday Music, Inc. / Seasons Four
Music Corp.
Bob Crewe

CARMEIN
Irving Music, Inc.
Peter Matz

CLASSICAL GAS
Irving Music, Inc.
Mason Williams

CRY LIKE A BABY
Press Music Co., Inc.
Spencer Oldham, Dan Penn

DAYDREAM BELIEVER
Screen Gems-Columbia Music, Inc.
John C. Stewart

DIFFERENT DRUM
Screen Gems-Columbia Music, Inc.
Michael Nesmith

(SITTIN' ON) THE DOCK OF THE BAY
East/Memphis Music Corp. / Redwal
Music Co., Inc. / Time Music Co., Inc.
Otis Redding, Stephen Cropper

DON'T GIVE UP
Duchess Music Corp.
Tony Hatch, Jackie Trent

DON'T SLEEP IN THE SUBWAY
Duchess Music Corp.
Tony Hatch, Jackie Trent

DREAMS OF THE EVERYDAY
HOUSEWIFE
Combine Music Corp.
Chris Gantry

ELEANOR RIGBY
Macien Music, Inc.
John Lennon, Paul McCartney

EVERYTHING THAT TOUCHES YOU
Beechwood Music Corp.
Terry Kirkman

FOLSOM PRISON BLUES
Hi-Lo Music, Inc.
Johnny Cash

GENTLE ON MY MIND
Glaser Publications, Inc.
John Hartford

THE GIRL FROM IPANEMA
Duchess Music Corp.
Norman Gimbel, Antonio Carlos Jobim

GOIN' OUT OF MY HEAD
Vogue Music, Inc.
Teddy Randazzo, Bobby Weinstein

THE GOOD, THE BAD AND
THE UGLY
Unart Music Corp.
Ennio Morricone

GRAZING IN THE GRASS
Cherio Corp.
Philemon Hou

HALFWAY TO PARADISE
Screen Gems-Columbia Music, Inc.
Gerald Goffin, Carole King

HANG 'EM HIGH
Unart Music Corp.
Dominic Frontiere

THE HAPPY TIME
Sunbeam Music Corp.
Fred Ebb, John Kander

HARPER VALLEY P.T.A.
Newkeys Music, Inc.
Tom T. Hall

HAVE A LITTLE FAITH
Al Gallico Music Corp.
Billy Sherrill, Glenn Sutton

HELLO, GOODBYE
Macien Music, Inc.
John Lennon, Paul McCartney

HEY JUDE
Macien Music, Inc.
John Lennon, Paul McCartney

HEY LITTLE ONE
Tamerlane Music, Inc.
Dorsey Burnette, Barry DeVorzon

THE HORSE
Dandelion Music Co. / Jamesboy
Publishing
Jesse James

I CAN'T BELIEVE I'M LOSING YOU
Vogue Music, Inc.
Don Costa, Phil Zeller

I HEARD IT THROUGH THE
GRAPEVINE
Jobete Music Co., Inc.
Barrett Strong, Norman Whitfield

I LOVE HOW YOU LOVE ME
Screen Gems-Columbia Music, Inc.
Larry Kolber, Barry Mann

I LOVE YOU
Mainstay Music, Inc.
Chris White

I WANNA LIVE
Windward Side Music
John D. Loudermilk

I WILL WAIT FOR YOU
Vogue Music, Inc.
Norman Gimbel, Michel Legrand,
Jacques Demy

I WISH IT WOULD RAIN
Jobete Music Co., Inc.
Rodger Penzabene, Barrett Strong,
Norman Whitfield

I WONDER WHAT SHE'S DOING
TONIGHT
Screen Gems-Columbia Music, Inc.
Tommy Boyce, Bobby Hart

APPLAUSE TO THE BMI WRITERS AND PUBLISHERS WHO CREATED THE 102 MOST PERFORMED SONGS IN THE BMI REPERTOIRE DURING 1968

ALL THE WORLDS OF MUSIC
FOR ALL OF TODAY'S AUDIENCE



IF I WERE A CARPENTER
Faithful Virtue Music Co., Inc.
Tim Hardin

IN THE MISTY MOONLIGHT
Four Star Music Co., Inc.
Cindy Walker

INDIAN LAKE
Pocketful of Tunes, Inc.
Tony Romeo

JUDY IN DISGUISE
Su-Ma Publishing Co., Inc.
John Fred, Andrew Bernard

JUST AS MUCH AS EVER
Roosevelt Music Co., Inc.
Charles Singleton, Larry Coleman

KEEP THE BALL ROLLIN'
Screen Gems-Columbia Music, Inc.
Sandy Linzer, Denny Randell

L. DAVID SLOANE
Dunbar Music, Inc.
Angela Martin

LADY MADONNA
Macien Music, Inc.
John Lennon, Paul McCartney

LADY WILLPOWER
Viva Music, Inc.
Jerry Fuller

LIVE FOR LIFE
Unart Music Corp.
Francis Lai, Norman Gimbel

LOVE CHILD
Jobete Music Co., Inc.
Deke Richards, Pam Sawyer,
R. Dean Taylor, Frank E. Wilson

LOVE IS ALL AROUND
Dick James Music, Inc.
Reg Presley

MICHELLE
Macien Music, Inc.
John Lennon, Paul McCartney

MISSION: IMPOSSIBLE THEME
Bruin Music Co.
Lalo Schiffrin

MONY, MONY
Patricia Music Publishing Corp.
Bobby Bloom, Ritchie Cordell,
Bo Gentry, Tommy James

MORE
E. B. Marks Music Corp.
Riz Ortolani, Nino Oliviero,
Norman Newell, M. Gioriolini

MRS. ROBINSON
Charing Cross Music
Paul Simon

MY SPECIAL ANGEL
Viva Music, Inc.
Jimmy Duncan

NEVER MY LOVE
Tamerlane Music, Inc.
Donald J. Addrisi, Richard P. Addrisi

ONE, TWO, THREE, RED LIGHT
Kaskat Music, Inc.
Sal Trimachi, Bobbi Trimachi

OVER YOU
Viva Music, Inc.
Jerry Fuller

PLAYBOY
Acuff-Rose Publications, Inc.
Gene Thomas

RELEASE ME
Four Star Music Co., Inc.
Eddie Miller, W. S. Stevenson

SCARBOROUGH FAIR
Charing Cross Music
Paul Simon

SIMON SAYS
Kaskat Music, Inc.

SKIP A ROPE
Tree Publishing Co., Inc.
Jack Moran, Glenn D. Tubb

SOMETHIN' STUPID
Greenwood Music Co.
C. Carson Parks

SOUNDS OF SILENCE
Charing Cross Music
Paul Simon

SPANISH EYES
Roosevelt Music Co., Inc.
Bert Kaempfert, Charles Singleton

SPOOKY
Lowery Music Co., Inc.
Harry Middlebrooks, Mike Shapiro,
Buddy Buie, J. B. Cobb

THE STRAIGHT LIFE
Viva Music, Inc.
Sonny Curtis

STONED SOUL PICNIC
Laura Nyro

STRANGERS IN THE NIGHT
Roosevelt Music Co., Inc. / Champion
Music Corp.
Bert Kaempfert, Charles Singleton

SUNDAY MORNIN'
Blackwood Music, Inc.
Margo Guryan

SUNNY
MRC Music, Inc. / Portable Music
Co., Inc.
Bobby Hebb

TAKE GOOD CARE OF MY BABY
Screen Gems-Columbia Music, Inc.
Carole King, Gerald Goffin

TAKE TIME TO KNOW HER
Al Gallico Music Corp.
Steve Davis

TALK TO THE ANIMALS
Hastings Music Corp.
Leslie Bricusse

THEN YOU CAN TELL ME GOODBYE
Acuff-Rose Publications, Inc.
John D. Loudermilk

TIGHTEN UP
Cottillon Music, Inc. / Orellia Publishing
Billy H. Buttler, Archie Bell

TIME FOR LIVIN'
Tamerlane Music, Inc.
Donald J. Addrisi, Richard P. Addrisi

TO SIR, WITH LOVE
Screen Gems-Columbia Music, Inc.
Don Black, Mark London

TURN AROUND, LOOK AT ME
Jerry Capehart

THE UNICORN
Hollis Music, Inc.
Shel Silverstein

UP, UP AND AWAY
Johnny Rivers Music

VALLER!
Screen Gems-Columbia Music, Inc.
Tommy Boyce, Bobby Hart

WE CAN FLY
Akbestal Music, Inc. / Luvlin Music, Inc.
Bob Cowdill, Bill Cowdill,
Artie Kornfeld, Steve Duboff

WINDY
Irving Music, Inc.
Ruthann Friedman

WITH PEN IN HAND
Unart Music Corp.
Bobby Goldsboro

WOMAN, WOMAN
Glaser Publications, Inc.
James Glaser, James Payne

YESTERDAY
Macien Music, Inc.
John Lennon, Paul McCartney

YOUNG GIRL
Viva Music, Inc.
Jerry Fuller

YOU'VE STILL GOT A PLACE
IN MY HEART
Fred Rose Music, Inc.
Leon Payne

YUMMY, YUMMY, YUMMY
T. M. Music, Inc.
Arthur Resnick, Joe Levine

YOU CAN'T GET THERE FROM HERE



"It is guaranteed to glue you to your chairs"

Ann Hodges - Houston Chronicle

Everyone knows the traffic problem is terrible so what's new about a program examining it? We think ours was and we'll be happy to lend you a screening print in case your town has "can't get there from here" problems, too. We think specials should be just that — SPECIAL — which is why we have a full-time Special Projects Division devoted to producing meaningful and imaginative documentaries. It pays off.

KTRK-TV

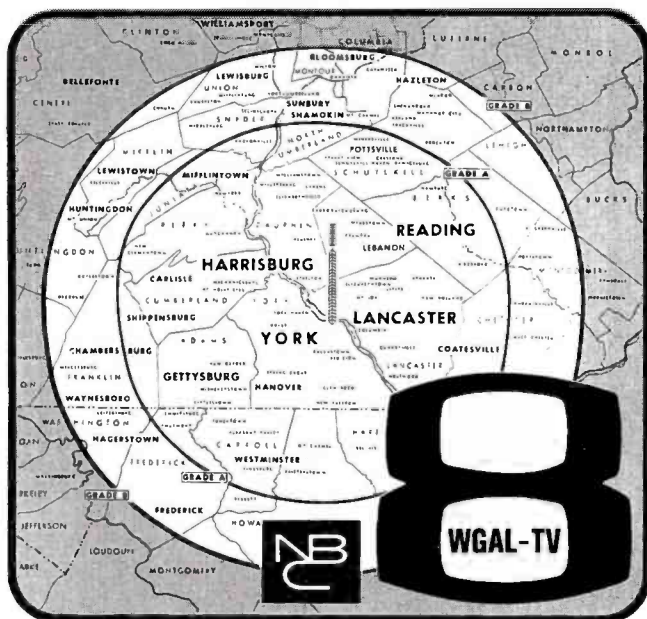
Houston, Texas

Capital Cities Broadcasting Corporation

Represented by Blair TV



WINNER BY A WIDE MARGIN



Alert and running, Channel 8 should be the first choice in this high-ranking market. It delivers more viewers than all other stations in the market combined*. Its out-front 40% color penetration* rounds out its splendid sales potential for your products.

WGAL-TV Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

*Based on Feb.-Mar. 1969 ARB estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

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.

Target zone

Broadcast-newspaper cross-ownerships and concentrations of media control are sure to become last-ditch line of battle in Senator Philip Hart's (D-Mich.) fight to stop "newspaper preservation" bill from being removed from his subcommittee's jurisdiction and sent on to Senate floor. In hearing this week (Thursday and Friday), won as concession from members of full Judiciary Committee, who were on verge of taking bill away from his Antitrust and Monopoly Subcommittee, Senator Hart gets last chance to prove that bill isn't needed.

Key arguments against measure, first raised at exhaustive hearings in last congressional session, involve charges that newspapers with radio-TV properties use broadcast profits to wage anticompetitive warfare with other papers, yet despite broadcast profits newspapers could, under terms of proposal, claim "failing newspaper" status and seek exemption from antitrust rulings against forming joint printing, advertising and circulation arrangements with competing newspapers. Hearings two years ago also made much of alleged regional and national concentrations of media control—broadcast and print—as result of joint ownerships and linkages through newspaper operating agreements that bill would allow to be continued.

Bright spot

Add this plus to cigarette-TV billing futures: Reports are being widely circulated that R. J. Reynolds is about to break with new cigarette brand that will lean strongly on television support. Agency is William Esty Co., New York.

Invitation to bids?

In some FCC quarters they're calling that 60-page statement of Commissioners Nicholas Johnson and Kenneth Cox on New York state license renewals, modern sequel to so-called Blue Book, circa 1946. It's pointed out that two commissioners have aligned themselves against stations which were given low marks on programming performance and commercialization and in favor of possible strike applicants (BROADCASTING, June 2). In Blue Book, WBAL Baltimore, Hearst-owned, became target of strike applicant (Columnists Drew Pearson and Robert S. Allen) but won out.

Johnson-Cox statement, in which stations are evaluated, makes those getting low marks sitting ducks, in

view of other FCC officials who regard action as reprehensible. Incidentally, other commissioners were not given copies of Johnson-Cox statement on Thursday (May 29) when advance releases were made available to press for Sunday (June 1) release.

Prayer ignored

Flak was flying in Hollywood even before formal presentation of Emmy awards (scheduled for airing on CBS-TV, Sunday, June 8), with word having leaked out that there would be no awards given in two categories—best supporting actor in episode of series or special and best director, comedy, variety, music. In conversation with BROADCASTING last month, national TV academy president, Seymour Berns, offered prayer that blue-ribbon panel selecting Emmy winners would not exercise this year's first-time option to pass up categories.

"Big change we made this year is that we have the possibility of no awards, like Pulitzers," Mr. Berns said. "I pray that it doesn't happen. We might get a hell of an explosion." Mr. Berns's worst fears seem to be realized. He apparently is going to get "hell of explosion," with American Federation of Television and Radio Artists in Hollywood already asking national academy to revise its rules.

Inner turmoil

FCC Broadcast Bureau Chief George Smith is under fire from Commissioners Nicholas Johnson and H. Rex Lee for allegedly dragging his feet in processing of application that free-wheeling Pacifica Foundation Inc. filed in April 1968 for educational FM channel in Washington. Commissioners reportedly allege action was stalled to permit would-be competing applicant, which had been dismissed twice as not qualified, to get back in third time. Applicant is National Educational Foundation Inc. Majority of commissioners last week appeared ready to accept staff recommendation to hold hearing on whether NEF does qualify and, if so, whether it or Pacifica should get channel. That agenda item is what set off Commissioners Johnson and Rex Lee. They want accounting from Mr. Smith of his handling of Pacifica matter. Mr. Smith, who was on vacation during meeting, said Friday there was no hold-up of Pacifica application, that it was handled in normal course.

Pacifica blow-up follows Commissioner Johnson's charge that Mr. Smith speeded up action on WPIX(TV) New

York renewal application to protect that station against competing application of Forum Communications Inc. Commission sources predict commission will back down, accept Forum's application and give it comparative hearing with WPIX (see page 32).

Hole filled

Top research job at National Association of Broadcasters will go to John Dimling Jr., manager, communication systems division, Spindletop Research, Lexington, Ky. Post has been vacant since death of Howard Mandel last December. Dr. Dimling is no stranger to broadcasting or NAB. For President's Task Force on Telecommunications Policy he directed study of prospects for diversity of TV programming. In December 1967 he briefed NAB directors on prospects of technological change.

Money problem

FCC appears to be in race against time to obligate bulk of \$500,000 for research in its appropriation for fiscal 1969. Year ends June 30, and so far less than \$100,000 of that sum has been formally spoken for. However, contracts for modernizing commission laboratory in Laurel, Md., and for study of microwave radio systems are said to be all ready for signing. No figure is available for laboratory work, but other project is in budget for \$100,000. In addition, commission officials say, plans are under way for follow-up land-mobile radio studies and other projects, which would account for remaining research money.

But if commission finds money left over at end of fiscal year—only three weeks away—it would be in embarrassing position of turning it back to treasury, unless it used funds for other purposes. Commission presumably hopes to have research matter well in hand by June 19. That is date for Senate Appropriations Committee hearing on commission's 1970 appropriation, in which commission is seeking \$1 million for research.

Windfall

Biggest boost yet to Broadcast Pioneers library project (goal \$1 million) will be announced soon in form of \$100,000 contribution by NBC. Advance word came last week to Ward L. Quaal and Roger W. Clipp, co-chairmen of drive for installation on ground floor of new National Association of Broadcasters' headquarters building.

*Providence
is our
promised land.*

And your Blair man can tell you about our promised listeners . . . in the most comprehensive tabulation for reach and frequency* in the market. Call him and find out how promising Providence is when you buy WPRO.

*Based on October 1968 ARB.

A DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION. REPRESENTED BY BLAIR RADIO.



Everything's coming up roses for spot television. Better than nine of 10 stations report spot sales running ahead of last year's solid business. Projections for rest of '69 are enthusiastic. See . . .

Best year ever for spot TV . . . 19

In public notice last week, FCC makes explicit to broadcasters what constitutes lottery; says contestants who purchase product must have equal access to free chances. See . . .

FCC clarifies rules on lotteries . . . 21

NAB-NCTA pact on cable's future runs into opposition from other industry groups as AMST and ACTS demand voice in any industry decision. Nizer a dissident in letter to McClellan. See . . .

Thumbs down on cable agreement . . . 24

Cable operators form congressional lobbying organization—Political Action Committee of Cable Television—bipartisan group to "support legislators who share the views of the CATV industry." See . . .

Cablemen devise PACCT to lobby on Hill . . . 30

Senator John O. Pastore (D-R.I.) announced hearing dates on his bill to protect licensees from strike applications at renewal time; reveals names of 18 co-sponsors of legislation in Senate. See . . .

July 15-16 set for strike bill hearing . . . 34

Broadcasters face tougher line from FCC on equal employment with two new rules ordering licensees to afford equal opportunity and to set up programs to assure fairness in station policy and practice. See . . .

FCC gets tough . . . 38

Leapfrogging of TV signals by CATV's is not completely verboten at FCC. Commission, when 'good cause' is shown, has been giving cable systems green light on distant-signal importation. See . . .

A 'good cause' permits leapfrogging . . . 46

Regulation of translator licensees is embarked upon by FCC when it grants Rhinelander, Wis., TV outlet non-duplication protection and fines translator operator. See . . .

WAEQ-TV gets translator protection . . . 48

Mexican broadcasters avert "crisis"—possible governmental control of stations—by agreeing to exchange 12.5% of all radio and television air time for 20-year license renewals. See . . .

Mexico doles out 'truce' to radio-TV . . . 52

A look at phenomenon of automated radio—program syndicators striving to maintain individuality of station sound are in large measure responsible for its success. See . . .

Automated radio: it's alive and prospering . . . 54

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Broadcasting

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Look at this picture. What do you remember?



Undoubtedly, you remember how he died.

But we think it's more important to remember how he lived.

Our memorial to Robert Kennedy is a living, talking, thinking, hoping, laughing picture of him. Probably the last Robert Kennedy interview. Probably the best.

He talks about himself; what Bobby Kennedy thought of Bobby Kennedy. He talks about what he did. And what he wanted to do. And even how he wanted to be remembered. He wanted to be remembered as someone who lessened suffering. And that is how we will remember him.

"To ask why not: Robert Kennedy and David Frost." One of

52 specials Group W is presenting this year.

Some of them make you laugh. Some make you cry. Some make you think.

Our special on Robert Kennedy will make you do all three.



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

Audimeters in L.A.

A. C. Nielsen Co. confirmed Friday (June 6) that it intends to have instantaneous TV-rating system in operation in Los Angeles by summer of 1970.

Company is announcing today (June 9) that contract between Nielsen and KTTV(TV) Los Angeles has been signed for such a system.

Los Angeles "IA" (instantaneous audimeter) system will be identical with instant Nielsen operated in New York market since 1959. It will provide full-day station ratings to clients on following morning. Service is to include weekly rating reports, and monthly reports containing ratings and audience demographics. With Los Angeles area added to New York, Nielsen will be covering roughly 20% of U. S. TV households in obtaining instant data—or "one fifth of the total U. S. [spot] television dollars."

It was reported that over \$500,000 in costs would be represented in IA's start-up, installation, programing and creation of sample. Nielsen, it was also said, had prefaced start-up of Los Angeles system on having at least one station signed there.

Hearing set on D.C. stations

Mutiple-station owner Richard Eaton faces loss of Negro-oriented WOOK and WFAN-TV (ch. 14), Washington, in hearing announced by FCC Friday (June 6).

Renewal applications for stations will be weighed against applications for WOOK and WFAN facilities filed by group called Washington Community Broadcasting Co.

Challenger, which filed its competing applications for stations in September 1966 (BROADCASTING, Sept. 5, 1966), includes number of well-known personalities—columnist and radio-TV commentator Drew Pearson and Washington attorney Thurman Arnold, New Deal era assistant attorney general for antitrust, among them.

Mr. Pearson, vice president and 4.66% owner of Washington Community, was part of group that made unsuccessful effort to take WBAL Baltimore facilities away from Hearst Corp. in 1951.

Hearing issues include question of whether WOOK broadcast of announcements advertising "conquer roots," "money-drawing roots," and "spiritual baths" constituted false, misleading or deceptive advertisements, and whether

WOOK has taken reasonable steps to protect public from false advertising. Hearing will also explore question of WOOK's effort to determine and serve needs and interests of community.

Commission also ordered WOOK and WFAN-TV to file information on their programing for 1967 and 1968. Commission said that with exception of recent amendment showing public affairs and other programing now carried by WOOK, it has little data on station's past programing.

Community officers, besides Mr. Pearson, include William S. Thompson, Washington attorney, chairman; Marjorie Lawson, Washington attorney, president; and Norman Bernstein, owner of real estate management firm in Washington, treasurer. Each owns 4.66%.

Three-way fight for channel 14 was averted when Washington Civic Television Inc., dismissed its application for that facility. 18 of its stockholders subscribed to 13% of Community's stock.

Besides Washington stations, involved in hearing, Mr. Eaton owns or controls WFAN(FM) Washington; WINX Rockville, Md.; WMET-TV (ch. 24) and WSID-AM-FM Baltimore; WBNX New York; WFAB Miami-South Miami, Fla.; WJMY(TV) (ch. 20) Detroit; WMUR-TV (ch. 9) Manchester, N.H.; WJMO and WCUY(FM) Cleveland Heights, Ohio; KALI San Gabriel, KVEZ(FM) San Mateo, KECC-TV (ch. 13); El Centro, all California; and KIKU-TV (ch. 13) Honolulu.

NCTA gets update

Executive and negotiating committees of National Cable TV Association met Friday (June 6) in Philadelphia to hear situation reports from Washington headquarter's staff on proposed agreement with broadcasters.

Group discussed actions taken earlier in week by Association of Maximum Service Telecasters, All-Channel Television Society and New York attorney Louis Nizer in behalf of motion picture copyright owners—all critical (see page 19).

Meeting has been called by Robert W. Beisswenger, president of Jerrold Corp., who is also chairman of NCTA.

Gross buying WKBT(TV)

Gross Telecasting (WJIM-AM-FM-TV Lansing, Mich.) has reached agreement in principle to buy WKBT(TV) La Crosse, Wis., from Lee Enterprises and others for \$4.9 million, subject to FCC approval.

Negotiations to sell channel 8 CBS-TV affiliate to Lamb Communications for \$5.7 million were called off last month (BROADCASTING, May 19).

WKBT is 27.5% owned by Lee Enterprises, group broadcaster and publisher; other principals include Harold Dahl, WKBT president-general manager (21%), and W. T. Burgess, publisher of *La Crosse Tribune* (10%).

Gross Telecasting is 38.2% owned by Harold F. Gross, president, and its stock is traded on American Stock Exchange.

Papers merge with MGI

Media General, Inc., parent of group broadcaster and publisher Richmond Newspapers Inc., and Piedmont Publishing Co., Winston-Salem, N. C., have reached agreement in principal to merge.

Proposed merger, details of which have not yet been determined, would call for Piedmont Publishing to exchange its stock for Media General shares. Piedmont, which three months ago dissolved corporate ties between its *Winston-Salem Journal* and *Twin City Sentinel* and its Triangle Broadcasting's WSJS-AM-FM-TV that city, (BROADCASTING, March 10), is owned by Gordon Grey and four sons. Broadcast properties would not be involved in proposed merger.

Piedmont said Mr. Grey and sons would acquire "substantial" interest in Media General and would have appropriate representation on Media General's board of directors.

Compton reorganizes

Major reorganization at Compton Advertising, New York is being announced today (June 9). Media, programing and broadcast affairs, research and market development departments and new 40-man information service department have been placed under supervision of Thomas H. Dunkerton, senior vice president and newly named administrative director of marking services.

In restructuring, Robert L. Liddel, senior vice president and director of media programing, has been named media director of agency. Frank B. Kemp, senior vice president and director of media and programing, has resigned.

New information services department will be headed by Bernard Lipsky, vice president, who previously was manager of information services within agency's research department.

Week's Headliners



Mr. Lee



Mr. Goodman



Mr. Picker



Mr. Erish

Jack Wendell Lee, VP and general manager, WSAZ-TV Huntington-Charleston, W. Va., elected executive VP of LIN Broadcasting Corp., New York, in what is second departure in as many months of Capital Cities Broadcasting executive to LIN. Donald A. Pels, formerly executive VP and treasurer of Capital Cities, is now president and chief executive officer of LIN (BROADCASTING, April 14). **Philip R. Beuth**, general sales manager of WSAZ-TV, named as Mr. Lee's successor.

Dan Goodman, VP in charge of syndication for Screen Gems since 1966, named to newly created post of VP and director of national spot sales for company. Mr. Goodman will concentrate on licensing SG programming to national and regional advertisers for placement on TV stations throughout country. Successor to Mr. Goodman

will be named shortly.

David V. Picker, executive VP of United Artists Corp., named president of company. He succeeds **Arthur B. Krim**, who will become co-chairman of board of directors of UA, with Robert S. Benjamin, present chairman. Mr. Picker has been with United Artists, subsidiary of Transamerica Corp., since 1956.

Andrew C. Erish, advertising-promotion manager for ABC's WABC New York for three years, named director of advertising and promotion for ABC Owned Radio Stations. Prior to joining WABC. Mr. Erish was sales-promotion manager for WDGW Minneapolis; from 1958 to 1962 he served with WTVO(TV) Rockford, Ill., and from 1962 to 1965 he was promotion director for WJIM-AM-FM-TV Lansing, Mich.

page 38).

Commissioner said there is no way commission staff could determine from annual reports on minority-group employment that would be required whether reporting station has discriminated in its employment practices.

He noted that Equal Employment Opportunity Commission, on whose report commission's proposed report is modeled, does not require annual "profile" reports from companies with less than 100 employees. Commission report would have to be filed by all stations with at least five employees.

He also said commission staff is not adequate in terms of numbers, training and background to obtain useful information from reports on progress for eliminating discrimination in employment that proposed rule would require licensees to file.

P&S stations to Metro TV

Metro TV Sales will begin representing Pacific & Southern Broadcasting's WQXI-TV Atlanta and KHON-TV Honolulu on June 16. Arthur H. McCoy, P&S president, formerly was president of John Blair & Co.

Skills bank for Gotham

New York Urban Coalition has created communications skills bank to help members of minority groups find editorial jobs. It was to be announced Sunday (June 8). **Stuart Dim**, former deputy director of public affairs, New York City Human Resources Administration, will direct program, which will be operational in about two weeks.

Skills bank advisory panel will include among others **Edward Barrett**, communications institute director, Academy for Educational Development; **Dr. Lionel C. Barbor Jr.**, vice president and associate director of research, Foote, Cone, & Belding; **Paul Greenberg**, CBS News producer; **Ed Joyce**, WCBS news director; **Michael Marcovsky**, assistant to vice president, WPIX-TV-FM; **Gil Mobile**, WABC-TV correspondent; **George Norford**, vice president, Westinghouse Broadcasting Co., and **Michael Silver**, director, information services, CBS News.

Satellite feed from Pacific

U.S. television networks have ordered four-and-a-half hours of communication satellite circuits for color TV coverage of meeting between President Nixon and South Vietnam President Thieu on Midway Island today (June 9).

Films and/or tapes of Midway meeting will be flown to Honolulu where they will be transmitted to mainland U.S. via new Pacific Intelsat 3 satellite launched early this month.

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

Network revenues go up

National television revenues in May as compared with May 1968, rose 10.2% according to both Leading National Advertisers and Television Bureau of Advertising/Broadcast Advertisers Report.

LNA shows May total sales of \$127.2 million and TVB/BAR has \$126.6 million.

For January-May period, LNA posted 7.5% increase to almost \$704.1 million. TVB/BAR recorded 7.1% increase to \$701.8 million.

B&B gets top billing

Benton & Bowles, New York, has been appointed agency of record for all products of Morton-Norwich Products Inc., Chicago. Billings involved have been estimated at \$25 million.

According to announcement no other aspect of company's relationship with its agencies is affected. Morton-Norwich's agencies in addition to B&B include Compton Advertising; Sullivan,

Stauffer, Colwell & Bayles; Clinton E. Frank; J. Walter Thompson and Needham, Harper & Steers.

Morton-Norwich Products is result of April 24 merger of Norwich Pharmaceutical Co., and Morton International Inc., which includes among its divisions Morton Salt and Simoniz Co.

Lee hits employment rule

FCC Commissioner Robert E. Lee says reporting requirements commission has proposed in its effort to bar job discrimination in broadcasting industry would be "burdensome and impracticable," and could not serve purpose of enforcing compliance.

He also says they could not serve purpose of enforcing compliance with rule prohibiting discrimination on basis of race.

Commissioner expressed views in statement issued Friday (June 6), in which he concurred in FCC order adopting rules to bar discrimination in employment and dissented from further notice of proposed rulemaking (see

Why U.S. Communications' WPHL-TV, Philadelphia, bought Warner Bros.-Seven Arts' **FILM FESTIVAL 78**

"WPHL-TV believes in feature films, particularly in prime time. In addition, our station reps have found that movies pack spot sales power for national and local sponsors alike.

Because today's advertisers are zeroing in on 18-34 women, Film Festival 78 becomes especially important to us. It includes so many of the stars and stories now popular with today's young adult movie-goers and is perfect programming for our 9:00 PM weeknight movie.

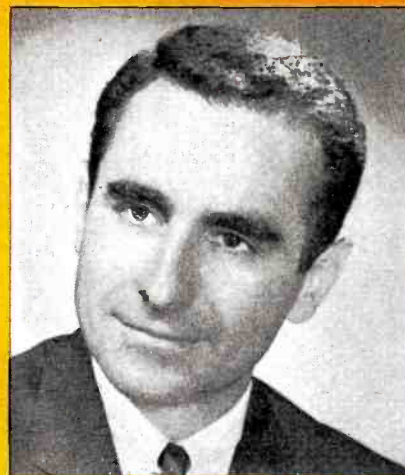
And with these 78 new, first-run Warner Bros.-Seven Arts' features, we anticipate that Channel 17 can enhance its lead in prime time over the other Philadelphia indies*."

Represented nationally by Metro TV Sales
and in New England by Bill Creed Associates, Inc.



WARNER BROS.-SEVEN ARTS

NEW YORK • CHICAGO • DALLAS • LOS ANGELES



Leonard B. Stevens,
Vice President, Operations
U.S. Communications



*ARB Feb./March 1969, 7:30-11:00 PM, Sun.-Sat.

tower power

WDBO-TV's new antenna and transmitter facility delivers the greatest television coverage in Central Florida. From its lofty tower 1,549 feet above sea level, the antenna beams a clear, powerful signal into 376,000 TV homes* in the metro triangle of Orlando, Daytona Beach, and the Cape Kennedy area.

The new tower — the tallest structure in Florida — puts more power into your advertising messages as it adds 75,000 more TV homes in both the Grade A and Grade B coverage areas of WDBO-TV. TowerPower programming — highly rated WDBO-TV and CBS shows — provide the right atmosphere and audience for your advertising.

*TV Homes based on American Research Bureau estimates of U.S. TV Households, Sept. '68 - Aug. '69

wdbotv6  A CBS affiliate
The Outlet Company
Orlando, Florida

Represented by Edward Petry & Co.



Datebook®

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

■ Indicates first or revised listing.

June

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

June 9—*Television Bureau of Advertising* regional sales clinic. Sheraton-Gibson hotel, Cincinnati.

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 Bureau of Advertising, New York; Milton Fruchtman, executive producer, Capital Cities Broadcasting, New York; and Louis Cassels, senior editor, UPI, Loyola University, New Orleans.

June 10—General shareholders meeting. Warner Bros.-Seven Arts Ltd. Calgary Inn, Calgary, Alberta.

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 11—Institute for Religious Communications, *United States Catholic Conference*. Speakers include Don Durgin, president, NBC-TV; Norman Cash, president, Television Bureau of Advertising, and Warren W. Schwed, director of communications, USCC. Loyola University, New Orleans.

June 11—*Television Bureau of Advertising* regional sales clinic. Statler Hilton hotel, Cleveland.

June 11-12—Spring meeting of *Montana Broadcasters Association*. Speakers include Elmer Lower, ABC News, president; George Bartlett, vice president for engineering, National Association of Broadcasters; Roger Mudd, CBS News correspondent. Prince of Wales hotel, East Glacier.

■ June 12—Radio workshop sponsored by *Association of National Advertisers* and *Radio Advertising Bureau*. Speaker: Chuck Biore, Chuck Biore Creative Associates, Hollywood. Plaza hotel, New York.

■ June 12—Meeting of *Montana AP Broadcasters Association*. Speaker: Douglas Edwards, CBS News commentator. Glacier National Park. Mont.

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

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

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

June 12-16—Spring meeting of *Mississippi Broadcasters Association*. Edgewater Gulf hotel, Biloxi.

June 13—*Television Bureau of Advertising* regional sales clinic. Howard Johnson motor inn, Detroit.

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

June 14—*Radio-Television News Directors Association* regional conference. WTVJ (TV)

Miami studios.

June 14-17—Annual convention of *Georgia Association of Broadcasters*. Speakers include Daniel H. Lewis, vice chairman, D'Arcy Advertising; Eddie Barker, KRDL-TV Dallas, president, Radio-Television News Directors Association. DeSoto-Hilton hotel, Savannah.

June 15-17—Thirteenth annual meeting of *Television Program Conference*. Speakers include FCC Commissioner Robert T. Bartley; Keith Godfrey, vice president and director of sales, MCA TV, and Richard Bailey, president, Hughes Sports Network. Deauville hotel, Miami Beach, Fla.

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 16-18—Workshop on advertising financial management, *Association of National Advertisers*. Doral Country Club, Miami.

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 programming, and to limit their participation in syndication activities. Previous deadline was April 14.

June 18—Annual stockholders meeting, *Movielab Inc.* New York.

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

■ June 19-20—Spring meeting of *Indiana Broadcasters Association*. Speakers include Indiana Governor Edgar Whitcomb; FCC Commissioners Kenneth Cox and Robert E. Lee; William Walker, director of broadcast management, National Association of Broadcasters; Lawrence Rogers, president of Taft Broadcasting; Sol Tishoff, publisher of *BROADCASTING*; Elmer Lower, president of ABC News; Ernest Jones, president of MacManus, John & Adams Inc., and George Comte, vice president of WTMJ-AM-FM-TV Milwaukee. Atkinson hotel, Indianapolis.

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

June 21—*Radio-Television News Directors Association* regional conference. AP Building, New York.

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—Annual stockholders meeting,

Taft Broadcasting Co. Cincinnati.

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.

June 27—Annual stockholders meeting, *General Instrument Corp.* Hotel Robert Treat, Newark, N.J.

June 28—*Radio-Television News Directors Association* regional conference. Koma Kai Club, San Diego, Calif.

June 28—*Radio-Television News Directors Association* regional conference. WAVE-AM-TV Louisville, Ky., studios.

June 29-July 2—*American Advertising Federation* convention. Speakers include Donald M. Kendall, president of PepsiCo; AAF Chairman Walter Terry and President Howard Bell. Waldorf-Astoria hotel, New York.

July

July 2—Deadline for comments on FCC's proposed rule relating to application of telephone companies for Section 214 certificates for channel facilities furnished to affiliated CATV systems.

July 2—Deadline for reply comments on FCC's proposal to establish reporting requirements for CATV systems.

July 6-12—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 18—Deadline for reply comments on FCC's proposed rule relating to application of telephone companies for Section 214 certificates for channel facilities furnished to affiliated CATV systems.

July 19—*Radio-Television News Directors Association* regional conference. Duluth, Minn.

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 programming, and to limit their participation in syndication activities. Previous date was May 12.

August

August 1—New deadline for comments on Part Five of FCC's notice of proposed rule-making dealing with CATV policy. Previous deadline was June 16.

Aug. 3-5—Summer convention, *Idaho State Broadcasters Association*. Speakers include FCC Commissioner H. Rex Lee. North Shore Motor hotel, 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.

September

September 5—New deadline for reply comments on all portions of FCC's CATV rules except those sections dealing with origination, diversification and reporting requirements. Previous deadline was July 2.

Sept. 5—New deadline for reply comments on FCC's further notice of proposed rule-making issued May 16, in which commission revised certain sections of its earlier proposed rulemaking dealing with CATV policy. Previous deadline was July 18.

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

Sept. 18-20—Annual broadcasting symposium, sponsored by *Group on Broadcasting, Institute of Electrical and Electronic Engineers*. Mayflower hotel, Washington.

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

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

Sept. 23-25—Annual fall meeting, *Pennsylvania Community Antenna Television Association*. The David Mead, Meadville.

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

Sept. 28-Oct. 3—106th technical conference and equipment exhibit of *Society of Motion Picture and Television Engineers*. Century-Plaza hotel, Los Angeles.

October

Oct. 1—New deadline for reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy. Previous deadline was Aug. 14.

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

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T C M

If you buy a tape cartridge machine without a SUPER-TORQUE hysteresis synchronous motor, you may be purchasing built-in obsolescence.

The new SUPER-TORQUE hysteresis synchronous motor found in Tapecaster is the first significant improvement to be introduced to tape cartridge machines. Because of increased performance, Tapecaster obsolesces all other machines. That's why Tapecaster is the leader in professional tape cartridge equipment.



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for less?

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WORLD'S LARGEST ELECTRIC GENERATOR, a 400 ton unit, arrived atop the world's largest railroad car at Ohio Power's 200 million dollar Mitchell Power Plant near Wheeling. The 12 million dollar Westinghouse-built generator will provide 800,000 kilowatts of electricity, enough to supply over 120,000 average homes with electric power for one year. The giant task of installing this first of two such generators is in the hands of 1500 construction men busily engaged in AEP's Mitchell Plant completion scheduled for next year. Tidd, Cardinal, Windsor, Kammer and soon Michell Power Plants, each larger than the one before, generate a constant flow of economic activity in the POWERful Wheeling-Steubenville Ohio Valley covered by audience-winning WTRF-TELEVISION SEVEN from its new, modern tele-communications center in Wheeling. Are you advertising here?

BLAIR TELEVISION Representing

WTRF-TV 7

FORWARD GROUP STATION

Color Channel 7—NBC
Wheeling, West Virginia

Advertising

Ever heard of "Sitting Ducks Anonymous?"

If you're part of the communications industry, you're considered fair game for anyone with a grievance, real or imagined. You can be sued for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. But if and when you are, there's someone to turn to: Your Employers Special Excess Insurance Policy. (It's kind of a "Sitting Ducks Anonymous Club" for those who'd much prefer to be sitting pretty.) To join? Simply decide on the amount you could afford in case of a judgment against you...we'll cover any excess. For details and rates, write to: Dept. A, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

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

■Oct. 13-15—Fall Convention, *Kentucky Broadcasters Association*. Phoenix hotel, Lexington, Ky.

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

Oct. 20-23—Fall conference, *Electronic Industries Association*. Los Angeles.

November

■Nov. 8-12—Annual convention, *National Association of Educational Broadcasters*. Sheraton-Park hotel, Washington.

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.

OpenMike®

'FCC is in the middle'

EDITOR: I used to read BROADCASTING to find out what's going on in the industry, but here of late all I get is anti-FCC propaganda. It's rather obvious that the National Association of Broadcasters, the stations, the networks, certain elements of the Congress and your magazine have started out on a vigorous campaign to either degrade or, if possible, completely eliminate the FCC. . . .

Can't you understand that the FCC is in the middle? On the one hand, the public is crying change and Congress is crying for tougher regulations against broadcasters. On the other hand, you have the broadcasters, yourself and certain members of the Congress crying for just the opposite. . . .

Let's face it. You can't operate without regulation because there are too many schlock operators in the broadcasting business. Remember the payola scandals. Remember the quiz show scandals. Remember all the other shady deals that never make the headlines?

Isn't it about time you laid off the FCC and found another fall guy?—*Randy Rawson, (retired broadcaster), Beverly Hills, Calif.*

MRN's exclusivity

EDITOR: Despite one typographical error, your special report on "The Added Dimensions In Radio News (BROADCASTING, June 2) was an excellent analysis of the very complex audio news business.

The typo was in the statement that Metromedia Radio News "is exclusive in a market, like UPI and RNI." Of course, the actual case is that Metromedia Radio News is the only non-network voice news service available to radio stations on an exclusive basis in their markets. As BROADCASTING pointed out earlier in the same article, both

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.

■ Indicates first or revised listing

UPI and RNI operate on a non-exclusive service basis.—*Martin A. Grove, director of public relations, Metromedia Radio, New York.*

Reinvests in tomorrow

EDITOR: The Sigma Delta Chi Deadline Club award to our news department has made all of us here at WNEW New York extremely proud.

News has always been a great tradition here at WNEW. Our newsmen have decided that the best way to further the art of electronic journalism is to contribute the prize money to the Sigma Delta Chi scholarship fund.

At their request, I'm enclosing a Metromedia check for \$250 and ask that you follow through on our behalf.—*Robert Mounty, vice president and general manager, WNEW New York.*

(Editor's note: Check forwarded. WNEW was winner of the 1969 SDX Deadline Club radio award for excellence in radio journalism of a public service nature originated from within the New York metropolitan area, sponsored by BROADCASTING Magazine.)

Proud of new home

EDITOR: The special report [on station architecture] in the May 26 issue really got us "where we live." Only three weeks ago we moved into its brand new facility atop the Tahoe Keys Information Center at the lake's edge on the beautiful south shore of Tahoe.

Our "Penthouse on the Beach" has become the talk of the residents and visitors to this magnificent tourist area. Not only are the broadcast facilities and office complex highly functional, but, I dare say, the view from every office and studio is equal to or greater than any broadcasting set-up in the U.S.

Esthetically, we feel we have a location and vista that is unsurpassed.—*Norm Hankoff, vice-president and general manager, KTHO South Lake Tahoe, Calif.*

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

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932. Broadcast Reporter in 1933, Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1946.
*Reg. U.S. Patent Office.
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WE SELL ONE AM or FM Broadcast Transmitter A DAY

JUST LUCKY?

If so, very lucky, because, at 6, we're the youngest of the major broadcast equipment manufacturers, with over one hundred and fifty domestic broadcasters and approximately 500 international and government users and gaining rapidly. That kind of growth suggests vitality, at least. New broadcasters say what attracts them to us is our reputation for reliable products, unexcelled services, and realistic prices.

Reliable products like zero bias triodes in FM Broadcast Transmitters that just don't wear out! (Some of these tubes have been in service for 20,000 hours and are still going strong.) The reliability and stability are just unsurpassed. We've simplified the circuits such that there just aren't any parts to drift. Our AM Transmitters don't contain marketing gimmicks but simple conventional circuits that even a 3rd class license holder would understand. They sound like a million dollars and just go on and on.

Services like having CCA technicians supervise your installation when required *at no cost*. Having replacement parts *shipped prepaid and always* being available for assistance. Modification Kits constantly being supplied to update and maintain the reliability of your transmitter.

Prices that are consistent with our costs and which have kept the "Big Boys" from gouging the little broadcaster. It's pretty apparent CCA products provide much more for considerably less cost.

We're proud of our rapid growth, sure. But let us show you how we can apply our services and products to bear on *your* equipment requirements.

Your AM and FM Equipment Performance is our Business.



CCA Electronics Corporation

716 Jersey Avenue
Gloucester City, New Jersey 08030
Telephone: (609) 456-1716

WHY PAY MORE AND GET LESS

Some basics about broadcasting

A recent issue of a national magazine contained a feature-story about a new approach to sex education at the University of Minnesota. I certainly learned a great deal. Students are trained to say, over and over and out loud, the vocabulary of sex. Correct anatomical terms. Functions. Procedures. The supposition is that articulation of these words helps de-fuse the anxieties and tensions and exorcise the evils they represent.

This might be a sound idea. It occurs to me we could play a similar game and burn into our consciousness today's conference theme: Broadcasting is a business. It's possible many of you have been oriented toward educational broadcasting and you find the idea of commercial broadcasting to be strange, possibly even slightly distasteful.

Well, I won't go through the pedagogical calisthenics of actually having you repeat these phrases out loud, but please try rolling them silently around inside your heads, and test your own reaction. Think of me as your friendly group-therapy leader; I will be your human Teleprompter, and let's see what happens.

First, a few simple words: Profit. Competition. Advertising. Reputation.

This doesn't seem too painful yet; let's move along to the next plateau, and try some phrases: Buying and selling. Mass production. Mass selling. Free enterprise. Free speech. Free choice in a free market. Employee benefits. Consumer benefits.

If any of you are starting to feel dizzy perhaps you should lie down, close your eyes, put a cold compress on your heads, and keep very calm while the rest of us try some complete sentences; negative ones, first:

Without profit no business can long survive.

Money necessarily represents neither virtue nor sin; money is neutral.

It is not evil to make a profit.

Some positive statements, now:

We live in a capitalistic society.

Even schools and churches need and use money to survive.

An important part of our society is based on buying and selling.

It is a point of personal pride to pay debts exactly as it is a challenge to personal character to pledge your word.

Profit is confirmation that people find

a product or service useful.

Broadcasting becomes a business when it accepts advertising.

Broadcasting is communicating to many people at one time.

Advertising is selling to many people at one time.

Advertising is related to the events of the real world.

Commercial broadcasting contributes to the well-being of our economic system and the prosperity of a free nation.

I've made no reference to the importance of "communications" in the world today.

You are students of broadcasting; it would be superfluous. Say to yourself your own favorite statement about communication.

Let's conclude with two quotations. The first is from Thomas Jefferson who seems to give equal importance to three concepts—"Our lives, our fortunes, and our sacred honor. . . ." Now there is an idealistic philosopher who has no objection to mentioning "money" and "sacred honor" in the same breath.

And the second, from George Bernard Shaw, in "Major Barbara": "Money is the first need, and poverty the vilest sin, of man and society."

Well, that's enough—our session is over for today.

I hope that frank preliminary mention of money will help to take some of the sting out of having to equate gross material considerations with the art of broadcasting. These concepts are directly addressed to the theme, "broadcasting is a business"; they say out loud that broadcasting and advertising have a great deal in common as molders of

public opinion.

Neither broadcasting nor advertising remains static for long; they are always changing in approach, in point of view, in imagery, in suggesting ideas beyond those explicitly stated, in seeking new ways to look at old ideas and established ways of doing things, to move out continuously in new directions. A current advertising precept is: Anyone who seeks comfort in the familiar assures his obsolescence tomorrow.

Surely broadcasting entertainment receives continual stimulation from the novel techniques and approaches created and developed by advertising in its restless search for refreshing, revealing ways of reaching potential flesh-and-blood customers.

It's a common experience to hear people say the commercials on television are better than the surrounding program material.

I know of no one foolhardy—or ignorant—enough to claim either broadcasting or advertising to be without imperfection. Both businesses parade their virtues and their sins right out in the open for everyone to hear and see and evaluate.

The results are vigorously examined, partly by those inside the fraternity, partly by outsiders, in the print medium, in the trade press, on the air, in personal conversation, and sometimes before congressional committees.

There is clear evidence the public desires both advertising and broadcasting to remain viable forces, continually responsive to the nature of the world about us and to the genuine needs of contemporary life.



Scott Young is broadcast supervisor, Leo Burnett Co., New York. Over the past nine years, Mr. Young has also served in Chicago with Burnett. Before he joined Burnett, Mr. Young was in TV as a director at WTMJ-TV Milwaukee, KNBC(TV) Los Angeles and WBBM-TV Chicago. Mr. Young adapted for this article an introduction he gave this spring to a section on "Advertising: a Case History" at the International Radio & Television Society's college-faculty conference in New York.

ABC FILMS presents

The Murl Deusing SAFARI

A 130 hour trip around the world.

SAFARI, hosted by world famous explorer-photographer Murl Deusing, is the most authentic series of programs ever produced about people and places.

Every show, recorded by award-winning photographers, captures the exotic color and beauty of each foreign land.

The narration is handled by professional explorers/lecturers who have travelled to all four corners of the globe in search of the unusual and the exciting.

Viewers are taken to places rarely ever seen as well as being escorted through all the popular sights and landmarks in over 100 different countries.

SAFARI, a tremendous rating success this season—(ARB ratings)

WTMJ-TV Milwaukee—

#1 in rating, share, adults and homes in its time period. (Jan. '69)

KOIN-TV Portland—

#1 in rating, share, adults and homes in its time period. (Nov. '68)

WLBW-TV Miami—

57% rating increase over previous program in time period. (Nov. '68)

SAFARI—an exciting travel-adventure for the whole family.

130 Hours or 260 Half-Hours
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The HI-RISE MARKETS

**South Bend - Elkhart
and Fort Wayne**

Hi-Rise in Effective Buying Income

Two rich markets to send your sales curve soaring — Effective Buying Income over \$3 Billion!* For your share, call Blair...today.

*Source: Sales Management "Survey of Buying Power", June 1968.

The Communicana Group Includes:

WSJV-TV

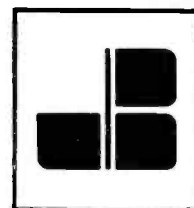
SOUTH BEND-
ELKHART **28** ABC

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



The best year ever for spot TV

That seems sure prospect as business booms;
demand for 30's challenges 60's for the first time

"Beautiful!"

That's the way one television broadcaster characterized the state of his own spot-TV business last week, and it apparently describes spot-TV business almost everywhere.

In a nationwide poll of TV stations, eighth in BROADCASTING's annual series of spring business surveys, 92% of the respondents reported that their spot sales are running ahead of year-ago levels, in many cases by substantial margins.

Another 5% said sales were matching the pace set last spring, leaving only 3% reporting business off.

These represented the highest percentage of gainers and lowest proportion of losers in the history of the spring surveys, which were initiated in 1962 (see table).

The almost universal scope of the better-business reports took on added significance, in the view of observers, from the fact that this spring's comparisons were with a year-ago period that was itself marked by solid sales. By this time last year the sluggishness that had gripped all advertising in 1967 was largely dissipated and business was bounding again (BROADCASTING, June 3, 1968).

The enthusiasm over current performance also carried over into the stations' projections for the full year 1969. Some were wary, primarily out of uncertainty about what turns the general economy may take in the second half, but almost all of those venturing a full-year estimate looked for gains over 1968. Virtually nobody said sales were likely to slip below 1968 levels. And 1968, according to BROADCASTING's estimates, was television's first billion-dollar year in spot (BROADCASTING, Jan. 27).

The buoyant tones of the station's reports were supported—and echoed—in an informal canvass of leading station-representation firms. Many put current sales 15% to 17% ahead of the comparable period last year, some reported gains up to 25% and 30% and none characterized the year to date as less than "good."

For the most part, the reps were a

little more cautious than stations in attempting to put a figure on full-year expectations, although they seemed agreed that, barring upheaval in the national economy, the outlook for the year is excellent.

Several would not offer percentage forecasts of 1969 results and most of those who did were inclined to peg them a point or so below the current growth rate. On the average, these predictions anticipated 1969 sales from 12% to 16% ahead of 1968 results.

A number of reps and stations emphasized, however, that rising sales—both present and predicted—represent only one side of the picture. On the other side, they stressed, rapidly rising costs must be taken into account.

In the station survey, gains appeared to be almost equally distributed among markets of all sizes and all degrees of competition.

Among respondents from markets having only one or two stations, for instance, 90% said current business was up from last year, 5% said it was down and 5% said it was about the same. The comparable figures from three-station markets were 94%, 3% and 3%, while those from markets having four or more stations were 93%, 2% and 5%.

For all stations that put a percentage estimate on their current level of gain,

the average increase was about 21%. For stations in three-station markets it was also in the area of 21%, while in markets having only one or two stations the average was a few points lower and in markets with four or more it was a few points higher. It could not be ascertained, however, whether these figures were also typical of stations that reported gains but did not put a percentage value on them.

Stations repeatedly stressed that local business, too, is booming—often at a faster rate than national. The rising tide of retail advertising in particular was underscored.

Another rising tide measured in the poll was the swing toward the 30-second commercial length. For the first time in the spring-survey series, 30's drew almost even with 60's as the length said to be in greatest demand among advertisers and agencies. In fact, counting multiple mentions—where stations named more than one length as being in greatest demand—30's nosed slightly ahead of 60's.

The trend in 30's was often cited as a good omen for future sales growth, especially if it leads—as many stations expect—to longer flights and less in-and-out buying. One broadcaster evaluated the 30's boom thus: "More total announcements—more total dollars."

BROADCASTING's canvass of reps also

Spot is up on most stations

This eight-year look at spring spot-TV sales shows more stations are currently exceeding their year-old levels than in any spring since the chart was started in 1962. And the number not keeping pace with last spring's sales is at a record low. A year ago, the spot-television business was emerging from the sluggishness that slowed all advertising

in 1967. Now nine out of 10 stations in BROADCASTING's annual spring survey say their spot sales currently are running ahead—in many cases substantially ahead—of the pace set a year ago. The numbers are the percentages of respondents in each year who said their current spot business was up, down or about the same when compared with sales for the comparable period of the preceding year.

	1969	1968	1967	1966	1965	1964	1963	1962
Up	92%	74%	51%	64%	88%	75%	81%	88%
Down	3%	20%	39%	25%	4%	14%	12%	9%
Same	5%	6%	10%	11%	8%	11%	7%	3%

Networks find clients are a bit moon-struck

Although the networks have not yet made public their plans for coverage of next month's Apollo 11 mission, there has been little delay in lining up sponsors for reports on the lunar project.

ABC-TV has signed the Philco Division of Ford, through BBDO, for one fourth of the sponsorship, with the remaining three quarters to be filled. ABC Radio's coverage on all four of its networks will be co-sponsored by Capitol Records Distribution Corp., through Carlson, Liebowitz and Rhodes, and STP Corp. through Atwood-Richards.

CBS-TV's space shot broadcasts will again be sponsored by Western Electric, through Cunningham & Walsh. CBS Radio has lined up five advertis-

ers: Sherwin-Williams Paint Co., through Griswold-Eshleman; Shell Oil, through Ogilvy & Mather; Hobart Manufacturing Co., through Griswold-Eshleman; General Acceptance Corp., through Lieberman Associates, and B. F. Goodrich Co., also through Griswold-Eshleman.

Mutual expects to sign its sponsors soon, but would not release their names.

The most likely sponsor for NBC-TV's coverage is the Gulf Oil Co., through Young & Rubicam, which has advertised on that network's space programs in the past. As of last week, however, the formal commitment had not been made. NBC Radio's coverage will be fully sponsored by Sherwin Williams and Hobart Manufacturing, both through Griswold-Eshleman, The Association of American Railroads, through Geyer-Oswald, and Wynn Oil Co., through Needham, Harper & Steers.

found demand for 30's still growing, both in individual units and in 30-30 piggyback combinations. Most said the 60-second length was still the most widely sought, but at least one thought the 30 had already topped it and some of the others speculated that it would do so within a year if not sooner.

Following are typical comments of some of the reps regarding current sales and 1969 prospects:

The spokesman for a major rep, whose stations mostly are in top markets, said his firm ought to gain "no less than 15% in spot sales in 1969, depending much on how well the fourth quarter does."

On this rep's sales chart, spot was up 15% to 20% in the first quarter, business in the second quarter was "good," and the third quarter looks about the same as last year's which was a record third quarter. Should the fourth quarter "go through the ceiling," he said, it could well mean more than a 15% increase for his firm for 1969.

The vice president and sales manager of another rep company offered this projection on his rep's spot business: up 15% to 16% in the current period and for the year, "probably closer to 16%," and with business continuing at a rate that presages "no real sales break between the spring and summer seasons." Among factors for the current increases: "reflection of the economy... and the networks are in so much better sold-out positions" this year.

The president of another company with a strong station list was even more optimistic, pegging the rise at 25% in current sales volume, with an expected 15% boost overall for the year. "The economy," he said, "is doing so well that it accounts for our many plusses; we are moving so fast—as is the econ-

omy."

A company representing five major-market stations reported a "healthy" first half with sales up between 10% and 15%. The spokesman was cautious, however, about the remainder of the year, calling the third quarter "uncertain."

Another representative with a small list of major-market stations indicated that in four out of the first six months of 1969 record sales were achieved, and that the fall might also bring biggest sales ever.

"July, August and early September look bleak, though," the sales manager reported, "as bad as they've ever been." The over-all year, however, will be excellent, he predicted.

A representative with a long list of smaller-market stations found 1969 prospects quite good. "Frankly, I had predicted a poor year," the sales manager admitted, "but the first half has been good, so if we have normal sales the second half, the year will be excellent." The second quarter was very strong, he reported, but the third quarter is filling in slowly.

A spokesman for a major rep with 22 stations on its roster termed the first six months "excellent," but added that the first quarter was a little stronger than the second. He looked to the remainder of the year with optimism: "The barometer that is often used is how the networks go and they claim to be in a very strong position for the third and fourth quarters."

But he qualified his enthusiasm, suggesting that a slowdown is indicated for the first quarter in 1970.

The vice president and general manager of one of the top representative firms reported that business for the first five months of 1969 is running about

17% ahead of last year. He attributed the increase to two factors: the continued growth in the economy and expanding allocations to spot TV because of its targeted audiences, probably at the expense of national magazines.

He considered 1969 full-year prospects "excellent," though he was uncertain whether the over-all increase would be as high as that of the first five months of the year.

Business to date has been "very, very good," according to the vice president and general sales manager of another major rep. He estimated that the volume in the first five months of 1969 was "about 15%" ahead of 1968, with a sizable number of stations topping this percentage.

He was confident that 1969 would be a "good year." He had only one reservation: the impact that the late-night *Merv Griffin Show* on CBS-TV might have on national spot sales.

"The way Griffin is being sold there is more than \$20 million a year in network spots for sale," he said. "Even if only half of that is sold, it seems to me it's going to come out of national spot. We can only wait and see how that late-evening program time period works out."

An "excellent" first and second quarter was reported by a major rep for a list of 13 stations. He estimated a 30% sales increase for the first half and was "cautiously optimistic" for the second half. "The money is allocated for spot," he said, "but it depends on what happens in the economy. Spot is always the first to go."

The vice president and division sales manager of a leading representation company described business as "excellent," estimating that sales have jumped over the first five months of 1968 by as much as 16%. He was optimistic that the gains would continue throughout 1969. One promising factor, he noted, "is that business is virtually sold out on the TV networks, and advertisers with funds to spend will turn to spot."

Compton acquires Jensen, Los Angeles ad shop

Melvin A. Jensen Advertising Inc., formed in Los Angeles in 1959 and which has billings of more than \$2 million, has become a subsidiary of Compton Advertising Inc. It will be known as Jensen-Compton Advertising Inc.

The Los Angeles office of Compton Advertising Inc. will continue to operate as a separate unit under senior vice president Edward F. Baltz. Melvin A. Jensen, founder and president of the acquired agency, will be president and manager of Jensen-Compton. Compton will now be operating what will be two branch offices in Los Angeles.

FCC clarifies rules on lotteries

Free chance must be real, not just illusion;
Liability lifted from 3 stations that faced fines

The FCC, concerned about the games some broadcasters publicize—lotteries, that is whose promotion on the air constitutes a violation of federal law—issued a public notice last week to advise licensees when a promotional scheme is in fact a lottery.

A contest is normally regarded as a lottery if three elements are present: (1) a prize, awarded (2) on a contingency determined by chance to (3) a person who has paid or agreed to pay a valuable consideration for the chance to win.

The commission noted that broadcasters have little trouble determining when a prize and chance are present. It is in deciding whether or not a promotion involves the payment of a consideration that broadcasters have run into trouble.

The promotional scheme must not require a purchase or the risk of money or other things of value, the commission said, adding: "The availability of free chances must be real and not illusory—that is, free chances must be available on a basis which is reasonably equal to that on which contestants who purchase a product may obtain them."

To demonstrate its point, the commission provided these examples:

- "In a scheme in which bottle caps constitute the chances, free chances are not available on a reasonably equal basis if it is necessary to obtain them from a bottling plant or the local route salesman, since chances are available to purchasers at all places of business selling the bottled drink."

- "The supply of free chances on hand at stores selling the product being promoted should be large enough to insure that everyone who asks will be able to obtain them. Isolated instances of unavailability of free chances will not result in a finding that the scheme involves a lottery, the commission said, but "repeated failure" of the sponsor of the contest to provide enough chances will "turn the scheme into a lottery."

- "Nonpurchasing contestants are disadvantaged if they can obtain only one chance while purchasers may obtain as many chances as the number of product units he buys," the commission said. "To eliminate the element of consideration, nonpurchasing contestants must be accorded an approximately equal opportunity in the number of chances to be obtained."

The commission warned broadcasters that they are responsible for exercising "reasonable diligence" to make sure

that promotions they advertise are not lotteries. And it also said they must make sure that announcements promoting the schemes are not false or misleading.

The commission noted that the broadcast of lottery information besides constituting a violation of law, can also provide the basis for revocation of licenses and the imposition of forfeitures.

At the same time, however, the commission relieved three stations of apparent liability for lottery broadcasts, on the ground that there had been no prior judicial or commission decisions enabling licensees to anticipate its interpretation of the statute prohibiting the broadcast of lottery information.

The commission on April 10, 1968, had levied fines of \$2,000 against WNEP-TV Scranton and WBRE-TV Wilkes-Barre, both Pennsylvania, and \$1,000 against WMUU Greenville, S.C.

In wiping out the fines the commission said it believed the broadcasts by the three stations of advertisements of contests sponsored by bakery and soft-drink interests constituted a violation of the antilottery-information law. The commission said that in the contests the nonbuying participants had been placed at a disadvantage.

The public notice advising broadcasters of the commission's interpretation of the statute was adopted by a 6-to-0 vote, with Commissioner Robert T. Bartley absent. The action to relieve the three stations of apparent liability for lottery broadcasts was 5-to-1, with Commissioner Nicholas Johnson the lone dissenter.

Meyner expected to hold code post until November

Robert B. Meyner is expected to continue as administrator of the cigarette advertising code office despite his primary win in New Jersey where he seeks to return as the state's governor. His five-year contract as code administrator expires June 30. This will be extended until Mr. Meyner's political future is resolved.

According to close associates, Mr. Meyner, who served as the chief executive of New Jersey from 1954 to 1962, has an understanding with the tobacco companies that are members of the cigarette advertising code. That agreement in substance indicates the tobacco-firm executives are willing to extend Mr. Meyner's five-year contract (reportedly at \$100,000 a year) "indefi-

nately" but with a 30-day "special privilege" clause should the governor wish to resign before the election's outcome is known in November.

Mr. Meyner last week won the Democratic primary for the gubernatorial nomination. Before he was elected governor in 1954, he served as a member of the New Jersey state senate from 1948 to 1952. He was named administrator of the Cigarette Advertising Code in June 1964.

FTC labels ad claims for tires 'deceptive'

A tire advertised on radio-TV as "certified safe at 100 m.p.h." won't necessarily withstand road-hazard impacts or remain firmly in place at such speeds, the Federal Trade Commission warned last week.

While the trade commission did not specifically mention any offending advertisers, it labeled the following advertising claims "deceptive and misleading as to tire safety":

- "... Built low and wide like a racing tire. Tested at 130 m.p.h." "... Certified safe at 100 m.p.h. So you're sure you're safe at 60, 70, or 80." "... Safety tested at over 100 m.p.h." "... Stamina so great we safety tested them at 130 m.p.h." "... stops 25% quicker."

Such statements, observed the FTC, "are likely to mislead many consumers into thinking they may drive safely at the represented speeds for sustained periods and are also likely to create the impression that high-speed driving may be safely engaged in at any time during the life of the tire." The commission also pointed out the unfair advantage manufacturers using such misleading claims have over competitors who refrain from such approaches.

If deceptive claims are not discontinued within 30 days, warned the FTC, the commission will take "prompt action" to "challenge" offending advertisements. Such action would probably involve a formal complaint that could lead to a cease and desist order carrying a maximum penalty of \$5,000, for subsequent violations.

Big plans for Chromacolor

Zenith Radio Corp., Chicago, plans to spend a record budget in excess of \$5 million in the fall quarter this year to promote its new Chromacolor color TV picture tube development. The Zenith agency is Foote, Cone & Belding, Chi-

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended May. 25, 1969
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 25	Total dollars week ended May 25	1969 total minutes	1969 total dollars
	Week ended May 25	Cume Jan. 1-May 25	Week ended May 25	Cume Jan. 1-May 25	Week ended May 25	Cume Jan. 1-May 25				
Monday-Friday Sign-on-10 a.m.	\$ ———	\$ 4.9	\$ 118.7	\$ 2,378.5	\$ 320.8	\$ 7,144.4	97	\$ 439.5	1,758	\$ 9,527.8
Monday-Friday 10 a.m.-6 p.m.	1,381.9	29,933.3	2,719.8	58,306.4	2,096.0	50,712.7	953	6,197.7	19,020	138,952.4
Saturday-Sunday Sign-on-6 p.m.	527.1	22,327.1	797.2	23,573.1	501.3	13,403.3	277	1,825.6	6,011	59,303.5
Monday-Saturday 6 p.m.-7:30 p.m.	274.7	6,923.9	568.9	15,347.2	616.5	14,226.2	103	1,460.1	1,934	36,497.3
Sunday 6 p.m.-7:30 p.m.	60.8	3,034.0	158.6	4,807.3	290.7	4,949.9	18	510.1	451	12,791.2
Monday-Sunday 7:30-11 p.m.	4,119.8	108,412.2	6,029.5	146,160.1	6,014.7	145,407.4	445	16,164.0	9,023	399,979.7
Monday-Sunday 11 p.m.-Sign-off	528.5	8,746.9	259.0	1,401.4	578.1	10,353.4	106	1,365.6	1,647	20,501.7
Total	\$6,892.8	\$179,382.3	\$10,651.7	\$251,974.0	\$10,418.1	\$246,197.3	1,999	\$27,962.6	39,844	\$677,553.6

cago. Heavy triple-network and local spot TV schedules are planned. Radio also will be used on the local level as dealers desire.

Smoking-bill review is due in rules committee

The House Commerce Committee formally submitted its report last week on cigarette labelling legislation approved two weeks ago on a 22-5 vote. But the report went to the House floor late Thursday, (June 5) with no fewer than seven dissents, additional or minority views, signed by 10 committee members.

The committee expects a Rules Committee hearing on the legislation this Tuesday (June 10), prior to scheduling for floor debate. The dissents or other views presage a lively floor battle over the committee-approved bill, which somewhat strengthens the warning to be required on cigarette packs but does not extend it to advertisements and forecloses any anticigarette action by the regulatory agencies until at least 1975.

The committee, the report notes, decided that cigarette regulation "is an area where the Congress, if anyone, must make policy." It is incumbent on the Congress, the report adds, "to act on the reported legislation in order to prevent intrusion by the FCC and the Federal Trade Commission into basic areas of policy making which it has reserved to itself."

In the most vigorously worded dissent, Representatives John Jarman (D-Okla.), John Dingell (D-Mich.) and Brock Adams (D-Wash.) said the measure gives "sweeping carte blanche pro-

tection" to the tobacco interests. They added that if Congress approves the bill it will have ignored the public interest on the smoking-and-health issue, and, at the same time, sanctioned "an intolerable invasion of the states' power to protect the health of their citizens." The bill would pre-empt states from enacting cigarette marketing restrictions, as it does the federal agencies.

Congressman John E. Moss (D-Calif.), in another dissent, vowed a floor fight to add the health warning to advertising. Also dissenting or attaching additional or minority views were Congressmen Bob Eckhardt (D-Tex.), Richard L. Ottinger (D-N.Y.), Lionel Van Deerlin (D-Calif.), David E. Satterfield (D-Va.), Peter N. Kyros (D-Me.) and David H. Pryor (D-Ark.).

FCC fines WPGA-AM-FM for 'double billing'

Radio Perry Inc., licensee of WPGA-AM-FM Perry, Ga., was fined \$7,500 by the FCC last week for "double billing" practices. Double billing enables local dealer-advertisers to obtain larger co-operative advertising allowances from national manufacturers than those agreed to between dealer and manufacturer.

The commission alleged in an Oct. 23, 1968, notice of apparent liability that Radio Perry had charged Gilbert Electric Co., Lasseter's Furniture and Appliance Co. and Stanley Furniture and Appliance Co. one amount, and had illegally furnished them false affidavits of performance showing that they had paid a higher price. The affidavits were then presented to Motorola Inc., Southern Cross Industries Inc., Frigidaire Sales Corp., Zenith Corp., RCA and

General Electric indicating that the local advertisers had paid the higher price, according to the FCC.

Radio Perry has 30 days to apply for mitigation or remission of the fine.

Business briefly:

Schick Safety Razor Co., Culver City, Calif., through Compton Advertising Inc., Los Angeles, is allocating more than \$2 million for football coverage on network TV this fall and winter. Schick will be in CBS-TV's National Football League schedule and ABC-TV's NCAA football lineup.

Breck Hair Color will be introduced in a major campaign, "almost all TV," according to Breck's agency, Sullivan, Stauffer, Colwell & Bayles, New York.

Buick Motor Division of General Motors, Flint, Mich., through McCann-Erickson, Detroit, and Goodyear Tire & Rubber, Akron, Ohio, through Young & Rubicam, New York, will co-sponsor the Buick Open Golf tournament on CBS-TV, July 5 and 6 at 5-6 p.m. EDT and 4:30-6 p.m. EDT respectively.

Carrier Air Conditioning Co., Syracuse, N. Y. will sponsor a one-hour Bing Crosby special on NBC-TV next April, as part of an accelerated consumer products campaign.

Jell-O Division of General Foods Corp., White Plains, N. Y., is test marketing a dietetic gelatin mix in New England, using television and print. Agency: Young & Rubicam, New York.

McDonald's Corp., Chicago, through D'Arcy Advertising, New York, has purchased time in NBC Radio's *Emphasis*, *David Brinkley Reports*, *Chet Huntley and Monitor*. American Home Products through John F. Murray Ad-

Three agency vets form new Detroit shop

Formation of Smith Paklaian Bell Inc., Detroit, was announced last week by Willard S. Smith, president of the agency.

Mr. Smith has been with Sullivan, Stauffer, Colwell & Bayles and Maxon, both New York. With Mr. Smith is Robert N. Paklaian as the new agency's creative director. Mr. Paklaian has been with Baker/Smith and at Zimmer, Keller and Calvert and Ross Roy. Richard A. Bell as vice president and executive art director, has been with Zimmer, Keller and Calvert, Bruce Unwin As-



L to r: Messrs. Smith, Paklaian, Bell.

sociates and Campbell-Ewald. He most recently was at Baker/Smith.

The new agency is in the Guardian Building, Detroit, 48226. Telephone 313/964-2161.

vertising, both New York, has renewed sponsorship in *Emphasis* and *Monitor*, and Master Lock Co., Milwaukee, through Campbell-Mithun, Chicago, has bought into *Monitor*.

Leeming-Pacquin Division of Charles Pfizer & Co., through Delehanty, Kurnit & Geller, both New York, has purchased time in newscasts on ABC Radio's Contemporary network. Sterling Drug, through Thompson-Koch, both New York, has purchased a similar schedule on the Contemporary network. Florida Citrus Commission, Lakeland, Fla., through Lennen & Newell, New York, has bought time on ABC Radio's Entertainment, Information and FM networks.

Campbell Soup Co., Camden, N. J., through BBDO, New York, will sponsor on NBC-TV next season, a one-hour special, *Debbie Reynolds and the Sound of Children* (air date to be announced).

Agency appointments:

- Cockfield, Brown & Co. Ltd., Montreal, will handle U.S. advertising for Montreal for the 1969 edition of *Man and His World*, the international entertainment-exhibition on the site of Expo '67. The advertising budget is \$900,000, of which about 60% has been allocated for spot TV in Connecticut, Maine, Massachusetts, Michigan, New Hampshire, Ohio, Pennsylvania, New York and New Jersey.

- Bozell & Jacobs will handle Welch Foods, Westfield, N.Y. The account includes jams, jellies, grape juice, fruit drinks, tomato juice and grape juice concentrate, as well as new product development. B & J will service the account through its New York and Chicago offices.

- Cunard Line Ltd., New York, is moving its \$1 million account from Daniel & Charles, New York, to Wyse Advertising, New York. New campaigns

for Cunard's Queen Elizabeth 2, Franconia and Carmania will begin in summer and will include television.

Rep appointments:

- WMAS-AM-FM Springfield, Mass.; Greener, Hiken, Sears, New York.
- KEYN-AM-FM Wichita, Kan.: AAA Representatives, New York.

Garagiola, Frost to be speakers at AAF in NY

More leading personalities were announced as speakers for the American Advertising Federation convention to be held at the Waldorf-Astoria hotel in New York from June 29 to July 2. Among the personalities are Joe Garagiola, NBC sports commentator and regular on the *Today* show, David Frost, former star on *That Was the Week That Was* and star of the new

upcoming *David Frost Show*, Carl Sturges, vice president and director of TV-radio production of Young & Rubicam and Jack Sterling, well-known radio personality on WHN New York.

The AAF also announced a competition entitled "Be a Drop-In," a project aimed to increase awareness of social problems and to effect some change through the use of pertinent advertising media. The project competition is open to all delegates at the convention where the winning entry will be decided on July 1.

Markets for Graham crusade

The 10-day *New York Crusade* of the Rev. Dr. Billy Graham from Madison Square Garden will be recorded on film and tape and presented in one-hour program forms each day, starting June 13, on 12 stations. The colorcasts will be carried on WPIX(TV) New York; WTTG(TV) Washington and Kaiser Broadcasting Co. stations in Boston, Philadelphia, Detroit and Cleveland on the days of the crusade and on a delayed basis on stations in Orlando, Fla.; Greenville, S.C.; Atlanta; Raleigh, N.C.; Louisville, Ky. and Richmond, Va. Arrangements for the telecasts were made by the Walter F. Bennett Co., Philadelphia, agency for the Billy Graham Evangelist Association, Minneapolis.

Krantz sets animation unit

Krantz Animation Inc., New York, has formed an affiliate, Ralph's Spot, to specialize in producing animated TV commercials and industrial films. Ralph Bakshi will be executive director of the affiliate. Mr. Bakshi joined Krantz in 1967.

Pint-size set recreates cablin' in the country

When the New England Telephone Co., Boston, decided to launch an "image" advertising TV campaign this summer stressing its growth through the use of a giant hand stringing cable across the countryside, film technique on location was ruled out because of prohibitive cost. The solution: the spot was shot on tape using a real hand and a miniature set, precisely scaled and minutely detailed.

The one-minute spot announcement, which is to begin this month in eight major New England markets, was produced by Teletronics Inc., New York. The scale model measured 12 feet by 12 feet and was made of styrofoam with wood and plastic drops. The set included roads, bridges, trees, houses and automobiles that moved into a



river.

The commercial (with voice over) makes the point that New England Telephone is "cablin' like crazy, over hills, dale and under rivers, to keep up with the tremendous demands you're putting on phone service. . . ." Lou Stamoulis served as agency producer for Cabot & Co., Boston, and Henry Monash as producer for Teletronics.

Thumbs down on the cable agreement

AMST and ACTS boards, Nizer voice strong objections to the entente with cable TV

The proposed agreement on CATV, worked out last month between the staffs of the National Association of Broadcasters and the National Cable TV Association (**BROADCASTING**, June 2), came under heavy fire last week.

The board of the Association of Maximum Service Telecasters, meeting in emergency session in Chicago last Thursday (June 5), unanimously objected to details of the agreement—but proposed that all elements interested in cable TV and broadcasting get together to work out a new agreement.

What makes the AMST action significant is the fact that six of its board members are also members of—or their organizations are represented on—the NAB television board, and one is a member of the NAB radio board. The NAB boards meet in Washington June 16-20 with the CATV agreement at the top of the agenda.

On the day before AMST met, the board of the All Channel Television Society, representing more than 70 UHF broadcasters, convened in Washington and passed a resolution objecting to what it called the “non-negotiable” aspects of the “package” deal, but also called for further negotiations with all parties invited.

And, at week’s end, the administration of NAB was preparing to send to

all members details of the agreement, with explanations and comments (see page 30) as instructed by the association’s executive board, which met in Washington last week under the chairmanship of Grover C. Cobb, KVG8 Great Bend, Kan.

Also on Wednesday, Louis Nizer, New York attorney representing a number of motion picture firms and others who own copyrights to entertainment material, told Senator John McClellan (D-Ark.), chairman of a Senate Judiciary subcommittee handling the revised copyright bill, that the suggested proposals are “regressive” and completely ignore the rights of copyright owners.

And, standing alone thus far among CATV operators in opposition to the agreement is George Barco, a Meadville, Pa., CATV owner.

The AMST position was announced at the conclusion of a six-hour board meeting by Lester Lindow, executive director of the association, who commented that the board had gone over the NAB-NCTA proposals “word for word and line for line.”

The AMST resolution termed the agreement “not acceptable.”

If the agreement were put into effect, the AMST said, “it would among other things result in the impairment of serv-

ice by existing commercial and educational stations, especially in medium and smaller markets; adversely affect the growth and developing of existing and new UHF stations throughout the country and hence jeopardize the maximum development of diversified, free, over-the-air television services now and potentially available to rural areas and those families unable to pay for television service.”

The resolution also called for NAB, NCTA, AMST, ACTS, the National Association of Educational Broadcasters, and the copyright interests to “undertake jointly to seek an appropriate accommodation consistent with the public interest and acceptable to interested parties which will provide both for the orderly development and growth of CATV operations and at the same time be consistent with the congressionally established goals of maximizing the public’s opportunity to receive a full complement of free, locally oriented, off-the-air voices from a fully developed 82-channel system of commercial and educational broadcasting services.”

Jack Harris, KPRC-TV Houston and AMST president, presided at the meeting. Others present: Wallace Jorgenson (representing Charles H. Crutchfield) for Jefferson Standard Broadcasting Co., Charlotte, N.C.; Lawrence H. Rogers II, Taft Broadcasting, Cincin-



Mr. Cobb



Mr. Harris



Mr. Nizer

nati; Harold Essex, wsjs-TV Winston-Salem, N.C.; John H. DeWitt, wsm-TV Nashville; Joseph B. Epperson, wews (TV) Cleveland; C. Howard Lane, KOIN-TV Portland, Ore.; Terry Lee, Storer Broadcasting Co., Miami Beach; August C. Meyer, Midwest Television Inc., Chicago; James M. Moroney Jr., WFAA-TV Dallas-Fort Worth; Clyde Haehnle (for John Murphy), Avco Broadcasting Corp., Cincinnati; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York; Ward L. Quaal, WGN-TV Chicago; A. Louis Read, WDSU-TV New Orleans; Frank Snyder, Hearst Stations, Pittsburgh; Harold C. Stuart, KVOO-TV Tulsa, Okla.; Robert F. Wright, WTOK-TV Meridian, Miss. Also present but not voting was director emeritus William B. Quarton, WMT-TV Cedar Rapids, Iowa.

Not present were A. M. Herman, WBAP-TV Fort Worth-Dallas, who wrote in advance he would give full support to the board in whatever decision; Arch L. Madsen, KSL-TV Salt Lake City, who said he fully supported the board action, and Norman Bagwell, Wky Television Group, who sent a wire supporting the board.

Giving strong support to the opposition movement is the fact that among AMST's board members, the following, or their corporations, are represented on the NAB television board: Messrs. Essex, Lee, Petersmeyer, Read, Madsen and Bagwell. Mr. Quaal's WGN is represented by Charles E. Gates on the NAB radio board, which also is expected to consider the CATV agreement.

The ACTS resolution was adopted unanimously by six members of the board of that association meeting in Washington on June 4. As announced by Martin E. Firestone, Washington lawyer who is general counsel to the organization, the ACTS board said it "cannot accept the proposed 'compromise' agreement of NAB and NCTA

if, as presently constituted, it is presented as a non-negotiable package. The board of ACTS believes the compromise, as proposed, will have the most serious deleterious impact on the development of all-channel broadcasting and in particular in the smaller TV markets.

"The ACTS board believes there are in fact areas for negotiation with respect to specific aspects of the agreement and is prepared to join with the several broadcast organizations (i.e., NAB, AMST, NAEB) as well as spokesmen for the copyright interests so that an agreement that truly protects the interests of all parties can be arrived at."

Present at the ACTS board meeting, in addition to Mr. Firestone, were David M. Baltimore, WRE-TV Scranton-Wilkes-Barre Pa.; Thomas E. Carroll, Evans Broadcasting; Milton Grant, WPCA-TV Washington; W. Robert McKimsey WJRJ-TV Atlanta; William L. Putnam, Springfield Television, and Warren P. Williamson, WKBN-TV Youngstown, Ohio.

Mr. Nizer, in his letter to Senator McClelland responding to a staff request for comments, noted that he represented 85% of the copyright owners of film programs used on TV. He explained that he was offering only "a brief, initial response" to the agreement, which he said, was "purporting to 'resolve' the long-standing issue of copyright and communications legislation in relation to cable television."

"I can only express for myself, and for our clients, the most profound regret that this effort has failed so completely to reflect the progress made in the negotiations that have been under way for some 20 months under your auspices . . . and to which we have been . . . diligent and constant parties. We, of course, welcome any constructive efforts from any source to establish the basis for a viable solution to the difficult copyright problems which have been before your committee and before both houses of the Congress for so long.

"While we have been meeting regularly with a formally designated negotiating committee of the NCTA and while we have been frequently in communication with the staff of NAB, representatives of neither organization informed us at any time of the consideration of the agreement publicized last week. We had no part in any discussion of the terms proposed. In effect, what has happened is that two industries (or, at least, the staffs of their trade associations) which use our clients' products have purported to reach agreement with respect to the terms under which they would be made available to one of them in consideration of concessions it would make to

the other.

"Under the circumstances, Mr. Chairman, I am sure you understand that we are not and cannot be immediately responsive. . . . The suggested terms of agreement are, in various instances, regressive, reopening questions we regarded as already resolved in our exhaustive negotiations and deliberations. We must, therefore, advise you that it will be some time before we can give you in detail the views of our clients. I am authorized to say to you at this time, however, that in the judgment of our clients the proposal submitted to you is ill considered and that it ignores basic necessities for the production and distribution of quality television programs. They feel that it would, if implemented, discourage creativity and compromise the future of free television for American families. This is an end which none desires. . . ."

The position of the networks, which were not kept advised of the progress of the NAB-NCTA talks, could not be ascertained with certainty.

An NBC official said the company had "misgivings" about the proposed agreement but was still studying it and had reached no decision as to what position NBC will take when the NAB board meets next week. He emphasized that NBC did not participate in any of the negotiations and was informed of the details "only after the deed was done."

Like NBC, CBS late last week was believed to be still considering what position it might take at the NAB meeting. CBS was already on record however, with a statement not only denying participation in negotiations but contending that the matters covered by the agreement could be better dealt with in "free competition in the marketplace."

Both CBS and NBC own CATV systems as well as stations.

A spokesman for ABC, which has no CATV ownership, said he "believed" ABC was opposed to the agreement. Other sources said they were "convinced" ABC was opposed, and probably strongly so. Presumably ABC, like NBC and CBS, was planning its strategy for the NAB session.

Privately and unofficially, a number of network officials felt that what NAB apparently considered the agreement's key feature for broadcasters—the CATV agreement not to interconnect systems—would never get anywhere.

They reasoned that the Justice Department would oppose an interconnection ban and that Congress would not enact it over Justice Department opposition. And without such a ban they felt that the agreement was, as one put it, "a very favorable agreement for CATV." Even though CATV systems would confine themselves to a single



Mr. Putnam

channel for unlimited program originations, in this view, they would at the same time acquire the right to sell advertising on one channel, a right they do not now have.

The Department of Justice is not saying anything about the proposed NAB-NCTA agreement, and it probably won't, at least until some kind of document is signed.

One question presumably to be considered is whether the two associations violated any antitrust laws in working together. But, since there is not agreement yet, that question isn't being faced at the moment.

Some indication, however, of the position of the Justice Department may be inferred on the basis of its comments in the CATV rulemaking proceedings, in which it favored fostering competition between the two services (BROADCASTING, April 14).

Also, a further view of the department's position may become known when it files its brief in the San Diego CATV case, due today (June 9). Normally, the department signs FCC briefs in appeals court cases, but this time, it is filing one of its own. The FCC and other parties have already filed.

A survey of broadcasters last week, and a sounding of board members who attended both the AMST meeting in Chicago and the ACTS session in Washington, indicate that there are a number of strong objections to various elements of the proposed agreement, as well as a number of points that objectors claim are not clear.

A salient objection seems to be that the agreement in various provisions permits CATV activities that would have a detrimental effect on UHF stations, particularly in smaller markets.

Also of great concern apparently is the alleged "unfairness" of allowing CATV systems to operate under a compulsory copyright license with fees set by law while broadcasters are required to negotiate with program producers individually and according to the marketplace.

Other points noted by many broadcasters who expressed varying degrees of opposition to the accord as announced two weeks ago (BROADCASTING, June 2):

There is no provision banning cable TV systems from making per-program or per-channel charges, which could be the start of pay TV; there is no protection for TV stations that commence operations after the agreement goes into effect as far as duplication and carriage are concerned; there is no provision for sanctions against CATV systems that do not abide by the agreement; and there is no mention of whether CATV's could lease channels to others who might provide entertain-

Four will look for new NCTA head

Four members of the National Cable TV Association have been appointed to seek a new paid president for the organization.

The committee consists of W. Randolph Tucker, Cypress Communications Inc.; F. Gordon Fuqua, Television Communications Corp.; William Brennan, H&B Communications Corp.; and Ward D. Ingram, Tele-Vue Systems Inc. which has just been sold to CBS (BROADCASTING, June 2). Mr. Ingram is a former broadcaster.

It is tentatively scheduled to meet June 18 for organization just prior to the NCTA convention which starts June 22 in San Francisco. It is expected that the committee will choose a chairman and decide its method of operations, including a decision whether the cable TV association needs a national public figure or an industry-oriented leader.

Frederick Ford, a former chairman and commissioner of the FCC, became NCTA president Jan. 1, 1965. Last month he announced that he did not want to continue in his \$60,000 a year post (BROADCASTING, May 12), planning, he said, to return to the practice of law.

ment and other programs in competition with TV stations.

Broadcasters who are critical also noted that there is nothing in the agreement covering a situation where a TV station places a grade B signal over only part of the community in which the CATV operates. This omission would permit, it was said, cable systems in such cities as Philadelphia, Baltimore, Sacramento and San Diego to be "inundated" by additional programs from New York, Washington, San Francisco and Los Angeles.

Many broadcasters expressed concern about the exclusivity features in the agreement; they felt that the rights of broadcasters who had bought a program with exclusive rights to their whole market would find CATV's protecting them only to their grade A contour or the 35-mile zone for the top-50 markets. It was noted also that the exclusivity feature in the agreement would not prevent a cable TV operator from carrying copyrighted programs from a distant station before the same program became available to TV stations in the CATV's community.

The grandfather clause was attacked by opposition broadcasters because, they said, it would permit a CATV system now operating in only a section of a TV market to extend operations throughout the community. The San Diego situation was used as an example. There, three CATV systems are

under FCC orders to carry the Los Angeles stations only to those subscribers who were being served before Aug. 23, 1966. Under the proposed arrangement these cable system could expand throughout the San Diego area, these broadcasters say.

The only CATV opposition to the proposed agreement was expressed by George Barco, a Meadville, Pa., CATV owner.

Mr. Barco claimed the agreement favored CATV operators who are interested in expanding into major markets and into various other services. It is detrimental to the small CATV operator who is serving his customers with available off-the-air TV signals, Mr. Barco said, by having the cable TV industry agree to limit distant signal imports and to pay copyright fees for these programs.

Mr. Barco said he was talking for himself and others of the 400 CATV systems in Pennsylvania, most of which, he said, perform only this fundamental service for subscribers. He also noted that last April the Pennsylvania Community Antenna Television Association adopted a statement of policy that made four points:

- No copyright fees should be payable for TV reception of off-the-air signals provided by a CATV system to subscribers.

- No copyright fees should be payable on reception provided by a CATV system to its subscribers of three network-affiliated stations, and one independent station, whether the signal is received off-the-air or by microwave.

- No restriction should be placed on cablecasting services, nor should there be any limitation on paid commercials on cablecasting or on the CATV operation by reason of cablecasting. CATV systems should negotiate and pay copyright license fees for programs used in cablecasting.

- TV signals microwaved to CATV systems must be carefully considered because of "far-reaching" implications, but this must be considered as a separate matter unrelated to TV reception.

Generally other CATV interests commented favorably on the proposed provisions, although some had reservations about details.

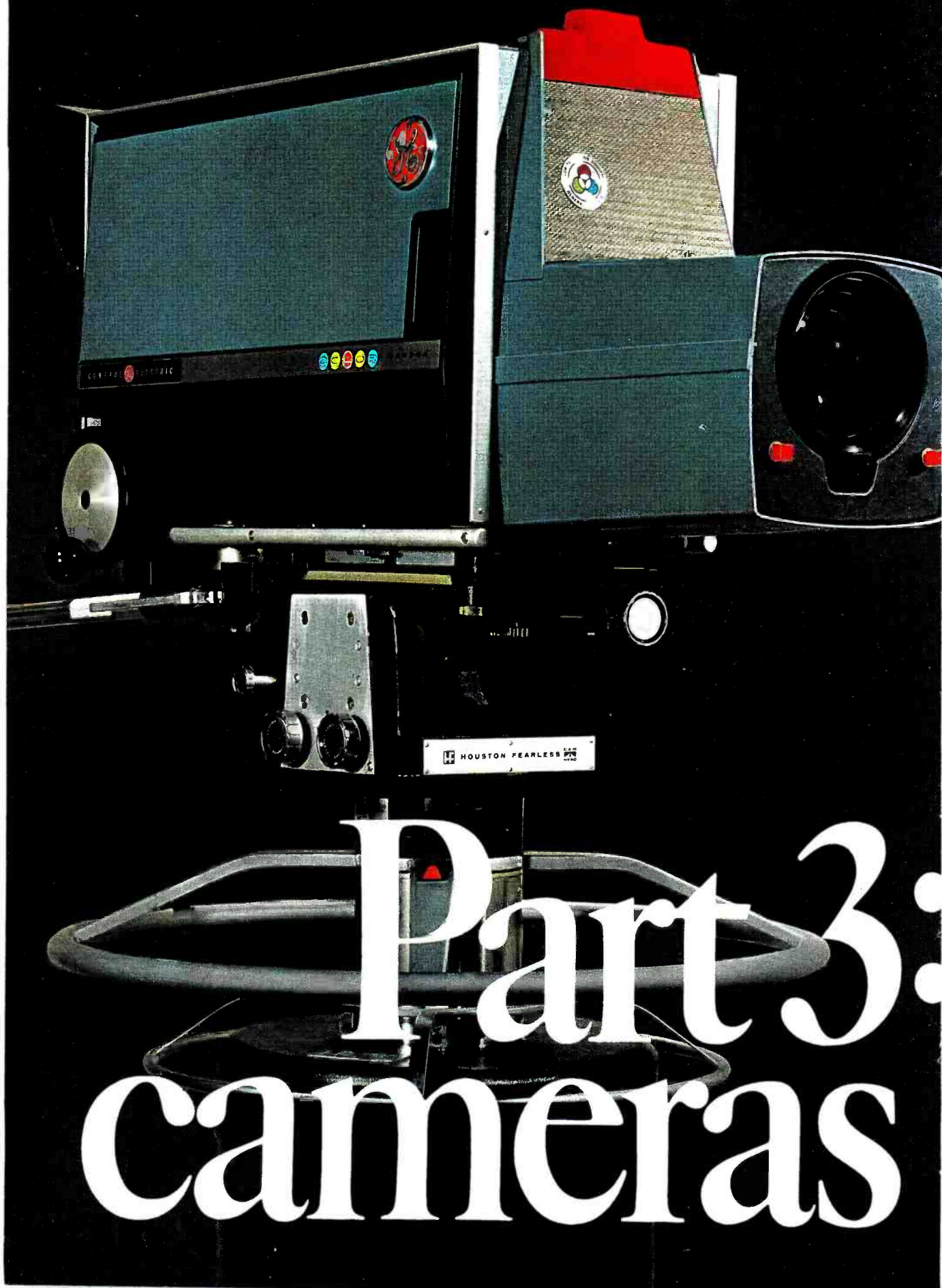
Irving B. Kahn, president of multiple CATV owner Teleprompter Corp., told stockholders last week that the move is "an encouraging step forward."

But, he added, "we would not agree willingly to any 'deal' that sacrificed our long-range prospects to short-range expediency. Specifically," he said, "we would not accept a hard-and-fast ban on the ability of CATV systems to interconnect—to form a network of their own for presentation of significant programs."

And Theodore Baum, president of Vikoa Inc., a CATV equipment manu-



The General Electric guide to explaining your unfair advantages over competition



Part 3: cameras

You're stuck. It's the kickoff dinner for the big local charity and you have to spend the evening sitting next to your biggest competitor. Of course he's going to bend your ear because he wants to know some things.

Like why your local color looks truer than his.

And how you get that crisp black and white.

And why you don't have lag and color problems under the new Lucalox® lamps at the municipal arena and the poor lights in the local college field house.

Chances are he knows you have General Electric PE-350 cameras. But since he's asking the questions, he apparently doesn't know how much the cameras mean. And you can keep your advantages with the right answers like this.

QUESTION: Boy, can't people be ugly when local news color is a little off?

ANSWER: "They sure are tough, but that's the public for you." You have to be pretty general here, because you probably don't even know the problem. The PE-350 has chroma enhancement on *all* color channels—not just red—to give you the most accurate, crisp color reproduction imaginable. And better yet, you're getting the best color at the least cost. With GE's "subtractive" registration, just one man can set up the camera. Maintenance is practically nonexistent and life on each of your four original tubes is averaging over 8,000 hours apiece. You know *you're* "money ahead" because he's been getting only 3-4000 hours on each of his three tubes. But why mention it.

QUESTION: You had much trouble with fuzzy black and white?

ANSWER: "Can't that really bug you?" Answer with a question and all he can

do is nod. Of course it bothers him. And what bothers him more is the fact he has the problem and you don't. But don't start talking about the many advantages of GE's separate luminance camera. You could rattle off facts about how a camera with separate luminance produces sharp black and white *even when the camera's slightly misregistered*. But you're at a dinner, not a seminar. Enjoy the creamed chicken and smile a lot.

QUESTION: Aren't models tough? They've been complaining about hot lights ever since we switched to color.

ANSWER: "Well, we try to soothe them." Actually, you soothe them by not using real hot lights. The PE-350 is the industry's leading low light level camera. It makes beautiful noise-free pictures even at 35 *footcandles*.

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But don't volunteer that. And don't volunteer information about interchangeable circuit boards, interchangeable lenses, stability or the rest. He'll find out, someday.

One thing. If it's you that's knocking over water glasses to get close enough to ask the questions, get to someone who'll give you straight answers.

Your General Electric Broadcast Sales Representative might be able to give you an unfair advantage of your own. Call him. Or call us. General Electric Company, Visual Communication Products Department, Electronics Park, Syracuse, N.Y. 13201.

GENERAL  ELECTRIC

facturer and group CATV owner, commented that the agreement "would help guarantee a future of accelerating growth for the CATV industry. . . . The status of CATV in all markets," he continued, "would finally be clarified. . . . [The] action should open up an era of healthy competition in the broadcasting industry, which can only lead to unprecedented benefits for the American viewing public."

The announcements of the staff proposals were regarded on Capitol Hill with high interest but little sign of immediately forthcoming action. Staff level consensus of both the Senate and the House for copyright and regulatory aspects was that the proposal would be bound to have formidable antagonists whose political weight would have to be assessed.

Feeling in the Senate Copyright Subcommittee was that the opposition of the copyright owners would not weigh as heavily in the scales as an agreement between broadcasters and cablemen. "After all," a staff member observed, "the copyright proprietors lost their Supreme Court case, so under present copyright law the proprietors are not as well off as they would be under the NAB-NCTA proposal."

There was no indication that the Senate Commerce Committee would initiate action to write the regulatory aspects of the proposal into the Communications Act, as requested in the draft agreement. The Communications Subcommittee, it was indicated, would await the issuance of copyright legislation from the Judiciary Committee before deciding on a course of action. Also, the subcommittee will watch the House Communications Subcommittee, where extended CATV hearings are being held. Legislation has been promised at the conclusion of those hearings by Subcommittee Chairman Torbert H. Macdonald (D-Mass.), but no date has been set for a resumption of the hearings.

In the House, it is reported, work is under way to reduce the terms of the proposal to legislative language. But staff members in both bodies are keeping a weather eye on the Justice Department, especially in the wake of speculation that the proposal for agreement may run afoul of the antitrust statutes.

FCC gives more time for CATV filings

The FCC last week extended to Sept. 5 the deadline for reply comments on all portions of its proposed revisions in CATV policy, except for those sections dealing with program origination and diversification and a section dealing with proposed CATV reporting requirements.

Reply comments on the reporting issue will be due July 2, as previously

ordered. Replies on origination and diversification have already been filed.

The commission also set Sept. 5 as the new deadline for reply comments on its further notice of May 16, in which it proposed several revisions of its original notice of proposed rulemaking.

Comments and replies on part five of the original notice—a section which raises some general policy questions—are now due Aug. 1 and Oct. 1, respectively. The previous deadlines were June 16 and Aug. 14.

The deadline changes were made in response to requests by the Association of Maximum Service Telecasters, the American Civil Liberties Union, and ten broadcast firms.

How NAB assesses pact with cable TV

Proposal is said to have principles for subsequent legislation and FCC rules

The analysis prepared by the National Association of Broadcasters staff for submission to all NAB members lays out the details of the proposal for accommodation with cable systems, compares the proposal with present policy and rules and the FCC's proposed rules and adds comments or clarifications regarding the proposals.

The document also contains some tentative clarifications of points held by some observers to be unclear in the draft text of the proposal that was approved by the National Cable Television Association board two weeks ago and will be before the NAB board June 16-20.

One such point concerns the status of radio signals carried on cables. In a footnote, the analysis says: "While no mention is made of FM signals, we have every reason to believe that prior to the [NAB] board meeting carriage of all local FM signals will be part of the formal understanding (assuming any FM signals are carried)."

In another clarification it is noted that "common-carrier operations on CATV channels were not discussed since both organizations have told the commission the subject is premature."

(The proposal provides for three network and three independent signals, plus one cable origination, yielding a total short of the 20 channels some systems are equipped to deliver, even after noncommercial and automated services are added in. Some Washington attorneys have speculated that the proposal would open the door for cable systems to lease surplus channels to others to program, perhaps even broad-

casters in the market.)

The analysis holds that the proposal is only a "statement of principles." If approved, "it is anticipated that staff and representatives from both organizations will sit down and draft the precise terms that will be embodied in legislation and FCC rules."

The decision to permit importations of distant signals to fill out a cable service of "three and three," the document suggests, was based on a realization that "public opinion, reflected in Congress, seems to demand a 'reasonable' complement of signals." But NAB members are asked to consider if three plus three are "reasonable."

The analysis adds, however: "While the three-plus-three proposal will in some instances result in the import of one or two nearest additional independent stations, it should be borne in mind that under proposed commission rules there would be no limit to the number of signals that might be imported beyond the 35-mile zone."

Protection against duplication of run-of-contract syndication (in grade A's of the top-50 markets) or for first showing (in all other cases) is explained to be "by the package"—that is, not for each episode of a series as run but throughout the play of the whole series.

The question for broadcasters, notes a comment, is whether the "bird in hand" is worth "the possible risk under an undetermined copyright bill."

The value of a limit for cable originations to one channel is cast in the light of commission proposals that broad-scale origination might, in fact, be required. Similar sentiments exist, it is implied, at the Justice Department and in Congress.

Interconnecting of cable systems for mass appeal programming, it is noted, is a specter that "would be lessened" under the proposal. Interconnection without limit poses "the threat of a regional or nationwide CATV network with a single origination point," a comment explains.

Cablemen devise PACCT to lobby on the Hill

Formation of a CATV congressional pressure group was announced last week. Taking a leaf from early labor-union activity, a group of cable TV operators have formed themselves into a Political Action Committee of Cable Television.

The organization of PACCT was announced last Thursday (June 5) by Martin Malarkey, a pioneer CATV operator and organizer and first president of the National Cable TV Association, as chairman. Mr. Malarkey is now a

CATV consultant in Washington.

Secretary-treasurer of PACCT is Charles Walsh, legislative counsel of the NCTA, also Washington.

Mr. Malarkey said the organization had two objectives: (1) to educate legislators on CATV's legislative position, and (2) to generate financial support for those congressmen and senators who share the views of the cable TV industry.

Mr. Walsh, who is conducting the fund raising, asked CATV operators to contribute \$99 for each of their systems, with manufacturers and others tapped for \$250 each. Accented in the PACCT literature is the fact that all contributions must be personal since corporations, companies and trade associations are forbidden by federal law from making political contributions to members of Congress. It also noted that all funds will be used in behalf of congressmen chosen, on their records and public statements, by a PACCT selection committee.

Calling for industry-wide support, Mr. Malarkey declared:

"PACCT is the only way members of the CATV industry can pool their funds to support legislators who share the views of the CATV industry." He noted that PACCT is "bipartisan in both its organizational make-up and in its sup-

port of legislator. . . ." PACCT is seeking a yearly budget of \$100,000, Mr. Malarkey said.

The formation of PACCT came six months after CATV industry leaders held an emergency session in Washington early this year, shortly after the FCC's proposed new regulations for CATV were issued in December.

Serving with Messrs. Malarkey and Walsh as executive trustees of PACCT are Benjamin Conroy, Communications Inc., Austin, Tex., a former NCTA president; Wayne Current, Buckeye Cablevision, Toledo, Ohio; Herbert Hoffman, Cablevision Corp. of America, Boston; and Charles Trimble, H&B Communications, Los Angeles. Mr. Current, who is general manager of the *Toledo Blade*, principal owner of Buckeye, with Cox Cablevision as the other partner, is chairman of a newspaper-CATV group formed last month (BROADCASTING, May 26).

Serving as advisory trustees are Donald Anderson, Television Communications Corp., Winter Haven, Fla.; Conrad Bastow, TV Transmission, Lincoln, Neb.; John Campbell, CAS Manufacturing Co., Dallas; Thomas Dowden, Cox Cablevision, Atlanta; Lawrence Flinn, Greenwich, Conn.; William Hargan, Comac Signal Corp., Pinole, Calif.; Glenn Jones, Mountain States Video,

Denver; William Keenan, General CATV, Moorestown, N. J.; Elmer Metz, Shapp Corp., Philadelphia; Xenophon Mitchell, Ottawa Cable TV, Ottawa, Ill. (a Jerrold system); Raymond Siegenthaler, Liberty TV Inc., Eugene, Ore., and Sanford Randolph, Clarksburg TV Cable Co., Clarksburg, W. Va. (an H&B Communications system).

Newton Minow law firm opens office in D.C.

Chicago law firm of Liebman, Williams, Bennett, Baird & Minow, which includes one-time FCC Chairman Newton Minow, opens an office in Washington later this month for general practice including the various administrative agencies. At 1156 15th Street N.W. (phone 833-8606), the new capital office will be managed by John E. Robson, undersecretary of transportation in the Johnson administration.

The office also will include Lee Mitchell and Roy Wolff. Mr. Mitchell is the son of former broadcaster Maurice B. Mitchell, now chancellor of the University of Denver. Mr. Wolff had been with the Federal Trade Commission and the Transportation Department.

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made in our programming. We think that by not sitting on our pride, but getting to work and keeping service improvements coming is the right way to run a distribution business.

When you write your next contract with MGM-TV, you can expect the right follow-through to give you the best for your money. That can be a right comfortable feeling.

MGM TELEVISION.



Forum says FCC ignored news-distortion charge

Forum Communications Inc., would-be contestant for the New York channel now occupied by the *New York Daily News* WPIX-TV said last week that the FCC staff had "apparently" renewed the station's license without awaiting the resolution of a complaint that WPIX had been guilty of distorting news.

However, the only basis cited for the statement was a trade paper report which appears to be incorrect in several respects.

Forum, composed of New York area businessmen, community leaders and television personalities, made the charge in a petition asking the commission to set aside the commission action renewing the WPIX license and to accept the Forum application for the channel.

The commission staff two weeks ago returned the Forum application on the ground that it had been filed too late. It was received by the commission on May 22, the same day that the staff had granted the WPIX renewal, and a day after the commission denied Forum's petition for a "safe period" in which to file its application.

Forum's petition last week asserted that the application had been filed in

time for consideration and that the commission staff had ignored "regular and normal" procedures, acting with "extraordinary haste" in its action on the WPIX renewal application (BROADCASTING, June 2).

Forum referred to the trade paper report concerning charges leveled against WPIX in citing what it said were the unusual procedures the staff had followed in granting the WPIX renewal. Forum noted that the report asserted that the commission two weeks ago had asked WPIX to respond to charges "that the station's nightly news strip had distorted news. . . . Apparently, the [Broadcast] Bureau did not even wait for the station's answer to this serious charge before granting renewal, which in itself is a gross violation of the bureau's responsibility to grant applications 'in the public interest,'" Forum said.

However, commission officials as well as counsel for the station deny that the commission had written WPIX requesting a comment on the charges described in the Forum petition. Commission sources acknowledge that a complaint along the lines described in the news story was received. But, while declining to pinpoint the date it arrived, they say it did not reach the Broadcast Bureau until several hours after the WPIX renewal

was granted.

The trade press report, in the May 28 *Variety*, involved allegations that the station had used old films to illustrate current news. The charges were said to have originated in a list of "abuses" that station personnel presented to the management last fall but which was submitted to the commission by a third party.

Changing Hands

Announced:

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

■ WACO-AM-FM and construction permit for WACO-TV, all Waco, Tex.: Sold by R. E. Lee Glasgow to J. Harry Dornheggen, John W. English, James R. Williams, William J. Williams and Lawrence H. Kyte for \$825,000. Buyers own KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado. Mr. Dornheggen owns 25% of WRIE Erie, Pa. Mr. English owns 75% of WSEE-TV Erie, and Messrs. Williams have real estate development interests. Mr. Kyte is an attorney and has real estate interests. WACO is full time on 1460 kc with 1 kw; WACO-FM is on 99.9 mc with 3.9 kw and an antenna height of 400 feet above average terrain. WACO-TV has a CP for channel 25 with 41.7 kw visual and an antenna height of 500 feet above average terrain.

■ WKWK-AM-FM Wheeling, W. Va.: Sold by Eugene Lang and Victor Oristano to Publishers Co. for \$649,000 (see page 40).

■ WGOL Goldsboro, N. C.: Sold by William S. Page and Jack P. Hankins to Everette C. Peace Jr. for \$160,000. Messrs. Page and Hankins own WELS Kinston, N. C., and Mr. Peace has interest in WKBY Chatham, Va. WGOL is a daytimer on 1300 kc with 1 kw. Broker: Chapman Associates.

■ KVLH Pauls Valley, Okla.: Sold by Eddie Anderson to Robert M. McKune and others for \$111,000. Mr. McKune has interest in KTTR Rolla, Mo. KVLH is a daytimer on 1470 kc with 250 w. Broker: Chapman Associates.

■ KTDO Toledo, Ore.: Sold by Edward C. McElroy Jr. to Charles A. Farmer

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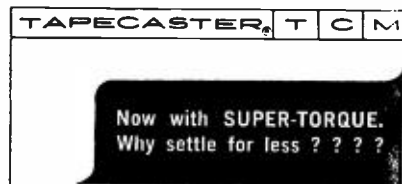
ATLANTA

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

BEVERLY HILLS

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

69-15



See Page 13

for \$60,000. Mr. Farmer owns 25% of KVAS Astoria, Ore. KTDO is full time on 1230 kc with 1 kw day and 250 w night. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 74):

■ **KKTV(TV)** Colorado Springs: Sold by Willard W. Garvey to T. B. Lanford, Mississippi Publishers Corp. and others for \$2,575,000, including an option to purchase Mr. Garvey's **KKFM(FM)** Colorado Springs if he should decide to sell it. Buyers own **WJTV(TV)** and **WSLI-AM-FM**, both Jackson, Miss. They also own 66% of Metropolitan Cablevision Co., operator of CATV systems in McComb and Brookhaven, both Mississippi. Mississippi Publishers Corp. publishes the *Jackson Daily News* and the *Clarion Ledger*. Mr. Lanford owns **KALB-AM-FM** Alexandria and **KRMD-AM-FM** Shreveport, both Louisiana. He also owns 51% of **KALB-TV** Alexandria and has interests in **WYOW** Tampa and **wzst** Leesburg, both Florida. **KKTV**, a channel 11 CBS-TV affiliate, has 85.1 kw visual and an antenna height of 2,380 feet above average terrain.

■ **KBRG(FM)** San Francisco and **KLEF(FM)** Houston: Sold by Jack Trotter and others to Joseph M. Field for an aggregate of \$925,000 (see page 39).

■ **WAYL(FM)** Minneapolis: Sold by Jack I. Moore and others to Joseph M. Field and others for \$650,000 (see page 39).

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

■ **WNOG** and **WNFM(FM)**, both Naples, Fla.: Sold by William J. Ryan and others to Dr. David D. Palmer and associates for \$200,000. Dr. Palmer owns 93.3% of **WHO-AM-FM-TV** Des Moines and **WOC-AM-FM-TV** Davenport, both Iowa. **WNOG** is full time on 1270 kc with 500 w; **WNFM(FM)** is on 94.5 mc with 5.4 kw and an antenna height of 115 feet above average terrain. Commissioner Nicholas Johnson dissented and Commissioners Kenneth A. Cox

and H. Rex Lee abstained.

■ **KDOX** Marshall, Tex.: Sold by John D. Mitchell, Delwin W. Morton and Orman L. Kimbrough to Tolbert Foster, W. E. Dyche Jr., Edgar B. Younger Sr. and Kenneth C. Delp for \$117,500 (see this page).

KDOX sale approved, if FCC gets its fine

The sale of **KDOX** Marshall, Tex., from Gemini Enterprises II to **KDOX Inc.** for \$117,500 has been approved by the FCC conditioned on Gemini's paying a \$1,000 fine. The fine was levied for Gemini's failure to file the sales contract within 30 days after their execution. The contract was dated April 24, 1968, but was not filed with the commission until four months later—Aug. 15.

Gemini is owned by John D. Mitchell, Delwin W. Morton and Orman L. Kimbrough. Messrs. Morton and Kimbrough own **KEES** Gladewater and 60% of **KAWA** Waco, both Texas. Mr. Mitchell owns **KCAD** Abilene, 25% of **KYAL** McKinney, both Texas; 30% of **KWCL** Oak Grove, La., and 20% of **KRGO** Salt Lake City. The sellers, who include Tolbert Foster, W. E. Dyche Jr., Edgar B. Younger Sr. and Kenneth C. Delp, have interests in **KNET** Pale-

stine and **KDET** Center, both Texas.

Radio Marshall Inc., licensee of **KMHT** Marshall, opposed the assignment, charging Gemini violated the three-year holding rule and that Mr. Mitchell, a 49% stockholder of Gemini, assumed control of **KDOX** without FCC approval and made a profit on his investment. It further contended that the grant would create a concentration of control of mass media.

In denying the **KMHT** petition, the commission said that, except for the forfeiture liability matter, there were no "substantial and material questions of fact that remain unresolved." Commissioner Johnson dissented. **KDOX** is a daytimer on 1410 kc with 500 w.

New hours at FCC

The FCC last week announced a change in its Washington hours of operation. Effective June 30, the present 8:30 a.m.-to-5 p.m. hours will be changed to 8 a.m.-to-4:30 p.m. The office of information, mail and files branch, and office of the secretary will continue to remain open until 5 p.m., so that documents may be filed and examined up to that hour. The laboratory division in Laurel, Md., will conform to the new schedule. Office hours of all other commission field offices will remain unchanged.

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July 15-16 set for strike bill hearing

Pastore gets strong bipartisan support on his license-renewal amendment

Hearing dates were set last week on Senator John O. Pastore's (D-R.I.) bill to protect broadcast licensees from strike applications at renewal time. In the process, the Pastore legislation (S.2004), which follows but is not identical to legislative language suggested by the National Association of Broadcasters, picked up 18 co-sponsors in the Senate.

Senator Pastore announced the hearing dates, July 15 and 16, on the Senate floor Thursday (June 5). At the same time he listed the co-sponsors of the bill.

First witness at the July hearings, to be held before the Communications Subcommittee, is expected to be the chairman of the FCC, preceded, as is Senate custom, by any senators who may want to make statements for the hearing record. Two present members of the commission have already made public statements about the proposal. FCC Chairman Rosel H. Hyde, whose term on the commission expires June 30, told an audience of state broadcasting association presidents that he would prefer a longer license period as a possible remedy to the problem of competing applications filed at renewal time.

Mr. Hyde said the proposed approach, which would bar competing applications unless the commission in a prior action had denied renewal to an incumbent, was contrary to the basic regulatory philosophy of the Communications Act (BROADCASTING, April 28). FCC Commissioner Kenneth A. Cox

has several times compared this approach to barring opponents of public office-holders from running for election unless the voters had already turned the incumbent out.

Other observers have challenged Mr. Hyde's contention that the proposal is philosophically at odds with present regulation. The view in Senator Pastore's office is that the changes and additions that were made in the NAB draft proposal would serve to tighten the commission's handling of license renewals.

One Pastore change, it is noted, makes it mandatory for the commission to deny renewal upon a finding that such renewal would not be in the public interest. Preliminary language said the commission "may" deny such a license. Senator Pastore changed the word to "shall." Another change would place an adverse finding squarely "upon the record and representations of the licensee." The included phrase may seem innocuous, but the senator holds that the practical effect of it will be to require by law a rigorous examination by the commission of each renewal that is approved.

Industry sources dispute the Cox analogy as inapplicable. Politicians holding office are not encumbered, it is noted, by long-term labor and programing commitments, or, as in some cases, debt secured by fixed facilities. One argument against the present uncertainty regarding renewals since the commission decided against the incumbent

in the WHDH-TV Boston case is that broadcasters, facing a real threat of total loss every three years, will avoid making the sort of commitments that result in improved service to their communities. In fact, it is argued, pressures will dictate attempts to maximize profits over the short run, even if that means allowing the property to deteriorate.

Senators joining Senator Pastore last Thursday in co-sponsorship of the legislation included Warren Magnuson (D-Wash.), chairman of the parent Commerce Committee; Norris Cotton (R-N.H.), ranking minority member of the Commerce Committee; Mike Mansfield, Senate majority leader, and Commerce Committee members Hugh Scott (R-Pa.), Vance Hartke (D-Ind.), James B. Pearson (R-Kan.), Frank E. Moss (D-Utah), Howard H. Baker Jr. (R-Tenn.) and Howard W. Cannon (D-Nev.).

Also co-sponsoring the bill are Senators Gordon Allott (R-Colo.), Roman L. Hruska (R-Neb.), Carl T. Curtis (R-Neb.), John Sparkman (D-Ala.), Herman Talmadge (D-Ga.), Marlow W. Cook (R-Ky.), John Stennis (D-Miss.), Robert J. Dole (R-Kan.) and Edward W. Brooke (R-Mass.).

In addition to listing those who wished to be designated co-sponsors, Senator Pastore placed in the *Congressional Record* a letter from Senator Scott, ranking Republican on the Communications Subcommittee, expressing support for the legislation.

"It appears to me," Senator Scott said, "that S.2004 is designed to deal fairly and realistically with this situation [of broadcasters being challenged on the basis of promises from untried applicants]. In essence, this proposal would give the current license holder the benefit of the doubt warranted by his previous investment and experience."

Senator Scott said he particularly approved of the change from "may" to "shall" in the clause that would require the FCC to deny licenses where operation was not found to be in the public interest. The change to "shall," he said, should "insure that this legislation will be entirely consistent with the congressional concern for the public interest embodied in the Federal Communications Act."

During the past two weeks, Congressmen Joe Skubitz (R-Kan.), H. R. 11647; Samuel N. Friedel (D-Md.), H. R. 11712; and Robert H. Mollohan (D-W. Va.), H. R. 11826, brought the House total of anti-strike-application bills to 56.



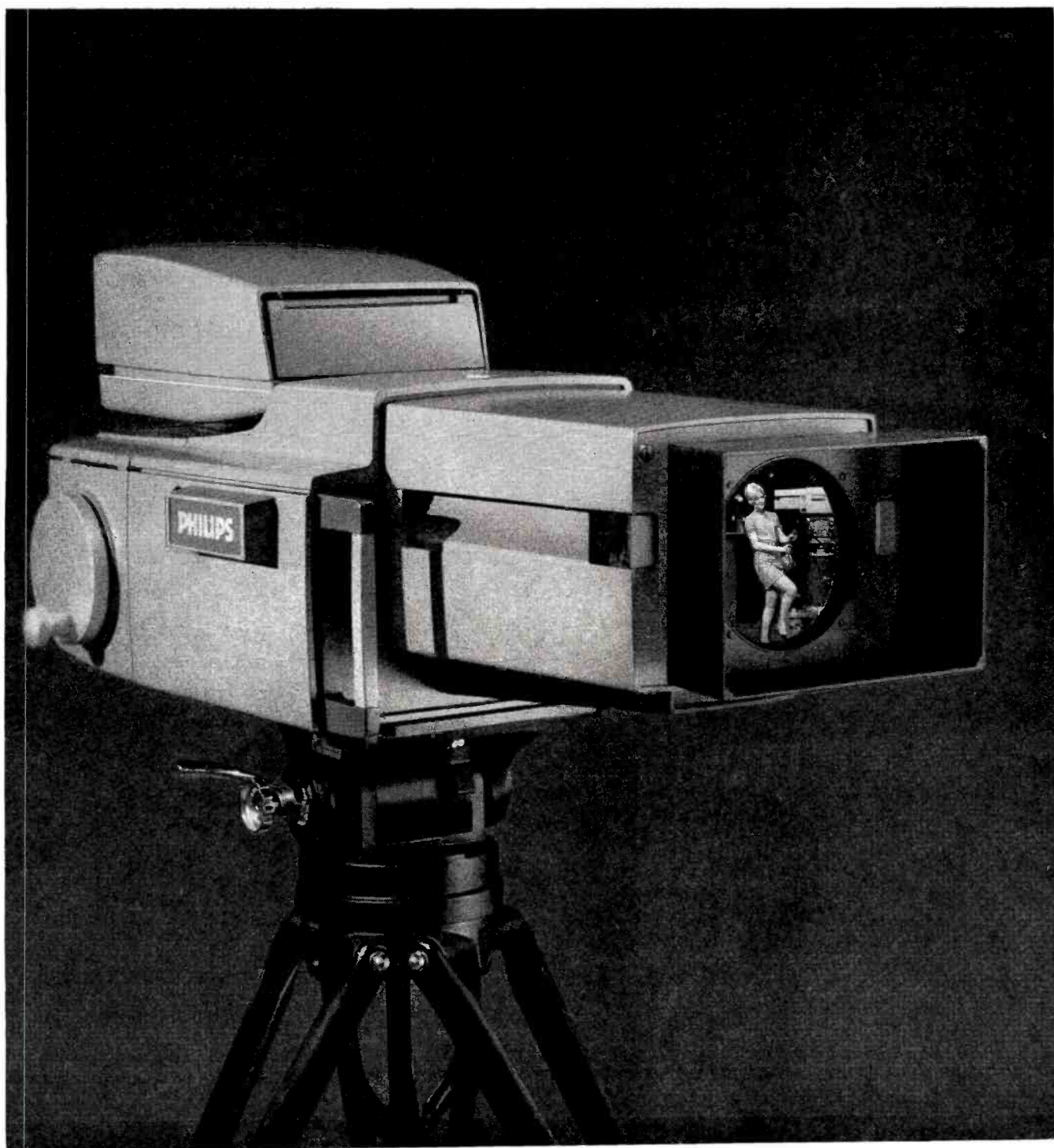
Senators Scott (l.) and Pastore

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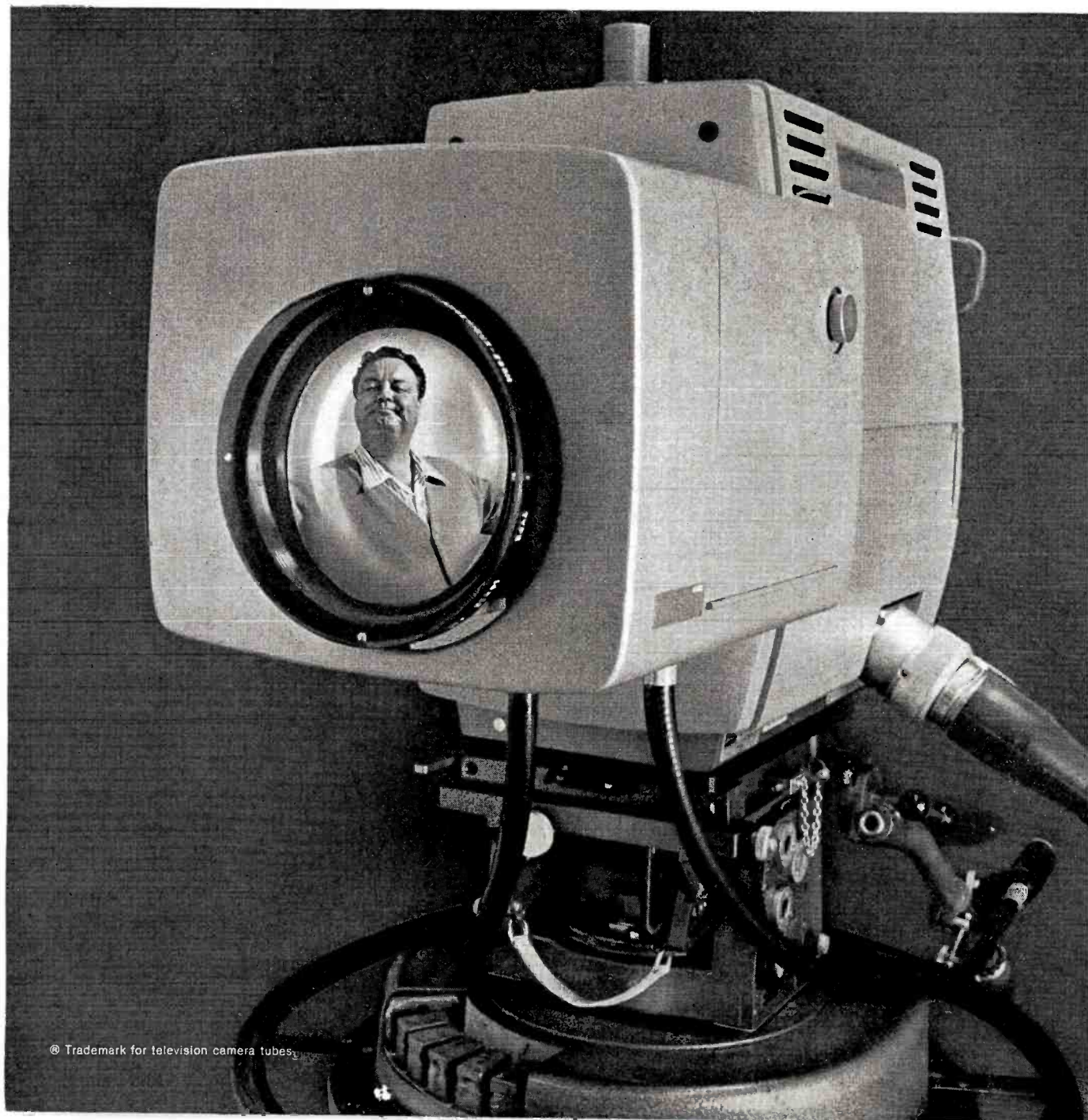
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FCC gets tough on equal employment

Commission adopts new rules on job opportunity, proposes annual statistical reports for stations

The FCC, citing the "importance and urgency" of the problem, last week took two major steps aimed at making broadcasting an equal-employment opportunity industry.

It adopted rules not only stating that all licensees and permittees shall afford equal opportunity in employment to "all qualified persons," but also requiring broadcasters to establish programs of specific practices "designed to assure equal opportunity in every aspect of station employment policy and practice."

The commission also proposed additional rules. These would require broadcasters to adopt and submit "more detailed equal-employment-opportunity programs" that relate "to significant minority groups"—Negroes, Orientals, American Indians and Spanish-surnamed Americans—in all aspects of employment practice.

The new proposals would, in addition, require broadcasters to file annual statistical reports on minority-group job participation. The commission said such information would provide a "profile" of the broadcast industry, and might be useful in indicating noncompliance.

The commission, thus, is going beyond the action it indicated it was prepared to take when, on July 5, 1968, it initiated its antidiscrimination rulemaking (BROADCASTING, July 8, 1968). The commission then, in response to a petition filed by the United Church of Christ, held that a broadcaster who discriminates in employment is not operating in the public interest.

But it proposed to act against discrimination solely on the basis of complaints. It expressed doubt as to the usefulness of embodying its policy in a rule and of requiring periodic showings of compliance. The commission felt it lacked sufficient staff to do more.

At the same time, however, it asked for comment on whether the policy and a required showing of compliance should be included in its rules. It also proposed a rule to require broadcasters to post notices of equal-employment rights and include such statements in employment applications. These notification requirements are now contained in the new proposal to require detailed equal-employment programs.

The order adopting the new rules and the further notice of proposed rulemaking was adopted on a 5-to-1 vote. Commissioner Robert E. Lee concurred in part and dissented in part, and Com-

missioner Robert T. Bartley did not participate.

The commission's original proposals for banning discrimination were opposed both by broadcasters and by civil rights groups—but for different reasons. Broadcasters felt they were unnecessary, would duplicate the programs of federal and state equal-employment agencies, and were beyond the commission's authority to adopt. The civil rights groups felt that a program keyed to complaints would be inadequate; they urged adoption of a rule and a requirement of affirmative showings of compliance. It was this resolution that persuaded the commission.

In rejecting the broadcasters' contention, the commission said: "A substantial case has been made that because of the relationship of the government . . . to broadcast stations, the commission has a constitutional duty to assure equal employment opportunity," and added:

"The importance and urgency of the



FCC Commissioner Robert E. Lee (r), one of the commission's most ardent UHF advocates, last week checked out procedures whereby he was to give the signal by telephone heralding the start Sunday (June 8) of full operation by KDNL-TV (ch. 30), St. Louis's first operational UHF. The station is owned by Evans Broadcasting Corp. Standing is Thomas E. Carroll, executive vice president of Thomas M. Evans group which also owns KMEC-TV (ch. 33) Dallas and has applications pending for the purchase of UHF's WENS(TV) Pittsburgh; WUHF-TV Hartford, Conn.; and WJZB-TV Worcester, Mass.

equal-employment-opportunity-policy in the areas covered command its implementation on every appropriate front. Action by the commission will complement, not conflict with, action by bodies specifically created to enforce the policy. . . .

It also said it clearly has an "independent responsibility to effectuate" a strong national policy in broadcasting, and need not await a judgment of discrimination by some other form before acting.

The commission, which will maintain its policy of referring complaints of discrimination to appropriate equal-opportunity agencies for investigation, sought to reassure broadcasters who are concerned over the possibility that spurious or inconsequential complaints could be used to delay action on their renewal applications.

The commission noted that its policy is to refer only "substantial issues of discrimination" and said it might make its own preliminary investigation of a complaint instead of referring it. "No licensee need fear undue delay arising out of the referral procedure," the commission said.

The commission cited two considerations underlying its decision to adopt rules in spite of the "workload problems" they will bring. One was that, in the absence of a rule, the commission would be barred by statute from imposing a forfeiture for noncompliance. Its only remedy, then, would be denial of license—a remedy "so severe . . . that it becomes useless."

The other was the commission's conclusion that it cannot effectively implement an equal employment opportunity policy by relying solely on individual complaints.

The commission noted that those active in enforcing antidiscrimination laws have pointed out that consideration of complaints referred to other agencies is time-consuming. These authorities also say that many people will not complain even when they feel they have been treated unfairly.

Furthermore, the commission said, a complaint procedure alone would not enable it to "cope with general patterns of discrimination developed out of indifference as much as out of outright bias."

The rules are modeled on the equal opportunity program requirements which the Civil Service Commission has adopted for government agencies. And

their keystone is the policy statement, which asserts that licensees and permittees of commercial and noncommercial stations shall not discriminate in employment against anyone "because of race, color, religion or national origin."

The equal employment opportunity program each station is to establish will require broadcasters to communicate their "equal employment opportunity policy and program and their employment needs to sources of qualified applicants without regard to race, color, religion or national origin, and solicit their recruitment on a continuing basis."

It will also require broadcasters to review continuously their employment practices and adopt positive training programs and other measures designed "to insure genuine equality of opportunity to participate fully in all organizational units, occupations and levels of responsibility . . ."

The program specifies other steps broadcasters will be required to follow to publicize and implement an equal employment policy and program, and to exclude "every form of prejudice or discrimination" from their personnel policies, practices and working conditions.

Broadcasters with five or more employees would be required to adopt even more detailed programs under one of the proposed rules on which the commission asked comment last week. The proposal would also require applicants for new stations and for assignment and transfer to file their programs with the commission and would require all affected licensees to report on the effectiveness of their programs at license-renewal time.

The program proposed by the commission would require broadcasters to adopt procedures designed to assure equal employment opportunity in such areas as recruitment, training, promotion pay scales, work assignments, layoffs and firings. In specifying Negroes, Orientals, American Indians and Americans with Spanish surnames as the groups with which it is concerned, the commission said these are the ones that "may be most in need of assistance in achieving equal employment."

The commission said the programs would enable broadcasters "to focus, in terms of their individual stations," upon the best method of assuring effective equal employment practices." Copies of the programs would be made available for public inspection at the station and

modified as required.

The annual report on minority group job participation the commission proposed requiring would be filed on a form similar to one that is now used by various federal agencies and that is already being prepared annually by many broadcasters. As designed by the commission, it provides for information on the number of each of the four specified minority groups who are in station jobs ranging from officials, and managers and professionals down to unskilled laborers and service workers.

The commission, apparently anticipating complaints, said the revisions it made in the federal reporting form "should minimize industry burdens" even while permitting inter-industry comparisons of employment practices. "Preparation of the requested information should be of minimal difficulty," the commission said.

The program would be tailored to the size and location of the station and the demographic makeup of its area. But, as proposed by the commission, it would include specific steps broadcasters would take to implement its various elements—from posting notices of equal employment rights to negotiating nondiscrimination clauses in union agreements and making sure that discrimination is not a factor in the lack of minority group representation in certain job areas.

Entertainment acquires three big-market FM's

Entertainment Communications Inc. a new company principally owned by Joseph M. Field, a Philadelphia lawyer, last week received FCC approval to buy three of the six major-market radio stations it had applied to purchase.

KBRG(FM) San Francisco and KLEF(FM) Houston were sold by Apollo Broadcasting Co. to Entertainment Communications—the San Francisco station went for \$550,000 and the Houston outlet sold for \$375,000. Sale of a third FM now owned by Apollo, KACO(FM) St. Louis to the Field group for \$125,000, awaits FCC action. Principals of Apollo include Jack Trotter, a Houston accountant and attorney.

KBRG(FM) is on 105.3 mc with 50 kw and an antenna height of 810 feet above average terrain; KLEF(FM) is on 94.5 mc with 45 kw and an antenna height of 610 feet above average terrain. Both stations went on the air in 1964.

Also approved was Entertainment Communications' purchase of WAYL(FM) Minneapolis from Contemporary Radio Inc. (Jack I. Moore and others) for \$650,000. WAYL(FM), established in 1961, is on 93.7 mc with 53 kw and has an antenna height of 420 feet above average terrain.

In addition, Entertainment Commu-



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See Page 13

nications is awaiting FCC approval to purchase WWOM-AM-FM New Orleans from David W. Wagenvoort and Fred Westenberger for \$820,000. Messrs. Wagenvoort and Westenberger will retain KRBE(FM) Houston and WWOM-TV (ch. 26) New Orleans (BROADCASTING, Jan. 27).

Mr. Field, president and 80.5% stockholder of Entertainment Communications, is secretary-treasurer and 5% owner of Field Broadcasting, licensee of WPEN-AM-FM Philadelphia.

The commission vote was 6-to-1 on the KBRG(FM) assignment with Commissioner Robert T. Bartley dissenting and 5-to-1 on the KLEF(FM) and WAYL (FM) sales with Commissioner Bartley dissenting and Commissioner Kenneth A. Cox abstaining from voting.

Citizens get new hearing on WFMT

Group will argue on media concentration at hearing in Chicago

The citizen's group that seeks to block transfer of WFMT(FM) Chicago from Gale Broadcasting Co. to WGN Continental FM Co. will get another chance to prove its contention that the sale would create an undesirable concentration of media control in the Chicago area.

The FCC, in an order released last week, reopened the hearing record and remanded the proceeding to Examiner Basil P. Cooper. It ruled that the examiner should have granted a request by the "Citizens' Committee to Save WFMT" for additional time to prepare and a request to keep the record open for further evidence.

The citizens' group had argued in its proposed findings of fact and conclusions of law that Mr. Cooper had denied them a fair opportunity to collect and present evidence relating to the concentration-of-control issue. They claimed that the examiner had restricted the examination of witnesses and the presentation of evidence, documents and records bearing on the case, and asked for a further hearing.

The request to keep the record open arose after the committee encountered difficulty in obtaining legal counsel for the hearing, which was held earlier this year (BROADCASTING, March 17). It had been represented by a lawyer, but showed up at the hearing without one and asked for additional time.

In granting the committee's request by a unanimous 7-to-0 vote, the commission relaxed its earlier demand that the decision be expedited. Examiner Cooper was to have certified the record to the commission without writing an

initial decision.

However, the commission said last week that although it had wanted an expedited hearing, it also wants a fair and complete one. It said that reasonable time to prepare and reasonable latitude in examination of witnesses should be permitted.

The parties are to have 60 days to prepare their evidentiary presentations, after which the examiner will hold further hearings in Chicago. When the hearing is completed, he will again certify the record to the commission.

The commission's action adds yet another twist to what has already become something of a legal football. The commission granted the transfer in March of 1968, but the case was later remanded by the U. S. Court of Appeals for the District of Columbia. The court ruled that the commission should have given consideration to a petition for reconsideration filed by the citizen's committee, even though it had admittedly been a procedurally deficient filing.

Initially, the committee had expressed concern that WFMT's classical-music programming would be lost under the new ownership. When the case was remanded to the commission for hearing, however, the group switched its attack to the concentration-of-control question.

Did word from D.C. kill CBS cable deal?

How the climate in Washington put a hex on the purported merger of Teleprompter Corp., New York, CATV multiple owner, and CBS was recounted by Irving B. Kahn, president of Teleprompter to stockholders last week.

The Department of Justice, Mr. Kahn said, was a key in dropping Teleprompter's proposed merger with CBS 18 months ago. "The merger was killed," Mr. Kahn said, "because of the Washington attitude against media concentration." And, he added: "We had no quarrel on the price."

Although CBS sources declined to comment, it was reported that the network had talked to Teleprompter but that no deal was ever made or Washington opinion solicited.

Teleprompter is 17% owned by Hughes Aircraft Co.

WXEX-TV back on quickly

WXEX-TV Petersburg-Richmond, Va., reported last week resumption of broadcasts only 11 hours after a May 30 explosion and fire gutted its facilities. WXEX-TV is currently operating from a downtown Petersburg department store. The cause and extent of the damage of the fire have not been determined, according to a station spokesman.

Publishers buys W. Va. stations; going public

Publishers Co., Washington-based printing and publishing firm which has purchased WKWK-AM-FM Wheeling, W. Va., for \$649,000 from Eugene Lang and Victor Oristano, subject to FCC approval.

Publishers' purchase of the Wheeling outlets marks another step in the firm's plan to acquire a full complement of radio stations, according to Donald C. Price, president of Publishers Broadcasting, a wholly owned subsidiary of Publishers Co. Mr. Price has sold WONS and WBGM(FM) Tallahassee, Fla., to Publishers Co. for \$399,000 (BROADCASTING, Dec. 9, 1968). He said Publishers Broadcasting would file a public offering with the Securities and Exchange Commission when the sales of the Wheeling and Tallahassee stations receive commission approval. Publishers Broadcasting will be based in Tallahassee, he added.

As previously reported, publicly held Publishers Co. had net income of \$279,172 or 20 cents per share on sales of \$8,810,859 for the first quarter of 1969 (BROADCASTING, May 26). Its stock is traded over the counter.

WKWK, an MBS affiliate, is full time on 1400 kc with 1 kw day and 250 w night. WKWK-FM, which holds a Muzak franchise for Wheeling, is on 97.3 mc with 50 kw and has an antenna height of 470 feet above average terrain.

Johnson says Lady letter was not FCC business

FCC Commissioner Nicholas Johnson has sought to reassure a member of the Maryland legislature that his letter criticizing her vote on a state civil rights bill was not "official FCC action."

The commissioner, in a letter May 29, also told Delegate Elaine Lady of suburban Chevy Chase that the comment in his letter concerning "political expediency" was not intended as a warning.

Mrs. Lady had written Commissioner Johnson and Chairman Rosel H. Hyde expressing concern about the letter Commissioner Johnson had written her on official FCC stationery and which he had signed as "commissioner" (BROADCASTING, May 19). She saw the letter from a member of the agency that regulates radio and television as a "vague threat," and asked for repudiation.

The civil rights bill that Mrs. Lady had opposed would have barred discrimination in private clubs in Maryland. Commissioner Johnson lives in Mrs. Lady's district and is among a group of members who have sought court suit to overturn segregationist

guest policy of the Kenwood Golf and Country Club there.

The commissioner said he sent letters to two other area members of the legislature similar to the one he wrote to Mrs. Lady. An aide in his office could not recall whether either had responded.

GE says rural CATV needs phone lines

The General Electric Co. told the FCC last week that many rural areas will be deprived of CATV service unless telephone companies are allowed to serve the areas through affiliated CATV systems.

GE said that existing telephone lines can carry signals to localities where independent cable systems would frequently be unwilling to venture, since even the most remote rural areas already have telephone service.

The company offered this perspective in a short filing in the commission's inquiry into telephone-company ownership of CATV systems. The deadline for comments on certain aspects of the inquiry was postponed last week by the commission, from June 2 to July 2, but a few early comments were filed.

In another filing, TV-Transmitter Inc. said that since cable systems will frequently have to employ telephone lines, it is "only fair and right" that telephone company plants should be used to furnish service through affiliated companies.

WNJR asks court help in reacquiring license

Group operator, Rollins Inc., has gone to court in an attempt to win reversal of an FCC decision that denied license renewal to WNJR Newark, N. J. Rollins filed its appeal in the U. S. Court of Appeals for the District of Columbia.

The commission denied WNJR's renewal application late last year on grounds of misrepresentation, submission of falsified contracts to the FCC staff, failure to file time-brokerage contracts, violations of logging and sponsorship-identification rules."

The station's former manager was judged to have committed "gross misconduct and fraud on the commission," and the commission placed responsibility on the licensee because of its "failure to exercise control and supervision over the management and operation" of the station (BROADCASTING, Dec. 2, 1968).

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Your Avery-Knodel man can help you bottle up a bigger share of drug sales with WKZO.

**The "Wee Bee" was built and flown with a wingspan of 15 feet and an empty weight of 170 lbs.*

The Felzer Stations

RADIO
WKZO Kalamazoo Battle Creek
WKEE Grand Rapids
WHTM Grand Rapids Holland
WHTM Holland Holland
WHTM Holland Holland

TELEVISION
WKZO-TV Kalamazoo Battle Creek
WHTM-TV Holland Holland
WHTM-TV Holland Holland
WHTM-TV Holland Holland
WHTM-TV Holland Holland
WHTM-TV Holland Holland

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

Please send

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SUBSCRIBER SERVICE

- ☐ 1 year \$10
- ☐ 2 years \$17
- ☐ 3 years \$25
- Canada Add \$2 Per Year
- Foreign Add \$4 Per Year
- ☐ 1969 Yearbook \$11.50
January Publication

Name _____ Position _____

Company _____

- ☐ Business Address
- ☐ Home Address

City _____ State _____ Zip _____

- ☐ Payment enclosed
- ☐ Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036.

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing. Mailing labels are addressed one to two issues in advance.

Stocks take slight dip during May

CATV's, service firms show biggest increases; broadcasting-only groups show slim gain

Broadcasting industry stocks weakened somewhat in May after a two-month advance, with CATV issues and service-company stocks the only categories showing broad gains (see table, this page).

The BROADCASTING index of selected stocks dipped by an average of almost 1.9% during the month. The Standard & Poor Industrial Average, by com-

parison, was just able to maintain its April level.

Purely broadcasting stocks managed to put together a 0.4% rise as a group, but individually they were down more often than not. Gross Telecasting, which moved from the over-the-counter market to the American Stock Exchange on May 26, spurted up 26% for the month's biggest gain, and Son-

derling Broadcasting added 13% after bullish full-year forecasts followed a 22% first-quarter advance in revenues and earnings. Corinthian added 11%, Cox 4% and CBS 2% to complete the list of purely broadcasting stocks finishing on the up side.

CATV stocks scored a 19% average gain attributed almost entirely to the proposed settlement between broadcast-

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	Ex- change	Closing June 5	Closing May 29	% change Month of May	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Broadcasting									
ABC	ABC	N	68½	68½	—	76½	56½	4,709	\$ 324,300
Atlantic States Ind.		O	8½	9	— 8	15½	8½	1,798	16,200
Capital Cities*	CCB	N	37½	73	— 4	37½	36½	2,811	205,200
CBS	CBS	N	54½	55½	+ 2	59½	44½	24,138	1,339,700
Corinthian	CRB	N	28½	31	+11	37½	25½	3,384	104,900
Cox	COX	N	45½	48	+ 4	59	42½	2,884	138,400
Gross Telecasting	GGG	A	21	24	+26	24½	17½	798	19,200
Metromedia	MET	N	31½	33½	—12	53½	29½	5,408	180,500
Pacific & Southern		O	19½	19½	—11	25½	19	1,616	31,500
Reeves Telecom	RBT	A	23½	22½	— 4	35½	18½	2,091	47,000
Scripps-Howard		O	27½	27	— 1	31½	27	2,589	69,900
Sonderling	SDB	A	40½	43½	+13	47½	32½	963	42,000
Taft	TFB	N	38	38½	— 1	43½	34½	3,363	129,900
						Total		56,552	\$ 2,648,700
Broadcasting with other major interests									
Avco	AV	N	30½	30½	—12	49½	30½	12,535	\$ 383,900
Bartell Media	BMC	A	16½	16½	— 6	22½	14	2,101	34,400
Boston Herald-Traveler		O	32	30	—21	71	28	574	17,200
Chris-Craft	CCN	N	19½	20½	— 6	24½	18½	3,132	65,000
Cowles Communication	CWL	N	14½	15½	+ 4	17½	13½	3,620	55,200
Fuqua	FQA	N	43	43	— 3	47	34	5,073	218,100
Gannett	GCI	N	40½	40½	+11	42	35½	5,322	214,200
General Tire	GY	N	23½	24½	— 4	34½	23½	17,402	419,800
Gray Communications		O	10	10½	+ 1	12½	9	475	4,800
Lamb Communications		O	5½	5½	— 8	10	5	2,650	14,600
Liberty Corp.		N	16½	17	— 9	23½	16½	7,036	119,600
LIN		O	12½	13½	—14	33	12½	1,415	18,600
Meredith Corp.	MDP	N	51½	52½	+ 5	59½	47½	2,762	144,300
The Outlet Co.	OTU	N	23½	23½	— 6	30½	21	1,229	28,900
Plough Inc.	PLO	N	70½	70½	+ 2	72½	62½	6,761	476,700
Post Corp.		O	23	22½	+ 2	40	17	566	12,700
Rollins	ROL	N	36½	37½	+ 3	38½	30½	7,942	297,800
Rust Craft	RUS	A	32½	33	—	38½	29½	1,169	38,600
Storer	SBK	N	38	39	— 9	62	37½	4,194	163,600
Time Inc.	TL	N	59	63	—11	100½	58½	7,211	454,300
Wometco	WOM	N	22	22½	— 1	23½	19½	5,723	128,800
						Total		98,892	\$ 3,311,100
CATV									
Ameco	ACO	A	12½	13	+30	14½	10½	1,200	\$ 15,600
American TV & Communications		O	14	13½	+13	15	11½	1,775	24,400
Cable Information Systems		O	4½	4½	—15	5	4½	955	4,100
Columbia Cable		O	14	13½	— 5	15½	13½	580	8,000
Cox Cable Communications		O	21½	21½	+14	21½	16½	2,500	53,400
Cypress Communications		O	14½	15	—	23	12	808	12,100
Entron		O	5½	5	—13	10	5	607	3,000
H & B American	HBA	A	18½	18½	+20	20½	13½	4,973	93,900
Sterling Communications		O	10½	10½	+31	10½	6½	500	5,300
Teleprompter	TP	A	63½	68½	+26	70½	46½	995	68,200
Television Communications		O	18½	17½	+17	20	12½	2,090	36,600
Vikoa	VIK	A	30	31½	+22	33½	23½	1,795	56,800
						Total		18,778	\$ 381,400

ing and CATV interests, word of which spread through Wall Street several days before the announcement on May 29 (BROADCASTING, June 2).

Eight of the 12 CATV stocks in the index showed gains for the month, led by Sterling Communications with 31%, Ameco with 30%, Teleprompter with 26%, Vikoa with 22% and H&B American with 20%. Cable Information Systems, Entron and Columbia Cablevision were down.

Service-company stocks also showed a broad advance, rising 7.4% as a group on gains by nine of the 12 issues in the index.

In this category, Papert, Koenig, Lois was up 33% after a steep slide in April, a comeback that Wall Street credited to a great extent to PKL's deal for acquisition of A.C.S. Industries, a California electronics manufacturer.

Among other agencies on the service list, Ogilvy & Mather, Grey Advertising, Doyle Dane Bernbach and Foote,

Cone & Belding scored gains, but Wells, Rich, Greene was off 3% although a 63% rise in first-half earnings was reported on May 26. John Blair & Co., only publicly held rep firm, was up 1% and A. C. Nielsen gained 10%. Creative Management (formerly General Artists) added 12% after a sharp drop in April.

Programming stocks as a group slipped 3.4% for the month as only three of the 14 listed issues showed gains: Wrather Corp. added 8% and Warner Bros.-Seven Arts and MGM picked up 1% each.

The broadcasting-with-other-major-interests category was down an average 3.6%, with only one-third of the 21 listed issues posting gains. In this group Gannett was the month's top performer, with a 11% gain after a 14% drop in April.

Manufacturing stocks, which had advanced an average of 4.4% in April, slipped 2.25% in May.

JWT offering sold out on stock's first day

A public offering of 790,000 shares of stock of J. Walter Thompson Co. was oversubscribed last Wednesday (June 4) through an underwriting group headed by Morgan Stanley & Co., New York. The stock was offered over-the-counter at \$38 per share and closed the day with \$37 bid and \$38.50 asked.

JWT, the world's largest advertising agency, had announced it would go public several months ago (BROADCASTING, April 7). The net proceeds to the company from the sale of its 350,000 shares will be approximately \$12,281,000. The remainder of the shares were sold by the J. Walter Thompson profit-sharing trust (109,709 shares) and by selling stockholders, including Dan Seymour, president and chief executive (25,000 of 125,000 shares), and Norman H. Strouse, recently retired board

	Stock Symbol	Ex- change	Closing June 5	Closing May 29	% change Month of May	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	34½	33¾	— 4	42	29¾	5,113	\$ 173,200
Commonwealth United	CUC	A	12½	13¼	— 9	24¾	12½	10,627	140,800
Disney	DIS	N	79¾	80¼	— 3	86¾	69¾	4,346	348,800
Filmways	FWY	A	31¾	32¼	— 5	38¾	28¾	1,079	34,800
Four Star International		O	4½	4¼	— 6	10	4½	666	2,800
Gulf & Western	GW	N	29½	30½	— 9	50½	28½	15,700	476,900
MCA	MCA	N	35¼	34¾	— 6	44¾	34	8,059	280,100
MGM	MGM	N	35	34	+ 1	44½	29½	5,762	195,900
Transamerica	TA	N	34¾	33¾	— 1	38¾	32	60,937	2,064,200
Trans-Lux	TLX	A	31	32¾	— 4	58¾	30	856	26,000
20th Century-Fox	TF	N	28½	30	—10	41¾	28½	7,072	212,200
Walter Reade Organization		O	10	11½	—10	15½	10	2,248	25,000
Warner-Seven Arts	WBS	A	53	53½	+ 1	64½	39½	3,816	204,200
Wrather Corp.		O	14	14½	+ 8	22¾	13½	1,760	25,100
						Total		128,041	\$ 4,204,000
Service									
John Blair		O	29½	28½	+ 1	30	22¾	2,271	\$ 64,700
Comsat	CQ	N	50½	49½	+ 8	55½	41¾	10,000	495,000
Creative Management		O	14½	14½	+12	20½	13	581	8,400
Doyle Dane Bernbach		O	29	29	+ 1	31¾	28	2,104	61,000
Foote, Cone & Belding	FCB	N	14¾	14½	+ 5	15¾	13¾	2,159	31,600
Grey Advertising		O	18½	18½	+ 9	18¾	14	1,199	22,200
Movielab	MOV	A	9	9½	— 8	14½	8½	1,407	13,000
MPO Videotronics	MPO	A	13¾	14	— 2	22½	13	536	7,500
Nielsen		O	36½	36	+10	37	31¾	5,240	188,600
Ogilvy & Mather		O	34	34	+16	34½	21½	1,090	37,100
Papert, Koenig, Lois	PKL	A	19¾	19¾	+33	30¾	10½	721	14,300
Wells, Rich, Greene		O	14	15½	— 3	18	13	1,501	22,900
						Total		28,809	\$ 966,300
Manufacturing									
Admiral	ADL	N	17½	19	— 8	21½	15	5,110	\$ 97,100
Ampex	APX	N	43½	41½	—	44¾	32½	10,571	442,700
General Electric	GE	N	94	94½	— 4	98½	85½	90,578	8,537,000
Magnavox	MAG	N	51½	53½	— 1	56¾	47½	15,446	820,600
3M	MMM	N	105½	107½	+ 3	112½	94	54,110	5,803,300
Motorola	MOT	N	121½	125½	— 1	133½	102½	6,122	766,000
RCA	RCA	N	43¾	44	— 7	48½	41¼	62,612	2,754,900
Reeves Industries	RSC	A	7½	7	—11	10½	7½	3,415	8,600
Visual Electronics	VIS	A	18½	20¼	+ 1	37	19	1,233	25,000
Westinghouse	WX	N	62½	62½	— 3	71½	58½	38,239	2,380,400
Zenith Radio	ZE	N	48¾	49½	— 6	58	48½	18,935	939,600
						Total		306,371	\$22,575,200
						Grand total		637,443	\$34,086,700
Standard & Poor Industrial Average			112.52	113.29	—	116.85	106.36		

N-New York Stock Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of May 29
* Denotes 2-for-1 split June 3

chairman (21,070 of 91,200 shares).

Morgan Stanley noted that 45,000 of the 790,000 shares were reserved for sale to U.S. employees of the company at the offering price less the underwriting discount.

JWT is the latest advertising agency to go public. Among the dozen publicly held agencies, JWT had the largest number of shares in its initial offering at a price higher than any other—about 17 times last year's earnings of \$2.15 per share.

Filmways expands with TV, print additions

Filmways Inc., New York, which now describes itself as a diversified entertainment complex, is acquiring more companies in television and in publishing.

In one acquisition move, Filmways is issuing an undisclosed amount of common stock. That agreement—approved by the boards of Filmways and Heatter-Quigley Inc., Los Angeles—would bring the independent TV-show packager into the Filmways fold as a division.

The other purchase—that of privately held publishing companies, Ideal Publishing Co., Romance Publishing Corp. and Manton Publishing Corp. (*Movie Life*, *Movie Stars*, *TV Star Parade*,

Personal Romances, *Intimate Story*, *TV Star Annual* and *Movie Life Yearbook*) is for an undisclosed amount of cash.

Heatter-Quigley has produced such shows as *Hollywood Squares* and *Storybook Squares* on NBC-TV and *Funny You Should Ask* on ABC-TV, and is developing *Namedroppers*, for NBC-TV. It also is co-producing several child-productions, and has *PDQ* in syndication.

Heatter-Quigley principals are Merrill Heatter and Robert Quigley.

The publishing firms will operate as a Filmways division, and is the second such acquisition. Several weeks ago, the company had agreed to merge Publishers Distributing Corp. (magazines and paperbacks) into Filmways (BROADCASTING, April 21). In May, Filmways said it had an agreement for the acquisition of Sears Point International Raceway Inc., Sears Point, Calif., a championship motor sports racing complex (BROADCASTING, May 19).

Company reports:

Cowles Communications Inc., New York, publisher and group broadcaster, will vote June 26 on its proposed acquisition of the *Ocala* (Fla.) *Star-Banner* and the Perry Printing Process Division from Perry Publications for 348,937

shares of Cowles common stock (BROADCASTING, April 21). The proxy statement showed the company had improved revenues and net income (un-audited) for the three months ended March 31:

	1969	1968
Earned per share	—	(\$0.16)
Revenues	39,068,000	38,194,000
Pretax income	(716,000)	(1,129,000)
Net income	12,000	(576,000)
Average shares outstanding	3,619,650	3,619,650

Columbia Cable Systems Inc., Westport, Conn., reported a 12% increase in revenues and an improvement in net income for the first half of 1969. Columbia also announced it has secured a \$1 million line of credit from a commercial bank pending consummation of its acquisition of International Cablevision Corp. (BROADCASTING, April 29). David H. Strassler, Columbia chairman, said the credit will help finance development of International's CATV systems in Vero Beach and Fort Pierce, both Fla., and San Angelo and Ballinger, both Tex.

For the six months ended March 31:

	1969	1968
Earned per share	\$0.05	(\$0.11)
Revenues	997,000	886,000
Net income	24,000	(45,000)
Average shares outstanding	467,912	400,000

Ameco Inc., Phoenix, manufacturer and installer of CATV systems, reported an increase in net income but a decline in net sales for the nine months ended March 31:

	1969	1968
Earned per share	(\$0.329)	(\$0.383)
Net sales	4,567,000	4,910,960
Net income	(395,107)	(459,447)
Shares outstanding	1,200,000	1,200,000

Tele-Tape proposes new common stock offering

Tele-Tape Productions Inc., Chicago, independent television program producer, is seeking registration of 136,805 common shares with the Securities and Exchange Commission to be offered for subscription by stockholders at the rate of one new share for each 15 shares held. The subscription price is \$14 per share maximum.

Tele-Tape, which operates production studios in New York and Detroit, provides creative and technical personnel and facilities for video taping network and local programs and commercials. The company previously reported a 94% increase in income from TV com-

Do you know where your prints are tonight?

There never seems to be enough time in television. But the time spent in making program decisions is well spent if the program delivers as expected. Also, if the prints are delivered as expected. That helps save time in your operations. This is a tough problem today with fast changes or transportation facilities that frequently falter at crucial moments. MGM-TV has a thing about

pride in servicing customers to the highest degree possible. And, a recent survey we conducted asked about the reliability of MGM-TV print delivery. The 120 replies told us our pride is not false. 53% checked "always on time" and 43% checked "usually on time." That's 96% satisfaction. That should be a comforting thought to relax to after you've signed for our programming.

MGM TELEVISION.



mercial production for the three months through February—\$427,358 in 1969 compared to \$220,812 for the 1968 period (BROADCASTING, March 17).

Of the net proceeds of the stock sale, \$500,000 will be used to reduce short-term bank loans borrowed for reconstruction, remodeling and working capital, and \$500,000 for the completion costs of reconstructing and remodeling its New York facilities. The balance will be added to working capital.

Tele-Tape has 2,052,076 common shares outstanding, of which management officials as a group own 37%. William J. Marshall Jr. is board chairman and Richard E. Riedel is president.

Stock sale planned for TV, movie entry

Cinetronics Group, Inc. New York, a new company principally owned by a television producer and two literary agents, plans to found or acquire companies in motion-picture and television production, publishing and theatrical production fields and is going public to do it.

Cinetronics, which was organized in April, has filed a registration statement with the Securities and Exchange Commission offering 110,000 shares for public sale at \$10 per share. The offering is being conducted by the officers and directors of the company, who include Leonard J. Ackerman, president, Scott Meredith, board chairman and executive vice president, and Sidney Meredith, secretary-treasurer.

Of the net proceeds of the sale, \$250,000 will capitalize a subsidiary to produce and finance Broadway plays, \$250,000 will start or purchase a television production company and \$300,000 will start or purchase a book publishing company. The balance will be used for salaries and working capital. Mr. Ackerman has a three-year employment agreement for \$50,000 per year; Messrs. Meredith will each receive \$25,000 per year.

Cinetronics has a subsidiary—Ackerman-Meredith Productions Inc.—which has a contract with Metro-Goldwyn-Mayer Inc., calling for A-M to produce at least one motion picture this year and for MGM to completely finance its production.

In television, Cinetronics plans to produce and distribute half-hour, one-hour and 90-minute series, films, specials, commercials, and educational film strips.

Mr. Ackerman in 1954 opened a law firm specializing in the representation of movie stars, producers and directors, and in 1957 co-produced the film *Al Capone* with John Burrows. Subsequently, he joined Four Star Productions and with Mr. Burrows produced *The Corruptors*, an ABC-TV series. Messrs.

Meredith own the Scott Meredith Literary Agency, which represents Norman Mailer, Evan Hunter, P. G. Wodehouse, Drew Pearson, Bertrand Russell, Ellery Queen, Al Capp and "many hundreds of others," according to the prospectus. They are also authors and publishing company consultants.

Cinetronics, 95%-owned by Mr. Ackerman and Messrs. Meredith, has 257,000 shares outstanding.

Video production house plans public stock sale

Transcommunications Corp., the newly formed parent company of Eastern Video Productions, Miami-New York producer of video taped television programs, and Manchester Color Labs Inc., New York processor and distributor of motion pictures, is going public.

Alan F. Saloman, president of Eastern Video and executive vice president-treasurer of Transcommunications, said the parent company would file a registration statement this week with the Securities and Exchange Commission. Transcommunications is owned by Mr. Saloman, who was formerly involved in retail sales and marketing in Miami: Donald Ross, president, and Leonard Mellon, secretary, both former Miami attorneys, and Marvin Bacon, vice president, a former producer-director at WCKT(TV) Miami.

Eastern Video's new mobile unit and New York studios will be operational in August.

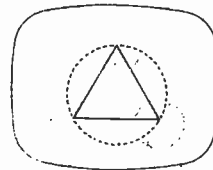
Tube, set manufacturer seeks to sell stock

Television Electronics Inc., Huntington, W. Va., which plans to begin manufacturing electronic components for television and radio receivers, has filed a registration statement with the Securities and Exchange Commission, offering 360,000 common shares for public sale at \$5 per share.

The offering is being made through Tennessee Securities Inc., Nashville, and Television Electronics has agreed to sell the underwriter, subject to the sale of all the offered shares, five-year warrants to purchase 25,000 shares. Tennessee Securities will pay \$250 for the warrants, which are exercisable after one year at \$6 per share.

Although formed in June 1967, Television Electronics has not as yet engaged in business beyond developing and producing working prototype color television tubes. It intends to manufacture these tubes in addition to color TV receivers, AM and FM receivers and electronic products.

According to the preliminary prospectus dated May 26, Television Elec-



COLOR TELEVISION IN EUROPE

Color television came to Europe in the summer of 1967. The take-off in West Europe is expected to be considerably faster than it was in the United States, as European television is controlled almost entirely by governments and financed by taxpayers. Thus there is no need to persuade cost-conscious sponsors to foot the bill for programming. Secondly, Europe's late entry enabled manufacturers to learn from more than a decade of American experience, resulting in sets that are markedly superior to our own.

From among the score of companies involved in West Europe, we have singled out four for detailed discussion: Philips, Thorn, Rank, and AEG-Telefunken.

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tronics has no real property or plant facilities, has acquired about half the equipment necessary to begin new tube production and at the present has only two full-time employees. However, the company plans to employ a total of 375 persons and reach a production capacity of 250,000 color tubes annually by the end of 1970. It also intends to move its offices to Newport, Tenn., and is negotiating to purchase four buildings there for \$613,000.

Television Electronics will receive about \$1,569,000 from the stock sale, which will be applied toward the \$1,707,853 working capital requirement of the Economic Development Administration, to which it has applied for \$2,221,471 in long-term financing. TEI has 146,422 shares outstanding, of which L. M. Polan, president, owns 50.1%.

Financial notes:

- Trans-Lux Corp. has declared a regular quarterly cash dividend of 15 cents per share, payable June 27 to stockholders of record June 16.
- RCA has declared a quarterly dividend of 25 cents a share on the common stock, payable Aug. 1 to shareholders of record June 16 and dividends of 87½ cents per share on the \$3.50 cumulative first preferred stock and \$1

per share on the \$4 cumulative convertible series first preferred stock, both payable Oct. 1, to stockholders of record Sept. 12.

- Plough Inc. has declared a regular quarterly dividend of 15 cents per share, payable July 1 to stockholders of record June 10.

- Avco Corp., New York, has filed with the Securities and Exchange Commission seeking registration of 265,307 outstanding shares of \$3.20 cumulative convertible preferred stock, convertible into 530,614 common shares. The shares were issued in June 1968 in connection with Avco's acquisition of Embassy Pictures Corp., and may be offered for sale by Avco stockholders.

- Turner Communications Corp., Atlanta, owner of WGW Chattanooga, reported net income of \$219,497 or 70 cents per share for the six months ended Feb. 28, compared to \$52,078 or 26 cents per share in 1968.

- The operating name of Warner Bros.-Seven Arts will continue after the consummation of the pending transaction between Kinney National Service Inc. and W7. The name of the Canadian parent company, Warner-Bros.-Seven Arts Ltd., Toronto, will be changed to Warbro Co. Ltd., and a separate Canadian subsidiary will adopt the name of Warner Bros.-Seven Arts Ltd.

- Transamerica Corp., San Francisco-based parent of United Artists Corp. and also involved in a pending merger with Metromedia Inc., has formed a mortgage investment trust, Mortgage Trust of America. The trust has filed a registration statement with the Securities and Exchange Commission for a proposed public offering of three million shares of beneficial interest.

- National General Corp., Los Angeles, which operates a chain of more than 270 motion picture theaters as well as producing and distributing television programs, has agreed in principle to acquire a minimum of 80% of the common shares of Dutch Inns of America Inc., a Miami-based motor inn operating and franchising company. Dutch Inns franchises about 300 motels in the U.S. and Canada.

- The 1969 edition of the New York Stock Exchange's "Fact Book" shows that amusement industry stock had the highest rate of activity on the exchange last year. The 18 broadcasting and film companies that make up the group had a turnover of 56% in 1968.

- Capital Cities Broadcasting Corp. has declared a regular quarterly dividend of 12½ cents on cumulative convertible preferred stock, payable June 15 to stockholders of record June 1.

Programing

A 'good cause' permits leapfrogging

FCC allows CATV's in New York, Iowa and Indiana to pick up more-distant stations

The FCC has been giving a liberal reading to its interim policy prohibiting CATV systems from "leapfrogging" in the importation of distant signals.

The policy, which follows proposed rules now under consideration, permits CATV systems to skip over nearer stations to carry more distant stations of the same class when "good cause" can be shown.

Two CATV systems in recent weeks have satisfied the commission they had good cause to leapfrog. A third, in a case involving a possible violation of the no-leapfrogging ban, was authorized to import a distant signal without any rationale being expressed.

Last week, the commission authorized Mohican TV Cable Corp., which operates a system in communities near Albany, N.Y., to carry the signals of three New York independents, WOR-TV, WPIX-TV and WNEW-TV, and of one educational television station, WNBT

(TV), which is assigned to Newark.

This will result in a leapfrogging of independent stations in Boston and Bridgeport and Hartford, both Connecticut. But Mohican claimed that "good cause" exists since the New York City independents are within the same state.

It also said that most of the educational stations that are closer than WNBT are out of state, that the local ETV station in Schenectady (WMHT-TV) will be carried, and that all or part of the programing of other in-state educational stations is supplied by the state educational network.

The commission last week also gave permission to Dubuque TV-FM Cable Co. to engage in leapfrogging, in the relay of signals of WFLD-TV Chicago, an independent. The system was also authorized to carry WTTW-TV Chicago on the condition the signal be replaced with those of any educational station

that subsequently lights up the educational channel in Iowa City, Iowa.

The commission noted that Dubuque is about 161 miles from Chicago but only about 145 miles from Milwaukee and Fond du Lac, where independent stations are located.

However, the commission said that WFLD-TV carries the Chicago White Sox games—which the system had been relaying from WGN-TV Chicago before that station stopped carrying the games—and that much of the 16¼ hours of ABC programing carried weekly on Milwaukee independent WTVV-TV was already being received by the system's subscribers. These facts, when considered with the amount of distance between Dubuque and the cities involved, the commission said, "tip the balance in favor of a finding of good cause."

Potential leapfrogging was also involved in the petition of GT&E Com-

munications Inc. of Angola, Ind., for permission to import the signals of WKBD-TV Detroit, an independent. The commission granted that request as well as one for permission to relay the signals of WWHO-TV Toledo, Ohio.

The commission noted that the proposal might be "in conflict" with the ban on leapfrogging since Detroit, 96 miles from Angola, is farther away than Jackson and Battle Creek, both Michigan (51 and 44 miles, respectively), where construction permits are outstanding.

Since WKBD-TV is independent and it is possible that WKHM-TV Jackson and WWU-TV Battle Creek (the stations for which the CP's were issued), "will also be independent, stations of the same class may be involved," the commission said.

However, it added that since the Jackson and Battle Creek stations are not operating and the Angola system is not carrying any independents, "we believe it appropriate to permit carriage of WKBD-TV."

Authorization of the carriage of the distant signals had been opposed by local stations in each case. Commissioner Kenneth A. Cox dissented in all three cases; Commissioner Robert E. Lee dissented in the Dubuque and Angola proceedings.

Court says newsmen have right to follow solons

Ohio news media went to court June 2 so they could go to prison. And Common Pleas Court Judge Henry Holden gave them permission.

He ordered a temporary injunction in their favor allowing two pool reporters to accompany an Ohio senate committee in an investigation of the Ohio penitentiary, privilege refused them by Warden Harold Cardweel.

Banding together to file suit were the Ohio Radio-Television Legislative Correspondents Association, Electro-Media Inc., a broadcast legislative news service for Ohio, West Virginia and Indiana radio and television stations, and the Ohio Legislative Correspondents Association (newspapers).

The lockout by Martin Janis, director of the Ohio Department of Mental Health and Corrections and Warden Cardweel resulted from rules by the Department of Correction issued a week before the senate probe of alleged internal problems.

Judge Holden ruled: "Although the prison officials have the responsibility to maintain security at the institution, newsmen have the right to go with the senate committee." Within the past five months the warden had previously allowed entrance to at least six print and broadcast newsmen.

Finch issues list of violence probers

HEW secretary hopes that committee can report to Pastore in October

The jury for determining TV's influence on violence and other antisocial behavior—a blue-ribbon advisory committee of social scientists—was announced last week by Robert H. Finch, secretary of health, education and welfare. The 11 members named last week included two network representatives.

The announcement referred to the group as the Surgeon General's Advisory Committee on Television and Social Behavior, which would indicate that the \$1 million study may go beyond the focus of TV and violence which was the stated aim of Senator John O. Pastore (D-R.I.), chairman of the Senate Commerce Committee's Communications Subcommittee, who initiated the program (BROADCASTING, March 10 et seq.).

But the original intent of the study will not be lost, according to Dr. Eli Rubinstein, assistant director for extramural programs and behavioral sciences at the National Institute of Mental Health, who is the coordinator of the project (BROADCASTING, April 28). "In order to properly study TV and violence," he said last week, "we must look at the wider context. Especially," he added, "TV's effect on children."

The organizing meeting of the advisory committee—a 12th member is scheduled to be announced shortly—will take place in Washington June 16 and 17 at the NIMH. The study is supposed to take one year, with Secretary Finch promising to make in interim report to Senator Pastore in October.

In Secretary Finch's announcement



Secretary Finch

last week, it was noted specifically that Richard A. Moore, a former broadcaster with CATV interests, "will attend [meetings of the committee] and will maintain liaison with the surgeon general's committee for the secretary's office."

Mr. Finch's statement noted that the committee "will confine its studies solely to scientific finding, and will make no policy recommendations" and that it will draw on studies already completed and on information now available. "The emphasis of the work of the committee will be to arrive at more definitive results in identifying what the relationships are between television content and social behavior," he emphasized.

He noted once again that the broadcast industry has been invited to consult in the development of the research.

Members of the advisory committee and their associations:

Ira H. Cisin, professor of sociology and director, social research project, George Washington University; Thomas E. Coffin, vice president, NBC; Irving L. Janis, professor of psychology, Yale University; Dr. Joseph T. Klapper, director of social research, CBS; Dr. Harold Mendelsohn, professor of mass communication and director, communication arts center, University of Denver.

Charles A. Pinderhughes, associate clinical professor of psychiatry, Tufts University and lecturer in psychiatry, Harvard Medical School; Ithiel de Sola-Pool, chairman, political science department, Massachusetts Institute of Technology; Alberta E. Siegel, associate professor of psychology, Stanford University Medical School.

Anthony F. C. Wallace, chairman, department of anthropology, University of Pennsylvania; Andrew S. Watson, professor of psychiatry and professor of law, University of Michigan; Gerhart D. Wiebe, dean, school of communications, Boston University.

Cummings on specials as Loeb leaves NBC-TV

Sandy Cummings, executive in the standards and practices department of NBC-TV West Coast, succeeds Richard K. Loeb as program executive for all major specials. He also will supervise tape prime-time series produced at NBC-TV's Burbank studios, including the *Andy Williams Show*, *Dean Martin Show* and *Rowan and Martin's Laugh-In*.

Mr. Loeb, programing executive on the West Coast for NBC-TV, has left the network to form Dick Loeb Productions, which will develop and produce specials and series for network and syndication. Mr. Loeb will produce in association with Marty Pasetta.

WAEO-TV gets translator protection

Wisconsin translator operator is fined for picking up WEAU-TV without FCC okay

The FCC broke new ground last week in its regulation of translator service. It specified conditions under which it would require any translator to afford television stations same-day nonduplication protection. And it announced what was believed to be the first notice of apparent liability for forfeiture ever issued to a translator licensee.

The translator applications and practices of J. R. Karban, who operates six UHF translators in Rhinelander, Wis., provided the vehicle for both agency actions.

The commission, in renewing the applications for the six stations, attached a same-day nonduplication restriction on a translator that rebroadcasts WFRV-TV Green Bay, Wis. The condition had been requested by WAEO-TV Rhinelander. Both stations are NBC affiliates.

Where a translator—VHF or UHF, station-owned or not—operates within the principal community of a television station whose programming it would duplicate, the station is entitled to program exclusivity, the commission said. The only exception the FCC would grant would be in cases where there is a showing that the station's signals cannot be received in the area served by the translator.

The order noted that this represents a departure from the interim policies the commission has been following pending completion of a study of the nonduplication problem as it applies to translators and the promulgation of a policy statement. The commission until now has not required nonduplication protection by UHF translators or by any non-station-owned translators.

The notice of apparent liability—for \$2,000—was issued in connection with what the commission said was Mr. Karban's admitted rebroadcast of WEAU-TV Eau Claire, Wis., without commission authorization. Commission officials say this would be the first fine imposed on a translator licensee.

The commission also noted that WAEO-TV had alleged that Mr. Karban had built a translator in Crandon, Wis., without commission authorization to pick up the signals of WLUC-TV Marquette, Mich., and relay them to one of his Rhinelander translators. This enabled the Rhinelander station to carry the Green Bay Packers football games. But while Mr. Karban had permission from the station to rebroadcast the games, he did not have commission authorization. The commission also noted that translators may not be used solely as a relay.

However, the commission noted that

the "unauthorized construction" was completed more than a year ago, and, consequently, cannot be the basis of a forfeiture proceeding. The station was used for only a short time before it was dismantled, according to the commission.

Mr. Karban began rebroadcasting WEAU-TV instead of WAEO-TV, which it was authorized to carry, after an airplane struck the WAEO-TV tower and demolished the facilities, on Nov. 17, 1968. Mr. Karban says he is continuing to rebroadcast WEAU-TV without authorization.

The commission said that until it made an "informal request" to Mr. Karban, he did not seek authority to rebroadcast the Eau Claire station.

The commission last week granted Mr. Karban special temporary authority to rebroadcast that station, but dismissed his application for modification of the license of one of his translators to reflect the fact it is already rebroadcasting it, on the ground that WAEO-TV is due back on the air next month.

The commission said it was not revoking Mr. Karban's licenses because it does not want to deprive Rhinelander of the service the translators have provided. For the same reason, it granted Mr. Karban's application for a new translator in Winchester, Wis. But, it said the operation of an unauthorized translator and its use as a relay are "grave transgressions which indicate a lack of responsibility on the part of the licensee and an indifference toward the commission and its procedures." It warned that "irresponsible conduct of this nature in the future will result in severe disciplinary action by the commission."

WTHE, Fordham's WFUV warned on polka plugs

The FCC's interest in "plugola" surfaced last week as two New York stations, WTHE Mineola, and Fordham University's noncommercial WFUV(FM) New York, were censured by the commission for allowing plugs for polka party dances to be broadcast on their facilities. Announcements promoting the dances on both stations were made on Bill Shibilski's *Polka Party*, sponsored by a firm in which Mr. Shibilski has financial interests, the commission charged.

Bursam Communications Corp., WTHE licensee, told the commission that the *Polka Party* program was produced, announced and sold by Mr.

Shibilski, who is an officer and stockholder in Polka Pals Inc., which promotes dances at a Long Island lodge, and that Mr. Shibilski "admits to having made frequent mention of the bands and performers appearing" at the dances.

Bursam maintained, the commission said, that at the time of the broadcasts it was unaware of Mr. Shibilski's ties with the firm and of his plugging dances except in commercially sponsored announcements. The commission informed Bursam that it appeared to have been "seriously remiss" in its obligation to "prevent the improper use of WTHE facilities."

The commission said its monitoring of WTHE on Sept. 1, 1968, disclosed 11 announcements, lasting a total of 290 seconds, promoting the dances; however, only two 15-second commercial spots were entered in the station's logs.

Fordham University told the commission that Mr. Shibilski broadcast *Polka Party* as an "associate," and was not paid by the station. It also disclaimed knowledge of Mr. Shibilski's ties with Polka Pals and of his airing plugs for the dances. But the commission admonished the station for "repeated broadcast of the announcements" and its "failure to exercise adequate supervision over the operation of the station."

The commission ordered both Bursam and Fordham to submit statements within 30 days as to policies and procedures each proposes to adopt to insure that conflicts of interest will not arise from the process of program selection by station personnel.

New issue in KRON-TV renewal is programing

The Chronicle Publishing Co., which is facing a hearing on the renewal of its licenses for KRON-FM-TV San Francisco, will have an opportunity to demonstrate that the station's past programming, particularly in public service, has been good enough to constitute a "countervailing factor" in the resolution of the case.

The FCC's review board last week enlarged the issues in the proceeding to add one on the stations' programming. The board acted in response to a motion filed by Chronicle, though not precisely as the licensee had requested.

The commission on March 20 designated the KRON-FM-TV renewal applications for hearing on issues involving concentration of control of mass media, anticompetitive practices and slanting or managing of news for the benefit of the parent Chronicle Publishing Co.

Chronicle had asked that consideration be given to "the past performance of the stations and newspaper" which

the Chronicle publishes in determining whether the station's license should be renewed.

The board rejected that request "as excessively broad in scope and lacking in decisional relevance."

However, the board said it would add an issue to determine whether the stations' past programming, "particularly with regard to public-service programming, was of such high quality" as to mitigate any unfavorable findings so far as the issues involving anticompetitive practices and news-slanting are concerned.

The board specified that no consideration will be given to programming begun after the licensee learned the commission was considering taking action against it.

In a related development last week, the examiner assigned to the case, Chester F. Naumowicz Jr., dismissed a petition to intervene filed by Bay Area Television Inc. The corporation was formed for the purpose of filing for the San Francisco channel 4 now occupied by KRON-TV.

Mr. Naumowicz said Bay Area had not demonstrated how it could assist the commission in the proceeding. He also said its May 5 filing had missed the deadline for seeking permission to intervene.

The deadline was April 25. And, Mr.

Naumowicz noted, Bay Area had not yet been incorporated on that date, and was therefore "incapable of attaining the stature of a 'party in interest' contemplated" by commission rules.

Capital bureau planned for Cox Broadcasting

Cox Broadcasting Corp., Atlanta, last week announced plans to open a Washington news office in the fall. J. Leonard Reinsch, president of Cox, explained that the Washington news office will serve as an additional channel of communications for the communities served by the stations and their representatives in Congress.

Tom Frawley, news director at WHIO Dayton, Ohio, will be in charge of the new office.

Lower stresses need for link to campuses

Radio and television journalists must make a determined effort to gain viewers and listeners among the student generation, according to Elmer W. Lower, president of ABC News.

In a speech prepared for delivery before the regional meeting of the Radio-Television News Directors Association in Seattle last Saturday (June 7), Mr.

Lower indicated that radio and TV are not reaching a large and growing number of young people. To get "the inside story" on college campuses, according to Mr. Lower, ABC News has hired 29 correspondents in 25 states who periodically file lengthy reports on current trends at their schools.

Mr. Lower said it is imperative that broadcast newsmen cover not only the militant students but also the other students and make a strenuous effort to explain the younger and older generation to one another.

Urges get-tough policy

The American Federation of Television & Radio Artists has been urged by its president, M. L. Brandt, to show "muscle" in its upcoming negotiations with the television and radio networks.

In a message circulated to the AFTRA membership, Mr. Brandt said the union should authorize its negotiators to seek prohibition of recorded programs during strike periods; maintain the job security of staff announcers, newsmen and performers, and allow AFTRA members to respect the picket lines of other unions.

The AFTRA-network negotiations are scheduled to begin after the union holds its annual convention July 23-27. The current contract is to expire Nov. 15.

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PGA files suit in hyphenate dispute

As part of a long-standing jurisdictional dispute over producers-writers (so-called hyphenates), The Producers Guild of America last week filed a \$2 million damage suit against the Writers Guild of America, West, its executive director, and 11 other of its leading officials and members. In the suit in Los Angeles Superior Court, the PGA charges "a fraudulent and malicious conspiracy" was intended to harm the Producers Guild and to coerce it into relinquishing jurisdiction over "hyphenates" in their capacities as producers. Among other things, the PGA complaint also charges that the defendants falsely represented that WGAW had the right to represent hyphenates as producers in collective bargaining agreements.

Last month, five WGAW members (all of whom are defendants in the PGA action) filed suit against the Producers

Guild claiming that the guild is dominated, controlled and financed by management and that a 10-year collective bargaining contract it signed with the Association of Motion Picture and Television Producers amounted to a "sweetheart deal."

April is banner month for TV residuals

The Writers Guild of America, West last week revealed that residual income to writers for their films-to-TV product increased 91.42% in April 1969 in comparison to April 1968. For the first four months of the year, the increase was less spectacular but still substantial, 8.69% this year over last year. Residuals for television writing, however, showed a 50.29% decrease for the month of April and a drop of 26.04% for the first four months of the current year.

The actual dollar breakdown shows that writers received \$63,000 for films-to-TV in April, 1969 as compared to \$33,000 in the same month last year. For the first third of 1969, they received some \$327,000 as compared to \$301,000 for the first four months of 1968.

Writers received \$245,000 in residual income for TV work last April as compared to \$494,000 for the same month the previous year. Over the first third of this year, their residual income for TV work was \$933,000 down from the \$1.3 million in residuals earned through April 1968.

Separate programming increases at FM's

Almost 71% of all FM stations with AM affiliations now offer separate programming on either a full schedule or for at least half their broadcast time,

Program notes:

Date change ■ NBC-TV's 90-minute special *Arthur Rubinstein* will be broadcast Friday, Sept. 5, (8:30-10 p.m. EDT). The broadcast was previously announced for Friday, Sept. 12. In the special Mr. Rubinstein will narrate on events of his life and trends in the world of music.

Hallmark's opener ■ "The File on Devlin," will open next season's *Hallmark Hall of Fame*, on NBC-TV. Elizabeth Ashley and Dame Judith Anderson will star in the drama scheduled for Nov. 21, 8:30-10 p.m. EST.

Lots of pictures ■ More than 5 million feet of color and black-and-white film, including coverage of news events for nearly 30 years, is now being offered producers in a new catalogue published by the WGN Film Services division of WGN Continental Broadcasting Co., Chicago. Subjects are from newsreels, documentaries and other special programs, including stock footage.

Ailes opens shop ■ The formation of REA Productions Inc. to produce TV specials, commercials and political programs was announced last week by Roger E. Ailes, formerly executive producer of the *Mike Douglas Show*. Mr. Ailes also was executive producer for President Nixon's 1968 TV campaign. REA is located at 888 Eighth Avenue, New York 10019.

Donation ■ The American Federation of Television and Radio Artists has presented \$1,000 to Morris Brown College in Atlanta to assist "a promising but underprivileged Negro student pursuing a career in the performing arts."

Specials splurge ■ WPIX(TV) New York has scheduled production on four more half-hour musical specials which will be shown on the station and subsequently placed into syndication. Already produced, in association with Hal Tulchin Productions, New York, are specials starring Julie London, Tony Bennett and the Serendipity Singers. Upcoming are two featuring George Burns and one each spotlighting Kaye Stevens and Abbe Lane.

Live auto racing ■ TVS Inc., New York, has signed more than 150 stations to carry live broadcasts of two U. S. Auto Club races, June 8 in Milwaukee and June 15 in Langhorne, Pa. TVS, formerly TV Sports Inc., has also signed DuPont, Goodyear, STP Corp., Sprite and American Oil as sponsors of the races.

Osborne on the line ■ NBC has commissioned British playwright John Osborne to write a 90-minute TV drama for presentation during the 1970-71 season. It will be the first drama to be written especially for American television by Mr. Osborne.

Saturday A.M. sale ■ Filmation Associates, Los Angeles, animated TV producer which in last three years placed seven TV series on network television, has sold *The Hardy Boys* series to ABC-TV for Saturday morning showing beginning in September.

One man's family ■ Bing Crosby, his wife Kathryn and their two children, Mary Frances, 9, and Nathaniel, 7, will star in a modern musical version of *Godilocks*, scheduled for NBC-TV dur-

ing the 1969-70 season. The special will combine live action and animation.

New production house ■ Mindlin-San Andres Co., New York, has been formed to produce motion pictures, TV specials, TV commercials and promotional films. The principals are Michael Mindlin Jr., who was production vice president of Filmways Inc., and Louis San Andres, a director-cameraman-editor, who has worked for the major film companies and networks.

Family life ■ Four 60-second "family life" announcements have been produced by Mennonite Broadcasts Inc., Harrisonburg, Va., and Faith and Life Communications, Winnipeg, Man. The spots are designed to "help resolve family conflict and build towards marital happiness."

Fremantle moves ■ Fremantle International, New York, has moved to new offices at 200 West 57th Street, New York 10019. Phone (212) 765-3522.

Crossword package ■ Aaron S. Bloom, San Francisco, is syndicating *TV Crossword Quiz*, a package of 10 puzzles a week, in transparencies to be projected onto a screen with a set of clues provided for each word used. The package is designed for strip showing.

Mozart reprise ■ Westinghouse Broadcasting Co.'s five-hour FM radio special, *Mozart: Portrait of a Genius*, first broadcast Jan. 27 on WBC's WBZ-FM Boston and KDKA-FM Pittsburgh, will be rebroadcast on 18 educational FM stations in the U.S. and Canada. The program had been offered free to all non-commercial FM's.

according to Charles M. Stone, National Association of Broadcasters vice president for radio. Mr. Stone also noted in his report last week that at least half of the responding 630 FM stations broadcast in stereo.

Under the so-called 50-50 rule of the FCC which orders AM-affiliated FM stations in markets above 100,000 population to devote at least half their FM broadcast time to programming separate from the AM affiliate, 71% of the responding stations said that they carry separate programming more than 50% of the time. They include some stations which are not required to do so under the FCC rules.

Ashley, Josephson go under single banner

The talent agency activities of Ashley Famous Agency Inc. and Marvin Josephson Associates Inc. last week were consolidated as International Famous Agency Inc. A subsidiary of the merged agencies, London International, now will be known as International Famous Agency Ltd. Under the consolidation, International Famous will be based domestically in Los Angeles in what were the offices of Ashley Famous at 9255 Sunset Boulevard. IFA's offices in New York also will be in space formerly occupied by Ashley Famous at 1301 Avenue of the Americas.

Marvin Josephson Associates acquired Ashley Famous and London International last March for a reported \$12 million in cash. Ashley Famous had to be diverted from the Kinney National Service organization as part of the latter's negotiations to acquire Warner Bros.-Seven Arts.

Resolution would bar slurs on racial groups

A concurrent resolution expressing the sense of Congress regarding the production and distribution of material on television shows which "degrades or demeans racial, religious or ethnic groups" has been introduced.

The initial resolution (H. Con. Res. 262) was sponsored by Representative Frank J. Brasco (D-N. Y.) and nine other representatives, all Democrats. Identical resolutions were offered by 13 other House members.

The resolution is an effort by the congressmen to bring to the public's attention their opinion on this matter. A spokesman for Representative Brasco said that although "the stereotypes of the dumb, but brawny Irishman, the lazy Negro and the money-hungry Jew are disappearing," they want to impress upon broadcasters and others the necessity to avoid these characterizations or



Actress Betsy Palmer has entered into a long-term contract with ABC Films Inc. as hostess for the half-hour, daily Girl Talk syndicated series, now completing its seventh year on the air. Miss Palmer has been serving as hostess for Girl Talk since March when, according

to ABC Films, "Virginia Graham walked off the show". With Miss Palmer are (l-r) Jerry Smith, vice president and national sales manager, ABC Films; Monty Morgan, producer of Girl Talk, and Kevin O'Sullivan, president of ABC Films.

implications.

The resolution has been referred to the House Commerce Committee but because of a packed calendar, hearings have not been scheduled. The spokesman for Representative Brasco said that it would be during these hearings that whatever specific action is necessary to convert the resolution into action would be decided.

looked at or listened to 99 out of a total of 148 TV and radio program "units." The group appeared dissatisfied with the content, production value and presentation of most of the programming sampled, saying that it was "aimed for the middle-class American" and there was "not enough for other people."

Noncommercial group doesn't like what it sees

Noncommercial broadcasting needs an upgrading of its programming in the area of "continuing education for adults," a group of educators and noncommercial-TV officials decided after screening a video and audio-tape sampling of material broadcast on stations throughout the U.S.

The review session, held for three days in Bloomington, Ind., is part of a broad "investigation" that is being pursued by the National Instructional Television Center at Bloomington for the Corp. for Public Broadcasting. The project is to be completed by early September.

The session was described as an "assessment conference" and was attended by a panel of 11 educators and noncommercial broadcasters acting as a consulting group. In all, the group

AFM approves new pact with film makers

The major film producers in both television and motion pictures and the American Federation of Musicians have a new three-year labor contract. Results of the ramification vote on the new motion picture/TV film agreement, disclosed last week, showed 349 AFM votes for the contract and 33 votes against it.

As a result of the new contract, which runs through April 30, 1972, wage scales for AFM members increase 12%, effective May 1. An additional 5% increase becomes effective May 1, 1971. The contract calls for guarantees against musical variety shows to be produced under the film agreement. Instead, musical variety shows will be governed by AFM's contract with the major TV networks, which was ratified late last year.

15 given Sloan awards for highway safety

The 1969 Alfred P. Sloan Radio-TV Awards for Highway Safety were presented last week at a luncheon in New York.

Radio station awards were given to WGN Chicago and KDUZ Hutchinson, Minn. Television station award winners were WLWT(TV) Cincinnati and WEHT (TV) Evansville, Ind. Winners in the educational TV category were the Central Virginia Educational Television Corp. of Richmond and National Educational Television.

Advertisers who received the Sloan plaques for their sponsorship of highway safety programs on radio or TV were the Allstate Insurance Cos., American Oil Co., Employers Insurance Co. of Wausau (Wis.) and MFA Insurance Co.

Creative awards of \$2,000 each were given to Waldemar Sylwester of KDUZ Hutchinson for radio writing and Phil Johnson of WWL-TV New Orleans for television writing. The \$2,000 award for TV production was shared by Tom Robertson and John Gunselman of WLWT.

The special awards luncheon was sponsored by the Automotive Safety Foundation.

Patsy plaques

Trans-General Inc., Los Angeles, a division of Imagineering Inc., St. Louis, has acquired rights from The American Humane Association to video tape for television presentation this year's Patsy awards. The awards, for the "Performing Animal Television Star of the Year," and the "Picture Animal Top Star of the Year," will be offered as a one-hour special.

PR projects mapped at NAB meeting

The public relations committee of the National Association of Broadcasters has announced plans for a comprehensive program to celebrate the 50th anniversary of broadcasting in 1970. Don C. Dailey, chairman of the NAB committee, said plans include on-air presentations by radio and television stations on the industry's past and future, as well as participation by community and public service organizations.

Also discussed at the committee's meeting last week at NAB headquarters in Washington was a "Careers in Broadcasting" presentation designed to encourage high-school and college students to pursue careers in radio and TV. A tape-talk presentation in stereo sounds will be ready for distribution soon.

International

Mexico doles out 'truce' to radio-TV

Broadcasters to relinquish 12.5% of air time in exchange for 20-year licenses; earlier heavier demands nullified

Mexican broadcasters faced with the possibility of the government controlling all stations in the country, have reached an accommodation that gives the broadcasters 20-year licenses and gives the government 12.5% of all the air time in the nation.

If the agreement had not been worked out, the stations faced what many termed "the worst crisis" in Mexican broadcasting history. Prior to the agreement, hammered out in the waning days of May, the government had proposed two laws, both of which would have become effective in June (BROADCASTING, April 14).

One law would have required stations to sell 49% of their stock to the government, and if refusing that the stations would have been faced with a 25% tax on all advertising. The new agreement, in effect, nullifies those two proposals.

Mexican broadcasters felt the potential crisis was so critical that stations had not made any capital expenditures or investments since January. A special committee named by the National Chamber of Broadcasters met with

Minister of Communications Antonio Padilla Segura during the past months and worked out the agreement with the nation's 482 radio and 47 TV stations—all members of the chamber.

The agreement will become a clause in the station licenses. All licenses will be renewed on July 1 for a 20-year period and each station must sign individually with the government. Any new licenses granted after July 1, 1969, will automatically terminate on July 1, 1989.

Termed by one broadcaster as a "20-year truce," the new agreement gives the government 12.5% of each station's time each day without charge. The government will use the time as it pleases and the time is noncumulative.

The government and the chamber committee will work out the time periods. One source said the government's time "will be spread throughout the day including [in television] prime time." However, the government is said not to be planning to interfere with present formats. In music-news radio

formats it would go after minutes and five-minute segments rather than longer blocks. But TV stations, it is understood, will get all of the government's long program in prime time.

Basically, the government's programming is expected to center on teaching peasants to read and write, advising them on basic health facts and encouraging good citizenship.

The chamber, which met in extraordinary session in Mexico City on May 29-30, publicly hailed the new agreement as being "in the best interests of the nation and in line with broadcasting's social obligations."

On Dec. 31, 1968, the government had proposed a law that required the stations to sell 49% of their stock to the government—at a price to be negotiated, but not to exceed the original per-share cost. The second proposal, made on Feb. 15, said the government would waive the stock ownership if the stations passed along 25% of their ad billings to the government. The proposed law stipulated that the tax would actually have been on the advertiser

with the broadcaster acting only as the middleman collecting agent.

Along with the 49% stock purchase the government would then have put a government representative on the board of the station and that representative would have had veto power over all programming. The proposed law said that the government board member would "determine the norms that the station would be subject to."

Although the new agreement technically voids the earlier two proposals, any broadcasters not accepting the 20-year license and 12.5% time turnover to the government can still accept the 49% stock sale or 25% tax turnover. However, no broadcaster is expected to exercise either of those options.

One major-market licensee said that the government had the broadcasters in its power and then "turned the screw three times. With this agreement they have loosened the screw two turns and it's such a relief to have the pressure off that we're glad to accept the first turn of the screw."

To this point the government's only broadcasting connections are a one-hour weekly Sunday variety hour which all radio stations "voluntarily" take, an anti-illiteracy campaign three times daily on TV and nationally cutting into all radio and TV stations for coverage of government events. Presidential trips, for example, are covered by correspondents who work for the government.

The National Polytechnic Institute, which is owned by the government, is licensee of XEIP-TV (ch. 11) Mexico City and programs two to three hours a day of cultural events, such as plays, poetry readings and concerts.

No TV exclusivity on soccer in Britain

Britain's independent TV programers have agreed with the British Broadcasting Corp. to share TV coverage of the World Cup soccer games to be played in Mexico next year.

Last January Worldwide Sports Ltd., subsidiary of Associated Television, said it had bought from Telesistema Mexicano the European rights to the games, which would be televised exclusively in Britain on the independent network. The BBC protested and was backed up by the European Broadcasting Union. The union itself claimed that it was negotiating for the European

rights to the games, and banned all its members—BBC and TV included—from dealing individually.

Worldwide has since announced that it has arranged to sell back its rights to Telesistema Mexicano.

Abroad in brief:

Filmmaking in Israel ■ Israel will promote and finance movie production in its own country for both domestic and foreign companies through Central Film Corp. of Israel, Tel Aviv. Productions will range from full-length features to single scenes for TV commercials. Information from Israel Investment and Export Authority, 850 Third

Avenue, New York 10022.

Y & R going South ■ Young & Rubicam will open its 19th overseas office on July 1 in Sydney, Australia. Joseph E. De Deo, vice president and account executive with Y&R in New York, will be managing director of the Sydney office.

Enlargement down under ■ Amalgamated Television Services, Australia, will consolidate its operations in Sydney with the construction of a film production center expected to be completed by the end of the year. Amalgamated's production division, Artransa Park Television, is building the new studios.

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Automated radio: it's alive and prospering

Equipment makers and a growing group of program services have successfully mated station economy and quality sound

It all began 16 years ago, according to Paul Schafer, the acknowledged father of radio-station automation, when Dexter Haymond, who had just acquired KGEE Bakersfield, Calif., came to him and said:

"I want you to build me a device that will automatically play records and insert announcements from tape because I want to close the doors of the station at 8 o'clock at night but I want to provide a service to my community all night long and I can't afford the people to do that. . . ."

Mr. Schafer, who at that time was manufacturing and selling a remote-control device for FM stations, recalls that he said: "Well, I'm not sure really it would be practical. . . ."

Today the age of broadcast automation is established, and Mr. Schafer ruefully admits he was never more wrong. Estimates are vague, but it's believed there are possibly 2,000 radio stations, most of them FM, operating completely, or almost completely, on automatic. The real question today is how far automation is going: Radio today. TV tomorrow?

The automated radio industry presently is a \$10-million-a-year business, a relatively modest sum, but, considering that a scant decade-and-a-half ago it was nil, it is a growth that keeps its manufacturers and program salesman upbeat. Actually, two thirds of that \$10-million figure is spent on equipment—for the reel-to-reel transports, for the cartridge carousels, and for the other hardware required. The remaining third is spent on software, the 18-hour-or-more bulk music and other programming that is designed for stations that are clicking away for 18 to 24 hours a day, seven days a week, with few, and at certain times no, personnel.

This mushrooming business of furnishing tapes to subscribing stations permits many a small-town broadcaster—and some big-city ones too—to sound like 50-kw clears with up-to-date, professionally recorded and in many instances professionally announced programs.

The tapes, hour-long programs per reel, are not only prefabricated; they also have a distinction that separates them from other music and program

sources. They are tailored for a full day's play on a daily, weekly or monthly basis. What they have is a 25-cycle-per-second tone impressed at various intervals, a tone that is below the threshold of audibility to the listener. This is the triggering signal—machines telling other machines what to do—that stops the program tape and switches the station to other program sources—cartridges for commercials, a special line for live or taped weather and news reports, cartridges for time announcements or public-service announcements—all the facets that make a local radio station local.

It is this ability, allowing the automated station to retain its individuality, that has been responsible in large measure for the success of automation programming.

But, it doesn't always cope with the problem of automated stations still sounding somewhat alike. For example, cross-country automobile drivers who fiddle with their car-radio dials to find local stations as they highball from state to state have noticed an odd familiarity in the music and the voices of announcers. This is unavoidable when more and more stations are using in greater and greater numbers the product of half-a-dozen music libraries.

The automated program syndicators are aware of this unwanted sameness and are working diligently to overcome it. Each—and there are a bare half-dozen in the field—spends countless hours brainstorming ways and means to allow a local station to retain its distinctiveness. Now these music firms offer libraries that are so varied they can be intermixed so that the "sound" of the station—be it middle of the road or standard pops, up tempo or sweet and slow—can be maintained.

That type of programming, formatted in a dozen different ways, is available at monthly fees that range from \$150 to \$500. Some charge even more.

Two firms are pre-eminent in this field. International Good Music Inc., which also manufactures and sells automation equipment and which operates out of Bellingham, Wash., is one. The second is Alto Fonic Programming Inc. in Hollywood. A third, coming up strong, is American Independent Radio Inc., also in Hollywood, which sells the pro-



Loading a commercial cartridge into one of the system's four carousels at WHBQ-FM Memphis is Bettie Hathaway, traffic manager. The four tape decks

at the right handle intermixing and airing of the station's musical programing, all of which is scheduled automatically by an audio control system.

**Ben Levesque automated coffee breaks,
lunch hours and vacations.**



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"Our Gates Automatic Tape Control System does the work of two people. We just tell it what to do and when. It automates programs for 4, 8, 12 hours or more and joins the CBC Network," says Ben Levesque, President, CHRL-AM, Roberval, Quebec, Canada.

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gram style of the redoubtable Bill Drake and Gene Chennault.

Others in the field are Schafer Electronics Inc., Chatsworth, Calif., and Gates Radio Co., Quincy, Ill., which provides program services more or less on a starter basis for stations that buy its hardware, and two of the four radio networks, ABC and CBS.

These are the providers of the full day, day-in, day-out, week-in and week-out, monthly program services for automated stations. Actually, any program, short or long, can be integrated into the format of an automated station, if the management takes the time and energy to transcribe it to a tape or cartridge—or adapts it for turntables tied to the automation circuits. Many program syndicators are already adapting their product for automation. For example, the new *Si Zentner Show*, in five-to 60-minute segments, being produced by CP Productions (Chuck Wagner), Las Vegas, will be cued for those customers who run automated stations.

The re-recording method is used by many stations that are automated, yet do not rely exclusively on the pre-fabbed program services. This well may be radio's operational function of the 1970's—particularly with the advent of computerized automation.

Early automation tapes were operated sequentially, with the music running from beginning to end, and with specified breaks for commercials, news, time, weather and the like on other tapes or cartridges. This method became more sophisticated when operators learned to vary the selections, including the breaks, on a time basis, permitting a juxtaposition of selections in a myriad of variations that allows the tapes to be used for a longer period and thus overcomes the sameness of the program.

The broadcaster who automates and subscribes to one of the music libraries starts off with a full complement of tapes, with new ones mailed to him periodically—in one case daily. Each of the services also provides an updating of selections on a weekly or semi-monthly basis so that the latest hit tunes are available to each of the subscribing stations in quick time. Most all of the tapes come in either monaural or stereo.

In the market of servicing these stations two firms are dominant in terms of number of customers and dollar revenues. They are IGM and Alto Fonic.

IGM was founded 10 years ago by Rogan Jones Sr. when he and his associates ran into programing problems for the old Heritage FM network that operated on the West Coast from Los Angeles to Portland, Ore., as well as for their still-owned KGMI-AM-FM in Bellingham, Wash. KPQ Wenatchee, Wash., is owned privately by Mr. Jones Sr. IGM started mastering tapes for the five-sta-

tion network. And at the same time it began designing and later manufacturing automation equipment for those stations and others.

Today, IGM serves 350 stations with its bulk, cued music tape programing. Three years ago it was a scant 200. The music service accounts for about one-third of IGM's total revenues which have been increasing at about 30% a year for the last few years.

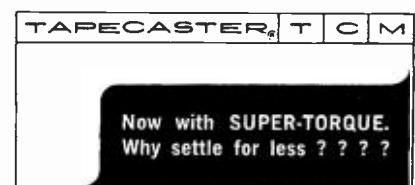
IGM has about 16,000 hours of music on master tapes. Each tape reel contains up to three hours of programing. The Bellingham company offers a series of packages, divided into "announced" and "unannounced" productions. By "announced," the company means that one of its own announcers introduces each number and in many cases closes the selection with comments. The monthly packages include "Sovereign," contemporary and traditional popular tunes; "Premier," bright, medium, quiet music, ranging from traditional pop to conservative good music; "Concert Overtures and Encores," good music to light classics, and "Heritage," straight classical selections.

To the unannounced series, IGM supplies "Downbeat," principally traditional pop; "XL Stereo," ranging from traditional pop to conservative good music; "Music Theater," utilizing Broadway and movie show tunes; "Spectrum," a melange of dance bands, pop vocals, smooth orchestra, plain orchestra, selected vocals, concert orchestra, light classical, and "Jazz Quartet," which runs the gamut of tempos from "robust" to "satin" to "vocal."

On a weekly basis, also unannounced and also unformatted, is IGM's "Spotlight" package, designed to provide the latest hit tunes for customers who can intermix them with their regular series or mix them with other program sources at the studio. For the unannounced series, stations usually use their own announcers.

These programs are put together under the direction of Donald Hedman, a former Seattle disc jockey, who joined IGM nine years ago. The announced series principally carry the identified voices of Del Olney, an ex-Seattle disc jockey, and of Don McMaster, a former Portland and Seattle disc jockey. IGM also uses other announcers whose identities are not made known.

IGM also provides customized services to individual stations that desire their own personalized programs, and it



See Page 13

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See Page 13



Mr. Drake



Mr. Schafer



Mr. Enochs



Mr. Jones Jr.

also syndicates programs developed by individual stations or groups. At the present time IGM is offering "Americana," produced by Plough Broadcasting Co., which is headquartered in Memphis, a center for this idiom, and which consists of an announced stereo library service of country-and-western music. Also a part of the "Americana" series is "Spotlight," a tape of 20 to 30 new selections, sent to subscribers twice a month.

Rogan Jones Jr., who runs the firm, has a special view of the burgeoning automated programing field. "I think the hardest thing to do when you automate," he said the other day, "is to understand your equipment. To make it do what you want it to do."

When Mr. Jones sells automation he sells not only dollar savings, but he tries to impress his prospect with a higher purpose: "By freeing your staff so it can be used more efficiently, you can make the station consistently better all through the week. Your station becomes a more valuable property."

But Mr. Jones argues that without his saying so, seven out of 10 prospects immediately think of how they can reshuffle their staff more effectively. "The broadcaster realizes," Mr. Jones emphasizes, "that he can use his best announcers and personalities over a greater number of programs."

Mr. Jones cites another reason for the movement toward automation: "Many stations, especially in the smaller cities, can't get the right kind of people for programing or engineering," he says. "What they get is marginal people. Or, if they get a good man, he doesn't stay long: he wants to move up to the big city."

Six years ago, Alto Fonic, founded by D. Alan Clark to supply music tapes for background music services, includ-

ing FM stations with subcarrier activities, found that some of its customers asked to use the reels for their main carrier broadcasts. That's how it got into the bulk programing business.

At that time it was in Palo Alto in the San Francisco Bay area; several years ago it moved to Hollywood, where, according to General Manager Lee Tate, "we can throw a brick at virtually all the top record publishers in the business."

Alto Fonic, which now serves about 200 stations, offers four distinct formats: "Pop Standards," with middle of the road, new and standard tunes; "Good Music," with large orchestras, choral groups and vocals; "Beautiful Music," new orchestral numbers, and "Soft Sound," described as the "new sound for young Americans." These can be announced or unannounced.

Also provided are its "75" package, that number of non-rock current hits delivered twice a month, and "Cavalcade of Hits," hit tunes of the past 15 years by the original casts and artists, or its corollary, "Cavalcade of Pop Hits." Then there's "Country Music," a title that describes its content.

Alto Fonic also has a specialized business that is an indication of its position in the field. It is becoming something of a music library's music library; it produces programs and duplicates them for such others in the automated music library field as Gates Radio and Schafer Electronics.

Program chief and sales manager at Alto Fonic is Robert Mayfield, a 27-year veteran of radio, who was general manager of KBCA(FM) Los Angeles before joining the firm. Mr. Mayfield is also the program director for Alto Fonic's "Good Music" and "Beautiful Music" formats. Directing the firm's pop standards series is James

Reid, formerly program director at KOST(FM) Los Angeles, and directing its classical series is Ole Belchner, former director of the Danish National Symphony who at one time was a member of the program department at WMAL Washington.

For announcers and commentators in its programs, Alto Fonic uses a half dozen Los Angeles disk jockeys on a freelance basis; the most notable is Bud Haley who is one of the personalities of KLAC in Los Angeles.

Mr. Tate, who joined Alto Fonic in 1965 after years with various Los Angeles stations, the last being as program director and assistant to the general manager of KKKD-AM-FM, has a strong estimate of the steadily increasing automation program sales the last few years. "One of radio's big problems," he says, "is that with the cost of labor going up, the quality of labor has been decreasing.

"Many stations," he adds, "are not making a great deal of money, and they can't afford talent, whether in programming or announcing or in engineering. They can't afford to hire the type of people they would like to have.

"With automation," Mr. Tate says, "a station can practically zero in on exactly the type of sound it wants to produce for its market so that the broadcaster gets a more costly but a more experienced program staff to produce for his station. The result is that the programming is going to be much better than the station itself can produce."

Coming up fast in the automated programming field is American Independent Radio Inc., also in Hollywood, an offshoot of Drake-Chennault enterprises. AIR, which is headed by a former Los Angeles broadcast lawyer, Alvin S. Milder, was organized in 1968 to supply bulk programming to automated stations.

Mr. Drake, and Mr. Chennault, owner of KYNO Fresno, Calif., are station consultants. Their programming of the RKO General stations was one of the success stories of last year. Mr. Drake is the producer of AIR's library that now goes to 20 clients.

"The theory behind this format," explains Mr. Milder, "is a constant flow of music selected for mass appeal to the 18-to-50 age group."

The AIR package consists primarily of top hits of the past decade, plus current favorites. It is updated weekly.

The format, which took about a year to develop, according to Mr. Milder, features one Drake-Chennault specialty—the selections overlap. "This," Mr. Milder explains, "eliminates the dead air too often associated with automated radio stations."

All the selections are announced but AIR does not permit the voice to identify itself on the air. As part of its service, the firm supplies stations with ID's

Let's lay it on the line.

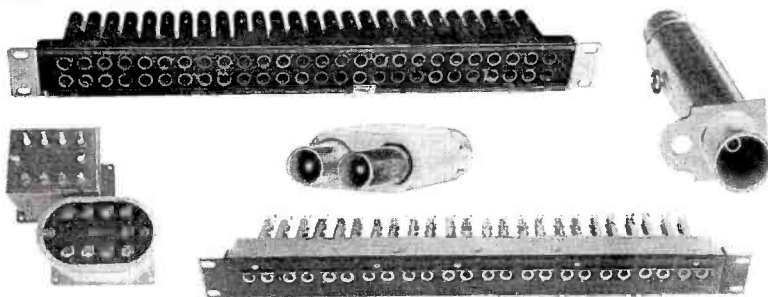
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and promos, designed around the "Hit Parade" format.

Available for the first time next week is AIR's latest—a 48-hour long "History of Rock and Roll," designed for automated as well as non-automated radio stations.

Also a factor in the bulk programming business are Gates Radio Co., the Quincy, Ill., station-equipment and automation-equipment manufacturer, which principally provides a starter series for its equipment customers under the name "Prelude," and Schafer Electronics, in the Los Angeles area, now a subsidiary of Applied Magnetics Corp., which supplies two types, "Image" and "Touch of Velvet," to equipment customers.

The Gates "Prelude" series is a 144-hour music library with over 3,500 selections, in eight separate categories—from instrumentals to country and western. They are unannounced and have been sold to about 30 stations. Gates charges from \$12 to \$24 an hour for the library.

Schafer, which went into the programming service field three years ago, does a more thorough job; it provides 60 tapes consisting of 90 hours of cued music to its customers as a starter library, and then provides four more tapes monthly to keep them up to date. The announced "Image" format is bright, up-tempo, middle-of-the-road

music; the unannounced "Touch of Velvet" package is slow and sweet, but also middle-of-the-road. Both are produced by the former manager of KVFm(FM) Los Angeles, Stanley Rosick (now at Alto Fonic which does the production for the Schafer service), and go to 55 stations.

Prefabricated programming is also being sold by two national radio networks to affiliates and to others.

For three years, CBS's FM Division has been selling a basic library of 180 unannounced reels to subscribing stations, and sending them 10 new tapes twice a month.

Each CBS tape contains a minimum of 55 minutes of program material, divided into eight groupings, plus an opening theme. This gives each station five minutes of each hour for local inserts. Or, they can dispense with the three-minute opening theme to gain eight minutes. Each hour tape also contains seven to eight breaks, coming about that many minutes apart during the hour. With each tape CBS sends along a suggested script, a production log, and a rotation schedule suggesting the optimum sequence in which, in the judgment of the CBS-FM Program Service, the tapes should be broadcast.

Also, the CBS service each month provides tapes of selected new releases, ready for transfer by the station to cartridges. James R. McQuade is director of the CBS unit; the programs are produced by John DeWitt, a graduate of New York's Juillard School of Music.

The most recent entry into the mass programming field is ABC. That network's radio stations division has an FM Special Projects Group which three months ago began feeding a series called LOVE to its owned FM stations. Beginning this month, it is offering the library to all stations.

Allen B. Shaw and George Yahraes, who conceived the format when both were at WCFL Chicago, are the idea men behind the service.

The music, all in stereo, is "progressive" rock and consists of 25 hour-long tapes supplied to customers at the rate of five per day. Each tape carries 45 minutes of program material, leaving the station with 15 minutes for fills.

ABC's LOVE features three principal personalities, Brother John (actually the Rev. John V. Rydgren, former radio-TV-films director of the American Lutheran Church), who is the main guide; Howard Smith, assistant publisher of New York's *Village Voice* and executive editor of *Eve*, who enlivens the program with social commentary, and Bobaloo (Bob Lewis, a long-time New York disk jockey), who offers interpretations of the music and lyrics.

The service is aimed at the "young,

aware" audience, the 18-to-28-year-olds, "college students, young grads and other young adults," according to its promotion.

The true flavor of LOVE can be grasped by one of Mr. Shaw's comments, published in some of the early promotion: "LOVE is a whole new departure in radio. . . . LOVE is progressive rock music with meaning . . . it's a feeling . . . an understanding and caring for humanity. It's the new social awareness expressed in words and music by youth. . . ."

In a word, it's "relevant."

ABC's radio network actually has gone one step into the future already. For the past year, the network has flashed a tone over the lines to its affiliates that trigger an automated station's equipment so that after a few seconds the station automatically cuts off its programming and joins the network for the news broadcasts. This technique is used also for news bulletin interruptions.

Some years ago, NBC offered to its owned FM stations a classical music series for automation called "Concert." This was dropped at the end of 1967.

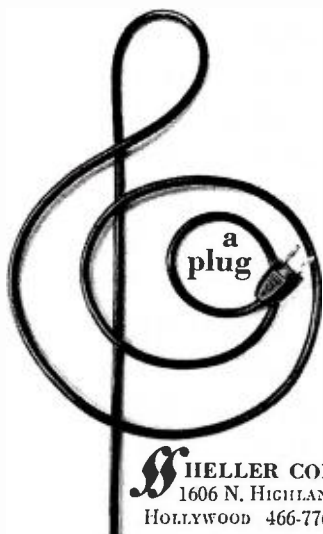
How does station management live with automation? What does it expect? How has it worked out?

At last year's National Association of Broadcasters convention, Ben Enochs, general manager of WDXL-AM-FM Lexington, Tenn., told the audience what he wanted:

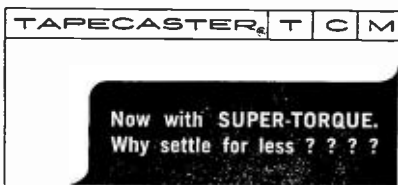
"What we wanted from automation is what we have been doing successfully for 14 years. At the end of a musical number, we want five seconds of talk, then a switch to a commercial of five to 10 seconds, then to a three-to-five-second time signal, then maybe back to another spot, then to a musical bridge, into a five-to-10-second talk, back to another spot, to another talk and then to the next number."

Apparently it's worked out, because WDXL-FM is automated, and it's run by four staffers—all but one also air personalities: a full-time program director, a full-time salesman, a bookkeeper (she's the only nontalent aboard), and a high-school boy, who closes the place down at night.

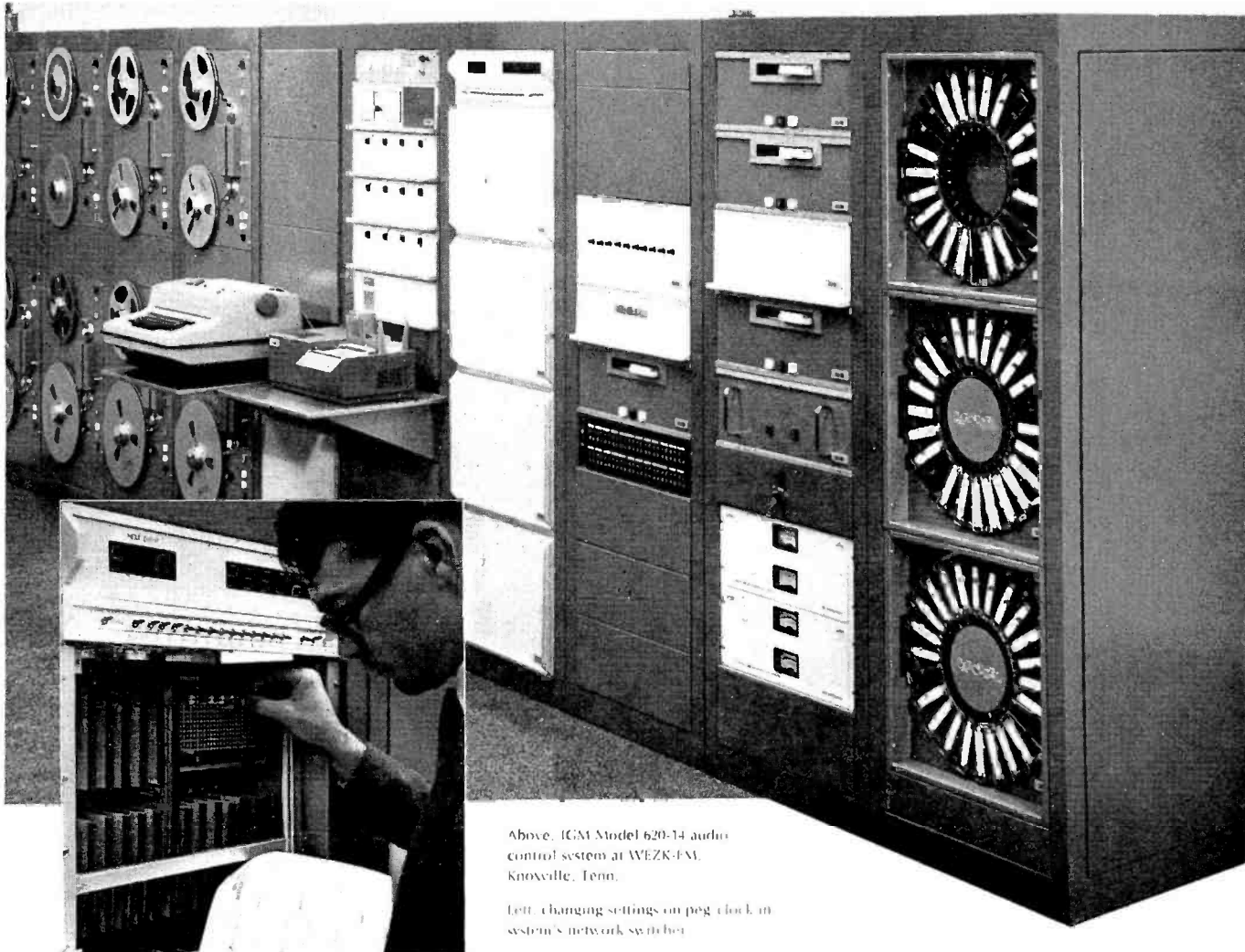
After four years of automation, Mr. Enochs gave this approval. "The pace is a little faster now, with reports on time, weather, temperature along with our coverage of city hall, local events and schools." And, he added, "our men



Creators for radio, television,
films and records



See Page 13



Above, IGM Model 600-14 audio control system at WEZK-FM, Knoxville, Tenn.

Left, changing settings on peg clock in system's network switcher

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WEZK-FM, Knoxville, Tenn. chose a Model 600 IGM control system to realize all benefits of automation presently attainable, including the flexibility to handle any type of format, now and in the future.

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If you're looking for state-of-the-art automation for your station, with complete freedom of programming and ease of operation, see the IGM 600 system. Write or call International Good Music, P.O. Box 943, Bellingham, Wash. 98225. Telephone (206) 733-4567.

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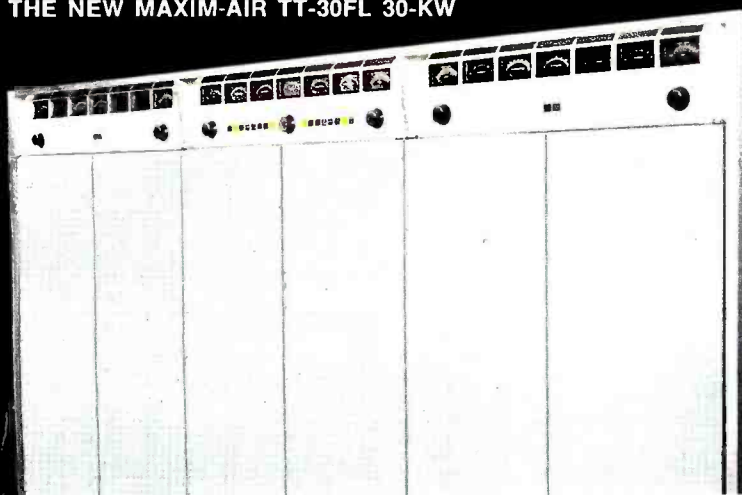
You can forget about black-outs seconds before a touchdown, or smack in the middle of a \$10,000 commercial. If anything ever goes wrong with one 15-KW, the other one takes over—instantly, *automatically*! The odds against going off the air with Maxim-Air are virtually infinitesimal!

For a better profit picture, put a better picture on the home TV. Color it Maxim-Air!

For the complete Maxim-Air story, call your local RCA Broadcast Representative or write: RCA Broadcast Equipment, Building 15-5, Camden, New Jersey 08102.



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Take our word for it. Just as journalists everywhere take our word for what is going on in your business.

Broadcasting

have more time to go out and sell."

The time-saving element, which looms large in the experience of broadcasters who have automated, is exemplified in upstate New York where Peter Grobe, who conducts a three-hour nightly show on WHAM Rochester, is the general manager, program director, production engineer and the sales staff—as well as the voice—of sister station WHFM(FM) aimed on a 24-hours-a-day basis at young listeners with a top-40 and "golden oldies" format.

The anomaly is that Mr. Grobe sometimes is competing with himself during his live 8-11 p.m. daily stint on WHAM when at the same time his voice is introducing and discussing some of the music being broadcast on the FM side.

WHFM, which went robot early in 1968, climbed to the number-one spot among FM stations in the Rochester market three months later, placing it in the middle of the six AM stations broadcasting in that city.

That's not an uncommon experience for automated stations. C. L. Rutherford and R. L. Rumley, vice presidents of WMER(FM) Celina, Ohio, in the west-central part of the state, were ecstatic last April when they reported: "In just six weeks time, WMER rocketed from the bottom to a solid number-one in competition against three established AM stations."

How automation helped put a station "in the books" is related by Bruce Glycadgis, operations manager of WJFM (FM) Grand Rapids, Mich. WJFM, sister to Fetzer Broadcasting's WJEF there, went automatic last September, and six months later found itself, for the very first time, noted in the Pulse rating for the market.

Mr. Glycadgis, a 23-year veteran with Fetzer Broadcasting, explains that the station has one announcer who records everything, including time, weather, sports and special events. Everything except the twice-an-hour network news (it's a CBS affiliate) goes into the automation equipment.

Any idea that with automation a staffer sits around with his feet up, sipping a Coke and flipping through *Playboy* is wrong. "You've got to be on your toes," says Mr. Glycadgis. "If you miss a spot, you can't insert it at a later time. There's a real deadline facing you all the time."

In discussing his reasons for automating WJFM, Mr. Glycadgis touched on a fundamental problem. "It was hard to get good people . . . better announcers," Mr. Glycadgis explains. "DJ's hesitated to come to us. I think they had a feeling that on FM nobody hears them. And when we did get some, they weren't exactly what we wanted. . . ."

WJFM, which has invested about

'Night Call' in the summer

Night Call, a national call-in radio program under the direction of the Television, Radio & Film Communication Division of the United Methodist Church, will continue through June, July and August under a Ford Foundation grant of \$150,000. The organization hopes to put the program on a commercial basis when the grant runs out.

\$35,000 in automation equipment and spends about \$700 a month, takes a customized service, as well as two other services from its supplier, IGM.

Another station that leaped to the number-one position in its market, small as it may seem to the big city giants, is WFST-AM Caribou, Me. WFST-FM is also automated.

General Manager Ronald D. Dagenais, explains: "We had to improve our sound, eliminate the tough job of trying to replace announcers—not everyone wants to locate in Caribou—and add to the sales force without adding personnel."

And he proudly concludes: "It's been done. Today WFST is number one in the market, coming up from the bottom." WFST competes with two other stations in Presque Isle., Me.

The acceptance of automated stations broadcasting bulk-produced programs, widespread though it is today, is by no means completely unanimous.

At issue is the elemental factor in radio programing today—the sound, the personality of the station. Many radio broadcasters—in fact most of them—still feel that automation takes away their most precious asset, their station's character.

Frank C. Carman, radio pioneer who built and still owns KLUB Salt Lake City, which went on the air in 1938, will have nothing to do with the mass-produced programing services. He still selects and chooses his own records. Of bulk programing he says:

"The trouble with that kind of programing is the very thing that is attractive to many broadcasters, its quantity. But, its is no quality programing."

Except for the early morning hours, from 5 to 9 a.m., KLUB is completely automated and has been for the last three years. It is one of the few AM's that have taken the automation route. But the station is operated as an individual, local outlet, with a complete staff. Everything, however, is recorded and fed into the automatic gear. This provides a smoother production sound to the station, particularly all night long and on weekends, Mr. Carman says.

KLUB did not decrease its staff when it automated. "We keep them all in the news department now," Mr. Carman re-

ports, "and we were able to increase our news considerably . . . they're not tied up playing records."

Other broadcasters who are still dubious of the bulk programing concept make the same statements. They complain of the "sameness" of the programing, they charge that the sound is "repetitive," and above all, they claim, there isn't any "liveness" to the sound.

The automated program producers are quick to protest these objections. And some broadcasters who are experienced with automated operation agree. Kurt Alexander, director of WHBQ-FM Memphis, which has a full year of automation under its belt, recounts: "It sounds so alive the listeners can't believe we're automated. We've even had job applications from announcers in town who thought we were live." Mrs. Ann F. Siddle, assistant to the manager of WBTM-FM Danville, Va., notes "the number of requests we receive for musical selections" by people who think there's an announcer at work.

If the day of the computerized radio station really arrives—and many are convinced that it will come in the next decade, the truly unattended station (turning on transmitters at sign-on, programing the station as scheduled and if necessary revising that schedule when needed, furnishing instantaneously a list of adjacencies to station reps or advertising agencies when queried, handling billing, payrolls, logging equipment, and at sign-off turning off the transmitter) brings to the fore even more strongly the question of maintaining local individuality. How, for example, would a station newsman, holding a hot story at the tip of his tongue get on the air without returning to the station and pulling the power switch?

Mr. Schafer, who is now specializing in international electronics, has the answer to this one, and, unlike 16 years ago, he is sure of himself. A newsman, he says, could easily put himself on the air. All he'd have to do, Mr. Schafer says, is to go into a telephone booth, drop a dime in the slot, dial a special number that connects him with the "brain" of the station, flash a special tone using a palm-sized device in his hand to stop the programing, and begin broadcasting. Another beep from the tone device, and the station would resume.

That's not all, Mr. Schafer notes; when touch-tone telephones are in general use, all it will take is for the newsman to call the station's special number and then tell the automation to "get lost" by punching a set of digits on the touch-tone phone.

(The foregoing special report was written by Earl B. Abrams, senior editor, Washington.)

Manhattan Cable goes color with RCA gear

An RCA color film chain, newly installed at Manhattan Cable Television studios in New York, will enable the CATV company to proceed with film originations.

The \$80,000 system includes the four-tube TK-27 color film camera. RCA said Manhattan Cable is the first CATV system to install such equipment.

Manhattan's proposed film series origination, which brought protests from movie theater owners at hearing last fall (BROADCASTING, Oct. 28, 1968), began last Monday (June 2) with "Years of Lightning, Days of Drums," a film on the assassination and funeral of President John F. Kennedy. Other films, such as "Citizen Kane," will be shown under a contract with Janus Films (BROADCASTING, March 3).

The cable company had previously leased portable color equipment for various originations, and carried college and professional basketball games in black-and-white. For various sports

events next season under a contract with Madison Square Garden, Manhattan will install color equipment in the arena (BROADCASTING, May 26).

HEW asks comments on excess radiation bill

Proposed regulations for carrying out the radiation control program were issued by the Department of Health, Education and Welfare last week.

Listed among the products that come under the radiation health and safety act (PL-90-602) are TV receivers as well as other items like X-ray machines.

The proposals call for electronic manufacturers to give public notice and to repair or replace their products whenever they are found to be defective. The regulations are to be administered by Charles C. Johnson Jr., administrator of HEW's consumer protection and environmental health service, and by Chris A. Hansen, commissioner of the environmental control administration.

The regulations, if and when adopted, will apply to all electronic products

manufactured after Oct. 18, 1968, the effective date of the law. But the proposal noted that nothing precludes the secretary from publicizing defects in products manufactured before that date "upon a finding that the defect involves a substantial hazard to the health of persons in possession of such electronic products."

The television manufacturing industry became the target of congressional alarm in 1967 when it became known that GE had discovered that many of its color TV receivers were emitting X-rays at high levels. Following surveys by the U.S. Public Health Service, which found a small number of color sets of other manufacturers also radiating in excess of the accepted standard (0.5 milliroentgen per hour two feet from the set), Congress passed legislation authorizing HEW to monitor electronic products for radiation.

TV unit takes fight out of the switch

Computer-type circuits are the new feature in remote control units for RCA's top-of-the-line 1970 color television receivers.

As shown at a distributors convention in Las Vegas last week, the remote control channel selector speeds up the channel change through the use of digital logic circuits. Previously remote control systems stopped briefly at each possible channel.

VHF channel switching involves an electric counter, or four integrated circuits, and the design eliminates four of the five motors used in previous units, according to RCA. The remaining motor is used in UHF channel selection, in which a "seek" system continues until a local UHF station is located.

The new unit also provides motorless control of color, tint and volume level, RCA pointed out, through a memory module storing information that is actuated by the remote control function. The computer-technique unit will be part of a receiver priced at \$2,000 and which will be limited in production to 2,000 sets.



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Broadcast advertising

Donald C. Goss, VP-account supervisor, LaRoche, McCaffrey and McCall, New York, appointed senior VP.

Bob Rees and **Dick Hall**, account supervisors, Doyle Dane Bernbach, New York, elected VP's.

Richard J. Barry Jr., account executive, WNEW New York, appointed sales manager. **Dick Evans**, account executive, appointed local sales manager.

Thomas J. Anderson, account executive, KABL Oakland, Calif., joins CBS Radio Spot Sales, San Francisco, as sales manager.

Robert K. Eagan and **James C. Hunter**, account executives, and **Walter I. Teitz**, associate media director, Dancer-Fitzgerald-Sample, New York, named VP's.

Charles F. Gulick, account executive, Reach, McClintock & Co., New York, joins Josephson, Cuffari & Co., Montclair, N.J., as VP.

Dr. Alin Gruber, director of research, McCann-Erickson, New York, elected VP. **Frank L. Balnaves**, **David McCulloch** and **Richard T. Murphy**, account executives, also elected VP's.

Donald Linton, account supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, elected VP-planning.

Elias Getz, with Martin Landey, Arlow Advertising Inc., New York, named VP.



Donald D. Douglas, sales manager, WNBC-TV New York, joins WTOP-TV Washington, as general sales manager.

Louis F. Heckmann, associate creative director, Young & Rubicam, San Francisco, joins Lang, Fisher & Stashower, Cleveland, as associate director, radio-TV.

Mr. Douglas, San Francisco, joins Lang, Fisher & Stashower, Cleveland, as associate director, radio-TV.

John N. Wilson, creative group head, Foote, Cone & Belding, New York,

Nixon picks Tayler

Walter N. Thayer, New York broadcaster, publisher and investor, appointed by President Nixon to be special consultant and director of President's Advisory Council on Executive Organization.

Mr. Thayer is president of Whitney Communications Corp., which publishes *Parade* magazine, and partner in Whitcom Investment Co., which owns 27.8% of Corinthian station group. He will organize council, which will propose measures to increase government efficiency.

joins newly formed International/Marketing-Advertising & Communications Inc., Chicago, as VP-creative director. **Jo Ann Snyder**, media buyer, Kenyon & Eckhardt, Chicago, joins I/MAC as broadcast supervisor.

David A. Greacen, RKO Radio Sales, Chicago, joins Avco Radio Television Sales Inc., as Detroit radio sales manager.

J. William Axtell, director of information services, WBBM Chicago, joins WFLD-TV there as advertising and sales promotion manager, succeeding **Arthur Barnes**, who moves to WBBM-TV sales staff.

Charles E. Pike, television-musical-variety director, Edward Shaw & Associates, Beverly Hills, Calif., named VP.

Edward J. Geise, general product manager, Uniroyal Inc., New York, appointed director of marketing for chemical division.

Donald J. Badger, general sales manager, WCIX-TV Miami, joins WPTV-TV West Palm Beach, Fla., in same capacity.

Frank D. Childs, sales manager, KOZA Odessa, Tex., named VP.

Thomas J. Anderson, formerly in advertising sales with *San Francisco Examiner* and account executive for KABL there, joins CBS Radio Spot Sales as sales manager of San Francisco office.

Edward M. Gilles, director of creative services, Caldwell-Van Riper Inc., Indianapolis, and **George A. Robbins**, account executive, named VP's.

Pat Hayes, with WEXI-FM Arlington Heights, Ill., joins WCOA-FM Pensacola, Fla., as sales manager.

Media

James D. Boaz, assistant general manager and general sales manager, WKBF-TV Cleveland, joins KGSL-TV (not on air) St. Louis, as VP and general manager.



Mr. Weigand



Mr. D'Angelo

Robert C. Weigand, VP and general manager, WGR-TV Buffalo, N.Y., joins WIBF-TV Philadelphia, in same capacity (BROADCASTING, May 26). He is succeeded by **Eugene C. D'Angelo**, VP and general manager of WTVN-TV Columbus, Ohio. WGR-TV and WTVN-TV are Taft stations; transfer of WIBF-TV to Taft, approved by FCC, is planned July 1.

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Clemens Weber, treasurer of Metro-media Inc., New York, also elected VP.

A. Werner Pleus, senior attorney, corporate section, CBS law department, New York, appointed director, acquisitions, office of corporate planning.

Henry Gifford Irion, retired FCC hearing examiner, joins Bilger & Glaser, Washington, to practice communications law. He was also FCC attorney from 1946 to 1952.

Albert L. Hulsen, manager of WFCR(FM) Amherst, Mass., joins Corp. for Public Broadcasting, New York, as director of radio projects. Mr. Hulsen also served as assistant professor of speech instruction in education and director of radio broadcasting, University of Massachusetts.

Joseph A. Reilly, manager, compensation and employee relations, NBC West Coast, named administrator, labor relations, NBC West Coast.

Gene C. Loffler, with KRSI-AM-FM St. Louis Park-Minneapolis, appointed general manager.

John E. Berry, station manager, WNEM-TV Bay City-Saginaw-Flint, Mich., appointed general manager.

Lawrence J. Carleton, manager of Total Telecable, Bremerton, Wash., and Trans Video Co. of Oregon, joins Nation Wide Cablevision, Los Angeles, as manager of all cable TV operations in Washington and Oregon.

Programing

Thomas J. Devine, controller, Metro-Goldwyn-Mayer Inc., New York, resigns. He is succeeded by **Barrie K. Brunet**, controller at MGM's Culver City, Calif., studio.

Ken Courtright, newscaster for WKYC Cleveland, joins Tuscarawas Broadcasting Co.'s WBTC Uhrichsville and WNPQ(FM) New Philadelphia, both Ohio, as manager.

James L. Zimmerman, general manager, WDBC Escanaba, Mich., and **Richard C. Voight**, general manager, KATE Albert Lea, Minn., elected VP's. Both stations are owned by Communications Properties Inc.

Kirby Brooks, with WGBS Miami, appointed station manager of WJHR(FM) there (formerly WGBS(FM)). Both are Storer stations. (Mr. Brooks was incorrectly reported as being appointed station manager of WGBS in BROADCASTING, May 26).

David E. Parnigoni, WKVT Brattleboro, named president, Vermont Association of Broadcasters.

Thom Brown, program manager, wowo Fort Wayne, Ind., joins KDKA Pittsburgh, in same capacity. Both are Westinghouse stations. Mr. Brown succeeds **Neil McIntyre**, now working in

special radio projects for Westinghouse in New York.

Jim Gates, sales manager, WNAC-TV Boston, joins Independent Television Corp., New York, as eastern division manager.

James M. Page, station manager, KVVV-TV Galveston, Tex., joins ABC Films, New York, as southwestern division manager, Houston.

William E. Huston, principal, VPI, New York, joins Rose-Magwood Productions Inc. there in newly created position of VP-director of sales.

Bob Hawkins, director of programing, KVI Seattle, named to newly created position of director of operations. **John Novak**, program director, KGA Spokane, Wash., succeeds Mr. Hawkins as program director.

Stephan Ponek, with KSAN(FM) San Francisco, appointed program director.

David Garth, news producer, WSJV (TV) Elkhart-South Bend, Ind., joins KBAK-TV Bakersfield, Calif., as production manager.

Gary Allen, with KCRS Midland, Tex., joins KOZA Odessa, Tex., as program director.



Mr. Moore

William E. Moore, production supervisor, WTOL-TV Toledo, Ohio, joins wis-TV Columbia, S.C., as program-operations manager. Both are Cosmos stations.

Charles Boasberg, VP, Paramount Pictures Corp.,

Hollywood, joins National General Pictures Corp., Los Angeles, as president, and parent National General Corp. there as VP. He succeeds **Irving H. Levin** as president of NGP, who will remain executive VP of parent company.

Richard Elwood, with KTUF Tempe, Ariz., joins WOKO Albany, N. Y., as program director.

Pete Winters, with wwke Ocala, Fla., named program director.

Mickey M. Stevenson, general manager of Canadian distribution, Paramount Pictures Corp., New York, appointed VP-domestic distribution.

Ron Jacobs, program director, KHJ Los Angeles, joins Watermark Inc. there, new company which will engage in variety of entertainment activities.

News

Jack Fern, field producer, U.S., for NBC's *Huntley-Brinkley Report* in New York, appointed director of news, Far East, for NBC News. **Leigh Wilson**,

cameraman, NBC's WKYC-TV Cleveland, joins staff of NBC News's *First Tuesday*, New York, as associate producer.

Brian Bastein, newsman, Westinghouse Broadcasting Co.'s KFVB Los Angeles, appointed religion editor of WBC there. **Alfred Klausler**, correspondent, Religious News Service, joins WBC Chicago, as religious correspondent. **Chuck Walsh**, with KFVB, appointed WBC motion picture editor. **Bill Emerson**, former editor in chief, *Saturday Evening Post*, joins WBC as critic-at-large.

John Komen, correspondent, ABC News, New York, joins KING-TV Seattle, as night news editor.

Michael Stein, assistant news director, WNEW New York, appointed news director.



Mr. Starnes

Lee Starnes, assignment editor, WPIX-TV New York, joins with Baltimore, as news director.

Lance F. Wheeler, with WHUC-AM-FM Hudson, N. Y., appointed news director.

Mark Neely, newscaster, WKYC Cincinnati, appointed news director. **Rod Williams**, newsman, WUBE Cincinnati, joins WKYC in same capacity.

John Clark Wheeler, news director, WAVA-AM-FM Arlington, Va., joins WNEB-TV New Bern, N.C., in same capacity.

Joe Niemann, newsman for KFAB Omaha, appointed news director, succeeding **Walt Kavanagh**, who becomes manager of news and syndicated features.

Larry Leavitt, with WKOX Framingham, Mass., joins WJAR-TV Providence, R.I., as newscaster, **Steve May**, also with WKOX, joins WPRO-AM-FM Providence, as newsman.

Lawrence McCann, newsman and air personality wxyz Detroit, joins WIOD Miami as newsman.

Dave Johnson, with WEAR-TV Pensacola, Fla., joins WCOA there as newsman.

George Skelton, political writer, *Sacramento* (Calif.) *Union*, joins UPI as manager of Sacramento bureau.

Don Horn, Green Bay Packers quarterback, joins WEMP Milwaukee as sportscaster.

Jerry Kuc, writer-producer, WGN-TV Chicago, joins WFLD-TV there as writer-reporter.

Timothy J. Moxness, newsman, WRCO-AM-FM Richland Center, Wis., appointed news director.

Wayne Van Dine, newscaster, WSTV-TV Steubenville, Ohio, joins WHC-TV Pittsburgh in same capacity.

Promotion



Mr. Wills

William H. Wills, press information manager, WLWT (TV) Cincinnati, appointed director of advertising, promotion and publicity. He succeeds **James Johnson**, who resigns with no future plans announced.

Warren Turnbull, with sports staff of *Los Angeles Herald Examiner*, joins KMPC Los Angeles, as director of PR and publicity.

Carol Thatcher, with WRC-TV Washington, appointed administrator, press and publicity.



Mr. Barrington

John R. Barrington, executive VP, Richards & Barrington Inc., Washington PR firm, rejoins Teleprompter Corp., New York, as VP in charge of PR and advertising.

Wayne A. Studer, assistant promotion manager, WJBK-TV Detroit, joins WAGA-TV Atlanta as promotion manager. Both are Storer stations. He succeeds **Charles L. Shields**, who resigns to form advertising agency in Clearwater Beach, Fla.

Fred La Cosse, principal, Darien, Russell, Hill and La Cosse, Santa Clara, Calif., joins KNTV-TV San Jose, Calif., as promotion manager.

Equipment & engineering

Kenneth C. Cleveland Jr., secretary-treasurer, Houston Fearless Corp., Los Angeles, elected VP.

Robert Funk, video products manager, Memorex Corp., Santa Clara, Calif., appointed to newly created position of sales manager, Memorex video products.

Edward P. Reavey Jr. Motorola Inc., Chicago, named VP and general manager,

consumer products division. He succeeds **Arthur L. Reese**, who continues on Motorola board.

Richard Mapes, with Rich's department store, Atlanta, joins Channel Master, Ellenville, N.Y., as manager of its antenna distribution systems and electronic components. **Alex Ballan**, chief mechanical engineer, Channel Master, appointed operations manager. **Eugene Schoonmaker**, special assistant to general manager, appointed production manager.

Douglas S. Fletcher, manager of marketing, Technicolor Inc., Hollywood, appointed general manager of commercial and educational division. **William Courtright**, manager of operations, appointed assistant general manager-operations.

Melvin F. Reidberger, manager of Chicago district, RCA Service Co., Camden, N.J., appointed manager of field operations, technical products service, RCA Service Co. He succeeds **C. E. Johnson**, who retires after 39 years of service.

Lyman Drake, eastern sales representative, Evans Products Co., Portland Ore., joins CBS Electronic Video Recording Division, New York, as sales coordinator.



Mr. Birchard

ratories, Inc., Washington, named executive VP.

Gerald Tumarkin, executive VP, Grif-fiths Electronics Inc., New York, elected president. He succeeds **Leighton Grif-fiths**, who continues as chairman.

Allied fields

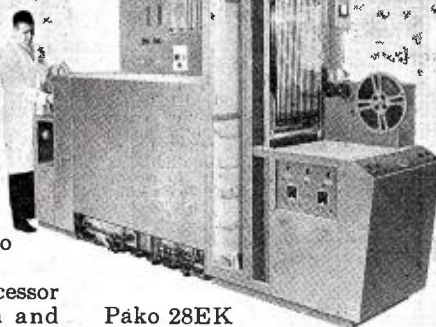
Harry Warner, resident counsel, KTLA (TV) Los Angeles, resigns to set up private practice, with initial clients including KTLA, KMPC Los Angeles (both Golden West Broadcasters stations), and California Broadcasters Association. Address: 1456 North Bronson Avenue, Hollywood.

Stephen O. Frankfurt, president, Young & Rubicam; **John A. Schneider**, executive VP, CBS; **Bruce Herschensohn**, director, motion picture and television

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See Page 13

PS Processing Systems for the Photographic, Graphic Arts, Motion Picture, Medical and Industrial X-Ray Industries.

service, United States Information Agency, and **Donald H. McGannon**, president, Westinghouse Broadcasting Co., among 10 new trustees elected to board of American Film Institute, Washington. Mr. Schneider has also been elected trustee of Committee for Economic Development, New York.

Dr. Warren K. Agee, dean of William Allen White School of Journalism at University of Kansas, Lawrence, resigns to join Henry W. Grady School of Journalism at University of Georgia, Athens. He succeeds **Dean John E. Drewry**, who retires.

Dr. James Saunders, faculty member, Ohio University, Athens, appointed director of Ohio University School of Radio-Television.

Patricia Gates, broadcaster with Voice of America, Washington as well as commercial stations in the capital area, joins staff of Mrs. Richard Nixon as aide

specializing in radio-TV.

International

Ian Murray, producer of *News magazine*, Canadian Broadcasting Corp., Toronto, appointed executive producer, CBC weekend television news programming. He succeeds **Michael Maclear**, who returns to London as CBC correspondent.

Gene Taylor, executive VP for creative services, Post-Keyes-Gardner Inc., Chicago, joins Horniblow Cox-Freeman Ltd., London, as creative director.

Bodo Rieger, senior VP and manager of Taunus group, McCann-Erickson-Europe, joins BBDO as managing director of Frankfurt, Germany office, effective August.

Deaths

Ian N. Willis, 56, VP in charge of communications marketing, Trans-Lux

Corp., New York, died May 29 in Ormand Beach, Fla., of apparent heart attack. He joined Trans-Lux in 1964 as general sales manager of communications division and was elected VP in 1967. Mr. Willis is survived by two brothers.

Tom Duggan, 63, controversial radio and TV talk personality in Chicago and Los Angeles for many years, died May 29 in Los Angeles. Mr. Duggan worked for such outlets as WFLD-TV Chicago, and KLAC, KTTV(TV) and KTLA(TV), all Los Angeles.

Rhys Williams, 71, TV, stage and screen character actor, died May 28 in Santa Monica, Calif., after short illness. Mr. Williams played in such TV series as *Perry Mason*, *12 O'Clock High*, *The Invaders* and *Wild Wild West*. He is survived by his wife, Elsie, and two sons.

ForTheRecord®

As compiled by BROADCASTING, May 27 through June 4 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final action

■ Fort Smith, Ark.—KFPW Broadcasting Co. FCC granted UHF ch. 40: ERP 48.1 kw vis., 9.9 kw aur. Ant. height above average terrain 312 ft.; ant. height above ground 391 ft. P. O. address: 2415 North Albert Pike. Fort Smith. Estimated construction cost \$208,450; first-year operating cost \$170,000; revenue \$210,000. Geographic coordinates 35° 24' 07" north lat.: 94° 23' 08"

west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-30J. Legal counsel Phillipson, Lyon & Chase; consulting engineer Raymond Rohrer & Associates, both Washington. Principal: George T. Hernreich, sole owner. Mr. Hernreich owns KFPW Fort Smith, KAIT-TV Jonesboro and KZNG Hot Springs, and applicant for CP for new FM at Fort Smith, all Arkansas. Action May 28.

Other actions

■ Review board in Montgomery, Ala., TV proceeding, Doc. 16984, granted petition for extension of time filed May 27 by Cosmos Broadcasting Corp. Action May 29.

■ Review board in Nampa, Idaho. TV proceeding, Docs. 18379-80, denied petition to enlarge issues filed April 8 by Snake River Valley Television, Inc. Action May 28.

Actions on motions

■ Acting chief, Broadcast Bureau, on request of Sollicom Inc., extended to June 17 time to file reply comments in matter of amendment of commission's rules and regulations to add VHF channel to Mount Vernon, Ill. (Doc. 18453). Action May 29.

■ Chief Hearing Examiner Arthur A. Gladstone in Irvine, Ky. (Irvine Community Television Inc.), request for issuance of cease and desist order, designated Hearing Examiner David I. Kraushaar as presiding officer; scheduled prehearing conference for

June 13 and hearing for July 7 (Doc. 18557). Action May 29.

■ Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, scheduled hearing for July 15 on issue as to Viking's financial qualifications and ordered the hearing governed by procedures set forth on record of June 3 prehearing conference (Docs. 18381-2). Action June 3.

Call letter application

■ Minshall Broadcasting Co., Gainesville, Fla. Requests WCJB(TV).

■ Hazard TV Co., Hazard, Ky. Requests WKYH-TV.

Call letter actions

■ Alabama Educational TV Commission, Demopolis, Ala. Granted *WIIQ(TV).

■ Channel 3 Inc., Salem, Ore. Granted KVDO-TV.

■ John J. Tibiletti, Victoria, Tex. Granted KAVU(TV).

Designated for hearing

■ FCC designated for hearing application by George T. Hernreich for CP for new TV on ch. 40 in Fort Smith, Ark. and consolidated into proceedings in Docs. 18241 and 18388. Action May 28.

Existing TV stations

Final actions

■ KCFT-TV Concord, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 29. Action May 29.

■ FCC denied request by Central Coast Broadcasters Inc. for review of review board decision denying application for CP to relocate trans., and make other changes for

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KCOY-TV Santa Maria, Calif. In same action, commission waived rules governing filing of repetitious applications to permit Central to file new application for mod. of present facility for purpose of expanding present service area. Action June 4.

■ WBBM-TV Chicago. FCC granted renewal of license for regular license period. License expires Dec. 1, 1970. Action May 28.

■ WBFF(TV) Baltimore—Broadcast Bureau granted mod. of CP to change ERP to 1425 kw vis., 150 kw aur.; change type trans., type ant.; make changes in ant. structure; ant. height to 900 ft.; condition. Action May 29.

■ WBFF(TV) Baltimore—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 29. Action May 29.

■ KGSJ-TV St. Louis—Broadcast Bureau granted mod. of CP to change ERP to 1094 kw vis., 215 kw aur.; change type ant., type trans.; decrease ant. height to 1100 ft. Action May 28.

■ WPTZ(TV) North Pole, N.Y.—Broadcast Bureau granted mod. of CP to reduce aur. ERP to 4.27 kw; make changes in aur. trans.; granted mod. of CP to extend completion date to Nov. 29. Action May 29.

■ WOLO-TV Columbia, S.C.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 26. Action May 28.

■ WTAP-TV Parkersburg, W.Va.—Broadcast Bureau granted CP to change ERP to 16.5 kw vis., 3.3 kw aur.; change type ant.; make changes in ant. structure; increase ant. height to 620 ft.; correct coordinates. Action June 2.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (The Heart of the Black Hills Station), renewal of licenses of KRSD-TV and KDSJ-TV, on request of Broadcast Bureau, extended to June 16 time for filing proposed findings of law and conclusions; and by separate action, ordered record reopened, received Broadcast Bureau's exhibit 8 and again closed record (Docs. 18358-9). Action May 27.

■ Hearing Examiner Millard F. French in Houma, La., and Panama City, Fla. (St. Anthony Television Corp., [KHMA-TV] and Delta Telradio Corp.), TV proceeding, granted petitions by St. Anthony Television Corp. and dismissed with prejudice applications involved in Docs. 17447 and 17448 (Docs. 17446-8). Action May 29.

■ Hearing Examiner Millard F. French in Miami (Coral Television Corp., [WCIX-TV]), TV proceeding, granted motion by Broadcast Bureau and extended to June 20 date for filing proposed findings of fact and conclusions of law and to July 7 for filing reply findings (Doc. 18325). Action June 3.

■ Chief Hearing Examiner Arthur A. Gladstone in Baton Rouge (Louisiana Television Broadcasting Corp., [WBRZ-TV]), TV proceeding, designated Hearing Examiner Isadore A. Honig as presiding officer; scheduled prehearing conference for July 3 and hearing for July 28 (Doc. 18555). Action May 26.

■ Hearing Examiner Ernest Nash in Philadelphia (Bernard Rappaport [WGTI-TV]), TV proceeding, on motion by applicant, scheduled prehearing conference for June 3 (Doc. 18524). Action May 26.

■ Hearing Examiner Ernest Nash in Philadelphia (Bernard Rappaport [WGTI-TV]), TV proceeding, on motion by Seven Arts Broadcasting Co., rescheduled prehearing conference for June 5 (Doc. 18524). Action June 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in Fajardo, P.R. (WSTE-TV Inc. [WSTE(TV)]), TV proceeding, granted petition by WSTE-TV Inc. for leave to amend application to modify proposal by increasing electrical and mechanical tilt of ant. to increase strength of signal over Fajardo (Docs. 18048-9). Action May 27.

Fines

■ KBLU-TV Yuma, Ariz.—FCC notified of apparent liability forfeiture of \$500 for willful or repeated violation of rules by failing to file required time brokerage contract with commission. Action May 28.

New AM stations

Final action

■ FCC ordered joint request of competing AM applicants. Sundial Broadcasting Co.,

Parma, Ohio, and Howard L. Burris, Warren, Ohio, for dismissal of Sundial's application held in abeyance; Sundial directed to comply with publication requirements of rules to afford opportunity for other persons to apply for Sundial's facilities; and proceeding remanded to review board for further action (Docs. 18368-9). Action May 28.

Other actions

■ Review board in Mobile, Ala., AM proceeding, Docs. 17555-58, granted joint request filed May 26 by Mobile Broadcast Service Inc. and People's Progressive Radio Inc. and extended to June 13 time to file exceptions to initial decision released April 22. Action May 28.

■ Review board in Sumiton, Ala., AM proceeding, Docs. 18204-05, denied appeals from examiner's adverse rulings filed March 7 and March 13 by Hudson C. Millar Jr. and James Jerdan Bullard. Action May 27.

■ Review board in Laurel, Miss., AM proceeding, Doc. 17634, scheduled oral argument before panel of review board for June 19. Action May 27.

■ Review board in Freeland, Pa., AM proceeding, Docs. 18489-91, denied petition to delete issues filed April 10 by Summit Broadcasting. Action May 28.

■ Review board in Freeland, Pa., AM proceeding, Docs. 18489-91, granted motion for extension of time to file opposition filed May 27 by Summit Broadcasting. Action May 29.

■ Review board in Greencastle, Pa., AM proceeding, Docs. 18492-3, granted petition filed May 26 by TV Cable of Waynesboro Inc. and extended to June 6 time to file reply to opposition of Greencastle Broadcasting Co. filed May 15, 1969. Action May 28.

■ Review board in Norristown, Pa., AM proceeding, Doc. 14952, granted petition for leave to amend and substitute parties filed December 26, 1968, and supplemental petition for leave to amend filed January 30 by Norristown Broadcasting Co. and WNAR Inc. On board's own motion remanded proceeding to hearing examiner for further hearing and preparation of supplemental initial decision. Action May 27.

■ Review board in Greenwood, S.C., AM proceeding, Docs. 18503-04, granted petition for extension of time to file reply filed May 27 by United Community Enterprises Inc. Action May 29.

Actions on motions

■ Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vander Plate, Radio New Jersey, Mid-State Broad- and Somerset Valley Broadcasting Co.), AM proceeding, on examiner's own motion, cancelled further hearing presently scheduled for June 10 and scheduled conference for purpose of establishing dates for future proceedings for June 10 (Docs. 18251-3, 18256-7). Action June 3.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, granted petition by Virginia Broadcasters for leave to amend application to include current financial and programing information; by separate action, set certain procedural dates and scheduled further hearing for July 29 (Docs. 17605-6, 18375). Action May 29.

■ Hearing Examiner Jay A. Kyle in Yorktown, Tex. (Dewitt Radio), AM proceeding, rescheduled prehearing conference for June 9 (Doc. 18528). Action June 3.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, granted petition by Mace Broadcasting Co. for leave to amend application to submit current financial statement (Doc. 18225). Action May 27.

Rulemaking action

■ FCC amended rules to require submission of dates and times when field intensity measurements are made in connection with filing of AM applications. Action was by amendment of field intensity measurements in allocation; establishment of effective field at one mile. Action May 28.

Call letter application

■ Warwick Broadcasting Corp., Warwick, N.Y. Requests WTBQ.

Designated for hearing

■ FCC set for hearing applications of Radio Antilles Inc. and Zaba Radio for new AM's on 1490 ks., 250 w., 1 kw (Radio Antilles to local sunset at Ponce) with application of Arecibo Broadcasting Corp. to change operation of WMNT Manati, all Puerto Rico, on 1500 kc from 5 kw. DA, U, to 250 w-N, 1 kw LS. In same action, commission granted request by Arecibo for reconsideration and acceptance of application as of Aug. 15, 1967. Action June 4.

Existing AM stations

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KRVN Lexington, Neb., to Dec. 11; KRME Hondo, Tex., to Dec. 15. Actions May 28.

■ FCC granted application of American Broadcasting Co.'s for renewal of licenses of KGO-AM-FM-TV San Francisco and KABC-AM-FM-TV Los Angeles. Petition by Wometco Enterprises, licensee of WTVJ-(TV) Miami and Wometco Skyway Broadcasting Co., licensee of WLOS-TV Asheville, N.C., for clarification and/or commission review of action taken by Broadcast Bureau was denied. Action May 28.

■ WABK Gardiner, Me.—Broadcast Bureau granted license covering new station. Action May 28.

■ WAAB and WAAF(FM), both Worcester, Mass.—Broadcast Bureau granted renewal of licenses and SCA. Action May 26.

■ WFYC Alma, Mich.—Broadcast Bureau granted CP to make changes in ant. system. Action May 22.

■ KDWB St. Paul—Broadcast Bureau granted license covering use of presently licensed main nighttime trans. as main nighttime auxiliary daytime trans. Action May 29.

■ KWNA Winnemucca, Nev.—Broadcast Bureau granted license covering installation of auxiliary trans. Action May 29.

■ WEBR Buffalo, N.Y.—Broadcast Bureau granted license covering changes in MEOV; granted mod. of license covering operation of trans. by remote control from 23 North Street, Buffalo; conditions. Action May 29.

■ KCCT Corpus Christi, Tex.—Broadcast Bureau granted CP to change ant.-trans. location to County Road, approximately 0.2 mile north of State Highway 9, Corpus Christi; install new trans. Action June 2.

■ WGH Newport News, Va.—Broadcast Bureau granted CP to make changes in nighttime MEOV. Action June 2.

■ WOKL Eau Claire, Wis.—Broadcast Bureau granted mod. of license to change name of licensee to O K Radio Inc. Action May 21.

Actions on motions

■ Office of Opinions and Review in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO and WCCO-TV, granted motion by Hubbard Broadcasting Inc., and extended to June 25 time to file petition for reconsideration of order released April 23 (Doc. 18499). Action May 28.

■ Chief, Office of Opinions and Review in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO and WCCO-TV, granted petition by Midwest Radio-Television Inc. and extended to June 30 time for filing petition for reconsideration of designation order (Doc. 18499). Action May 29.

■ Office of Opinions and Review in Central Point, Corvallis and Gold Beach, all Oregon (Radio Broadcasters Inc. [KFLY]), James L. Hutchens [KPTN], Radio Broadcasters Inc. [KFLY-FM], AM and FM proceeding, granted request by Broadcast Bureau and extended to June 11 time to respond to pleadings in proceeding (Docs. 18079-84). Action May 28.

■ Hearing Examiner Charles J. Frederick in San Antonio, Tex. (The Walmac Co.), renewal of licenses of KMAC and KISS-(FM), on request of applicant, ordered proposed findings of fact and conclusions of law due June 18 and extended to June 30 time for filing replies (Docs. 18223-4). Action May 29.

■ Chief Hearing Examiner Arthur A. Gladstone in Jacksonville, N. C. (Seaboard Broadcasting Inc.), revocation of license for WLAS designated Hearing Examiner Arthur A. Gladstone as presiding officer; scheduled prehearing conference for June

Station boxscore

Compiled by BROADCASTING, June 4, 1969

	On Air		Total On Air	Not On Air CP's	Total Authorized
	Licensed	CP's			
Commercial AM	4,245 ¹	10	4,255 ¹	62	4,317 ¹
Commercial FM	1,968 ²	32	2,000 ²	169	2,169 ²
Commercial TV-VHF	496 ³	10	506 ³	17	523 ³
Commercial TV-UHF	126 ³	53	177 ³	157	336 ³
Educational FM	363	8	371	42	413
Educational TV-VHF	71	6	77	0	77
Educational TV-UHF	88	12	100	12	112

Summary of broadcasting

Compiled by FCC, May 1, 1969

	Commercial			Educational	
	AM	FM	TV	FM	TV
Licensed (all on air)	4,241 ¹	1,962 ²	619 ³	363	159
CP's on air (new stations)	9	31	61	7	18
Total on air	4,250 ¹	1,993 ²	678 ³	370	177
CP's not on air (new stations)	66	169	179	43	12
Total authorized stations	4,316 ¹	2,162 ²	849 ³	413	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

¹ Includes four AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes one commercial FM operating with STA.

³ Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

16 in Washington, and hearing for July 14 in Jacksonville (Doc. 18549). Action May 27.

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, on request of 1400 Corp., postponed to June 24 further hearing, pending completion of review of records by requester party and consideration of stipulations to expedite closing of record (Docs. 16813-4). Action June 3.

Fines

■ KINY Juneau, Alaska—FCC notified of apparent liability forfeiture of \$500 for violation of rules including failure to have properly licensed operator in charge of trans. Action June 4.

■ KXO El Centro, Calif.—FCC notified of apparent liability forfeiture of \$1,500 for rule violations by failing to have trans. equipment inspected by person holding first-class radiotelephone operator license and by failing to employ first-class operator. Action May 28.

■ WISK Americus, Ga.—FCC notified of apparent liability forfeiture of \$500 for willful or repeated violation of rules including failure to keep maintenance log since Aug. 1966. Action June 4.

■ WMCW Harvard, Ill.—FCC notified of apparent forfeiture of \$500 for repeated violation of rules. Action May 28.

■ WRON Ronceverte, W.Va.—FCC notified of apparent liability forfeiture of \$500 for willful or repeated violation of rules including failure to have properly licensed operator on duty and in actual charge of trans. on various dates in June 1968. Action May 28.

Call letter application

■ KHFI Southwest Republic Corp., Austin, Tex. Requests KTAP.

Call letter actions

■ KIMO, Kerby Scott Productions, Hilo, Hawaii. Granted KHLO.

■ KGCL, Usher Broadcasting Co., East Prairie, Mo. Granted KYMO.

Designated for hearing

■ WWIT Canton, N.C.—FCC set oral argument for June 30 in license renewal proceeding. Action May 28.

New FM stations

Applications

■ Louisville, Ky.—Trinity Towers Corp. Seeks 103.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 537 South Third Street, Louisville 40202. Estimated construction cost \$6,500; first-year operating cost \$47,250; revenue \$50,000. Principals: Board of Trustees, nonprofit corporation. Colven B. Hill, chairman of board, et al. Ann. May 29.

■ Ferriday, La.—Miss-Lou Broadcasting Co. Seeks 93.5 mc, 3 kw. Ant. height above average terrain 149.75 ft. P.O. address: 917 South Fourth Street, Box 592, Ferriday 71334. Estimated construction cost \$4,500; first-year operating cost \$5,000; revenue \$5,000. Principals: George W. Wilson, sole owner. Mr. Wilson owns KFNW Ferriday, Ann. May 29.

■ Iuka, Miss.—Kelly S. Segars. Seeks 104.9 mc, 3 kw. Ant. height above average terrain 246 ft. P.O. address: 1413 West Quiltman, Iuka 38852. Estimated construction cost \$29,500; first-year operating cost \$20,000; revenue \$25,000. Principals: Kelly S. Segars, sole owner. Mr. Segars is physician and owns clinic in Iuka. Ann. May 29.

■ Salem, Mo.—Ozark Broadcasting Co. Seeks 95.9 mc, 3 kw. Ant. height above average terrain 172 ft. P.O. address: c/o Emery T. Caudill, RFD 3, Hartsville, Mo. 65667. Estimated construction cost \$40,930.59; first-year operating cost \$36,000; revenue \$36,000. Principals: Emery T. Caudill, president, Ray L. Massie Jr., vice president, Martin M. Hart, secretary, Dorman L. Steelman, treasurer, and Ray L. Massie Sr. (each 20%). Mr. Caudill is chief engineer for KLRs Mountain Grove, Mo. Messrs. Massie Sr. and Jr. own and manage, respectively, soft drink bottling company. Mr. Hart is physician. Mr. Steelman is attorney. Ann. May 29.

■ *Garden City, N.Y.—Adelphi University. Seeks 90.3 mc, 35 w. Ant. height above average terrain 90 ft. P.O. address: c/o Richard Drake, 64-20 Saunders Street, Rego Park, N.Y. 11374. Estimated construction cost \$13,996; first-year operating cost \$15,000; revenue none. Principals: Board of Trustees, Adelphi University. Wallace S. Girling, chairman of board, et al. Ann. May 29.

■ Middleton, Wis.—Hudson Broadcasting Corp. Seeks 106.3 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Daniel C. Palen, Box 4308, Brookwood Station, Madison, Wis. 53711. Estimated construction cost \$20,300; first-year operating cost \$25,000; revenue \$25,000. Principals: James A. McKenna Jr., sole owner. Mr. McKenna owns KQRS-AM-FM Golden Valley, Minn., WMAD Madison, Wis., votes all stock for WCMB-FM and 80% of WCMB both Harrisburg, Pa., 32% of WAWA-AM-FM West Allis, Wis., and is attorney. Ann. May 29.

Start authorized

■ KZYM-FM Cape Girardeau, Mo.—Authorized program operation on 102.9 mc, ERP 5.1 kw, U. ant. height above average terrain 105 ft. Action May 28.

Other actions

■ Review Board in San Francisco, FM proceeding, Doc. 18500, granted to extent indicated and denied in other respects motion to amend or clarify issues filed April 10 by Chronicle Broadcasting Co. Action June 3.

■ Review board in Waukegan, Ill., FM pro-

ceeding, Docs. 13292, 13940 and 17242, granted petition for extension of time filed May 29 by The News-Sun Broadcasting Co. Action June 2.

■ Review board in Ocean City, N.J., FM proceeding, Docs. 18408-09, denied petition to enlarge issues filed April 9 by Salt-Tee Radio Inc. Action June 2.

■ Review board in Palestine, Tex., FM proceeding, Docs. 18531-32, granted motion for extension of time to file opposition to motion to enlarge issues filed May 28 by Vista Broadcasting Co. Action May 29.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (John W. Schuler), FM proceeding, denied motion by Dearborn County Broadcasters to limit interrogatories (Docs. 18264-5). Action May 27.

■ Hearing Examiner Charles J. Frederick in Vero Beach, Fla. (Seaborn Rudolph Hubbard and Tropics Inc.), FM proceeding, ordered further hearing to commence June 4 (Docs. 18399-400). Action May 28.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc. and KAKE-TV and Radio Inc.), FM proceeding, set certain procedural dates and scheduled hearing for July 7 (Docs. 18515-6). Action May 26.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc. and KAKE-TV and Radio Inc.), FM proceeding, granted petition by Jaco Inc. for leave to amend application by including additional financial information (Docs. 18515-6). Action June 3.

■ Hearing Examiner Herbert Sharfman in Florida and Salem, both Illinois (Flora Broadcasting Co., Doyle Ray Flurry and Salem Broadcasting Co.), FM proceeding, granted petition by Flora Broadcasting and extended certain procedural dates: extended hearing to Aug. 25 (Docs. 18288-90). Action May 28.

■ Hearing Examiner James F. Tierney in Middleboro, Ky. (Cumberland Gap Broadcasting Co.), FM proceeding, set certain procedural dates and rescheduled evidential phase of hearing for July 17 (Doc. 18520). Action May 27.

Rulemaking petition

■ KTXR(FM) Springfield, Mo.—Requests rulemaking to delete ch. 285A and add ch. 261A at Willow Springs, Mo. Ann. May 29.

Call letter applications

■ Adams State College, Alamosa, Colo. Requests *KASF(FM).

■ Augusta College, Augusta, Ga. Requests *WACG-FM.

■ Arthur W. Cervi, Linesville, Pa. Requests WVCC(FM).

Call letter action

■ Murray State University, Murray, Ky. Granted *WKMS-FM.

Final actions

■ Broadcast Bureau granted CP's to replace expired permits for following: KBBI(FM) Los Angeles; WSEF-FM Seneca Falls, N. Y.; WIAL(FM) Eau Claire, Wis. Action May 27.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WSEA(FM) Georgetown, Del., to Aug. 1; WSLM-FM Salem, Ind., to Nov. 15; WLEX-FM Lexington, Ky., to Sept. 12; *WVSS(FM) Menomonie, Wis., to Nov. 1. Actions May 27.

■ Broadcast Bureau granted licenses covering changes for following: KCVF-FM Lodi, Calif.; KCBH(FM) Los Angeles; KPOL-FM Los Angeles; KSRF-FM Santa Monica, Calif.; KSJO-FM San Jose, Calif., specify type ant.; WKIS-FM Orlando, Fla.; WGVE(FM) Gary, Ind., specify type trans.; WVTs(FM) Terre Haute, Ind.; KCOB-FM Newton, Iowa; KICD-FM Spencer, Iowa; WHKK(FM) Erlanger, Ky.; WTOP(FM) Canton, Ohio; WDAS-FM Philadelphia; WFID(FM) Rio Piedras, P. R.; WBFB(FM) Rochester, N. Y., specify type trans.; KBPO(FM) Beaumont, Tex.; KLEF(FM) Houston; KNFM(FM) Midland, Tex.; KBLE-FM Seattle; WTMB-FM Tomah, Wis. Actions May 28.

■ Broadcast Bureau granted licenses covering following: KBRI-FM Brinkley, Ark. specify type trans.; KWYN-FM Wynne, Ark., specify type trans.; *KCHO(FM) Chico, Calif.; *KVHS(FM) Concord, Calif.; WTDL-FM Lake City, Fla., specify type trans.; KOYN-FM Billings, Mont., specify type trans.; KYSS-FM Missoula, Mont.; WBBY(FM) Westerville, Ohio, specify type trans.; *WMOT(FM) Murfreesboro, Tenn. Actions May 28.

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■ Broadcast Bureau granted licenses covering following new FM's: KPOC-FM Pocatonton, Ark.; KRCC-FM Council Bluffs, Iowa; KWFC(FM) Springfield, Mo.; WPAB-FM Ponce, P. R. Actions May 28.

■ Broadcast Bureau granted licenses covering following new FM's: KIND-FM Independence, Kan., specify type trans. and ant.; KSPV-FM Artesia, N. M.; KEEY(FM) St. Paul. Actions May 29.

■ KERN-FM Bakersfield, Calif.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Actions June 2.

■ KSRF(FM) Santa Monica, Calif.—Broadcast Bureau granted license covering use of former alternate-main trans. for auxiliary purpose only. Action May 28.

■ WCBY-FM Cheboygan, Mich.—Broadcast Bureau granted remote control. Action May 28.

■ WJON-FM St. Cloud, Minn. FCC denied application by WJON Broadcasting Co. for mod. of CP to change trans. site and facilities, and for waiver of rules (mileage separation requirements) which would permit acceptance of application. Action May 28.

■ WHBM(FM) Xenia, Ohio—Broadcast Bureau granted remote control. Action June 2.

■ WHUN-FM Huntingdon, Pa.—Broadcast Bureau granted license covering installation of new ant. Action May 28.

■ WPFL-FM Montrose, Pa.—Broadcast Bureau granted CP to install new circular polarized ant.; remote control permitted; conditions. Action May 22.

■ Farm and Home Broadcasting Co., Wellsboro, Pa.—Broadcast Bureau granted mod. of CP to change ant. trans. location of FM to off Route 660 on Tloga county commissioners fire tower, Delmar Township; change ant. and make changes in ant. system. ERP to 1 kw, ant. height to 480 ft.; remote control permitted. Action May 22.

■ KCHF-FM Sioux Falls, S. D.—Broadcast Bureau granted license covering new FM; specify studio and remote control location as 104 East 8th Street. Action May 28.

■ KBTC-FM Houston, Mo.—Broadcast Bureau granted CP to make changes in ant. system; ant. height to 300 ft.; condition. Action May 29.

■ WESR-FM Tasley, Va.—Broadcast Bureau granted remote control. Action June 2.

Other actions

■ WFMT(FM) Chicago—FCC reopened record on court-remanded application of Gale Broadcasting Co. for assignment of license to WGN Continental FM Co., and remanded proceeding to hearing examiner for further evidentiary hearing (Doc. 18417). Action June 4.

Action on motion

■ Hearing Examiner Forest L. McClenning in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp [KBUC-FM]), FM proceeding, ordered record reopened and scheduled oral argument for June 4; further ordered date for filing proposed findings of fact and conclusions of law extended to date to be agreed to following oral argument (Docs. 18238-9). Action May 28.

Fine

■ KEBE-FM Jacksonville, Tex.—FCC notified of apparent liability forfeiture of \$500 for willful or repeated violations of rules including failure to keep maintenance log since June 24, 1968. Action June 4.

Call letter application

■ WGSB-FM, Garden Spot Broadcasters, Ephrata, Pa. Requests WIOV(FM).

Call letter actions

■ WDEL-FM, Delmarva Broadcasting Co., Wilmington, Del. Granted WSTW(FM).

■ WGBS-FM, Storer Broadcasting Co., Miami. Granted WJHR(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-responding auxiliaries: WALL-AM-FM Middletown and WBBF-AM-FM Rochester, all New York; WCMC-AM-FM Wildwood, N. J.; WGVA Geneva, WHDL-AM-FM Olean, WKRT-AM-FM Cortland, WLIX Islip, WMMJ Lancaster, WNIA Cheektowaga, WSLB Ogdensburg, WTKO Ithaca, WWOL

Buffalo and WABC-FM New York, all New York; *WFMU(FM) East Orange, N. J.; WSYE-TV Elmira and WSyr-AM-FM-TV Syracuse, all New York. Action May 28.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-responding auxiliaries: KEX Portland, Ore.; KIDO Boise, Idaho; KOSI Aurora, Colo.; KVFM(FM) San Fernando, Calif.; WBBM-TV Chicago; WINF Manchester, Conn.; WJAB Westbrook, Me.; WKVT Brattleboro, Vt.; WKXL Concord and WMOU-AM-FM Berlin, all New Hampshire; KEGH Memphis, Tex. Action May 28.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K11BP Sheridan and Fort MacKenzie; K09GI and K07GG both Clarks Fork area of Yellowstone River and Sugarloaf Mountain area; K04DA and K05CB both South Fork Rural area of Shoshone River & North Fork Rural area of Shoshone River & Diamond Basin area; K04DB and K05CC both Rural Sunlight Basin area & Clarks Fork Canyon area; K06DJ Rural Wood River area and Rural Upper Greybull River area and Spring Creek area; K11GG and K13FX both Upper South Fork of Shoshone River and Valley; K10BL Bitter Creek area, Recluse area, Wildcat area and Spotted Horse area; K05AW Story, Banner, Lower Piney and Kerney; K12AD and K09AC both Sundance, Williams Divide, Inyan Kara and Carlisle; K12FH Superior; K09EL Ten Sleep; K09FY Rock River; K12CA Dutch Creek area, WYarno, Prairie Dog Creek area; K13FO Rural Wood River area and Rural Upper Greybull River area and Spring Creek area; K13FZ Jackson, all Wyoming. Action May 29.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K71AI, K79AC and K75AG all Evans-ton; K08AG Buffalo; K05AB and K12AE both Powell; K13BA Clearmont and Clear-creek area; K06AZ, K11BZ and K13CJ all Cody; K05DK Cora, Pinedale area, Daniel and Green River Beaver Ridge; K04DE Douglas; K04AF Dubois; K08EH Medicine Bow, Hanna, Elmore; K12FN Sheridan; K08FI and K12FE both Hartville and Sunrise; K11GI Jackson; K04AA Lovell; K09DI, K11DN and K13DH Little America, Lyman and Mt. View and Lontree; K12AC Lovell; K09BP and K12BP both Meeteetse; K05CE Orchard Ranch Limited; K07HC Sheridan; K08BI Osage; K04FC Lower Piney and Little Piney; K06AT Sheridan and Fort MacKenzie, all Wyoming. Action May 29.

Other actions, all services

■ Chief Broadcast Bureau, informed officials of three television and four radio networks that copies of station's full affiliation agreement with network, filed with commission after May 1, must be made available for public inspection at station at same time that it becomes available in commission's files. Action May 28.

■ FCC relieved of liabilities licensees of WNEP-TV Scranton, WBRE-TV Wilkes-Barre, both Pennsylvania, and WMUU Greenville, S. C. for broadcast of promotional advertisements apparently constituting lotteries. Commission assessed forfeitures of \$2,000 against WNEP-TV and WBRE-TV, and \$1,000 against WMUU. WNEP-TV is licensed to Taft Broadcasting Co., WBRE-TV to WBRE-TV Inc., and WMUU to Bob Jones University. Greenville. Action May 28.

■ Broadcast Bureau granted licenses covering changes for following: KBRI Brinkley, Ark.; KWNW Wynne, Ark.; WKIC-FM Hazard, Ky., specify type ant.; *WGTS-FM Takoma Park, Md.; KMHL-FM Marshall, Minn.; *WICB(FM) Ithaca, N. Y.; WCLW-FM Mansfield, Ohio; WCAU-FM Philadelphia. Actions May 29.

■ Metromedia Inc., Washington—Broadcast Bureau granted authority to transmit new and public affairs broadcasts by wireline to CFUN, Vancouver, B. C. and various Canadian stations. Action June 2.

■ FCC censured licensees of WTHE Mineola, N. Y., and *WFUV(FM) New York, for permitting plugs for polka party dances on their facilities. Licensee is Bursam Communications Corp. *WFUV(FM) is licensed to Fordham University. Bursam Communications also notified of apparent liability forfeiture of \$5,000 for technical violations including failure to paint ant. towers to provide good visibility; failure to notify FCC immediately that station was operating at 10% below licensed power; failure to indicate checks of ant. lights in operating logs and inadequate visibility of trans. indicating instruments to announcers-operators. Action May 28.

Translator actions

■ Midnight Sun Broadcasters Inc., Palmer, Alaska—Broadcast Bureau granted CP for new VHF translator to serve Palmer on ch. 9 by rebroadcasting KENI-TV Anchorage. Action May 21.

■ Alpine Community TV, Alpine, Ariz.—Broadcast Bureau granted CP for new VHF translator to serve Alpine on ch. 7 by rebroadcasting KGUN-TV Tucson. Action May 21.

■ Central Coast Broadcasters Inc., Solvang, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Solvang on ch. 10 by rebroadcasting KCOY-TV Santa Maria. Action May 21.

■ K08EY Walden, Rand, Coalmont and Cowdrey, all Colorado—Broadcast Bureau granted CP to change trans. Action May 26.

■ K13BC Circle and Brockway, both Montana—Broadcast Bureau granted CP to change type trans. and make changes in ant. system. Action May 26.

■ K06AV and K13FP both Wolf Point, Mont.—Broadcast Bureau granted assignment of licenses of VHF translators to Wolf Point T. V. District, Trustees of District: Morris L. Wright, chairman. Action May 29.

■ FCC granted application by Circle L, Inc. for CP for new 1-w. VHF translator to serve Carson City, Nev., by rebroadcasting KCRL-TV on ch. 10 in accordance with specifications to be issued. Circle L is licensee of KCRL-TV Reno. In same action commission denied objections to application by Ormsby County School District, Carson City and State of Nevada Educational Communications Commission. Actions May 28.

■ K02FJ Overton, Nev.—Broadcast Bureau granted mod. of CP to change type trans. Action May 26.

■ Marsh Media Ltd., Clovis, N. M.—FCC waived rules and granted CP for new 10-w VHF translator at Clovis, N. M. Translator will rebroadcast KVJL-TV Amarillo, Tex. on ch. 6. Action June 4.

■ Ramah Television Association, Ramah, N. M.—Broadcast Bureau granted CP's for new VHF translators to serve Ramah on ch. 11 by rebroadcasting KOB-TV Albuquerque, and ch. 9 by rebroadcasting KOAT-TV Albuquerque. Action May 22.

■ Board of Cooperative Educational Services, Second Supervisory District of Green, Del., Schomarie and Osego Counties, Davenport, N. Y.—Broadcast Bureau granted CP for new VHF translator to serve South Worcester, Davenport and Davenport Center, all N. Y., on ch. 4 by rebroadcasting WMHT-TV Schenectady, WCNV-TV Syracuse and WNDT-TV Newark, N. J. Action May 26.

■ County Wide TV Inc., Riley, Ore.—Broadcast Bureau granted CP for new VHF translator to serve Riley on ch. 6 by rebroadcasting KTVB-TV Boise, Idaho. Action May 22.

■ K13AB Kadoka, S. D.—Broadcast Bureau granted CP to make changes in ant. system. Action May 26.

■ FCC granted applications of J. R. Karban for renewal of licenses of W73AD, W71AC, W76AB, W80AC, W78AE and W82AH all Rhinelander, Wis. Action May 28.

CATV

Final actions

■ FCC granted waiver of hearing requirement of rules to allow Leesburg Cablevision Inc. to carry three distant signals in Fruitland Park, Fla. Action deferred on request to carry same signals on Leesburg, Fla., part of system; service proposed is not consistent with interim proposed procedures. Requested are WJKS-TV Jacksonville, WSUN-TV and WTOG both St. Petersburg, all Florida. Action May 28.

■ FCC ordered General Telephone Co. of Illinois and GT&E Communications Inc., its wholly owned subsidiary, not to begin operation of any CATV distribution facilities in Bloomington or Normal, Ill., until a cease and desist hearing has been resolved or a certificate of convenience and necessity has been issued permitting construction to proceed (Doc. 18538). Action May 28.

■ FCC granted GT&E Communications Inc., CATV operator at Angola, Ind., authority to carry distant signals of WDHO-TV Toledo, Ohio, and WKBD-TV Detroit. Action May 28.

■ FCC granted request by Dubuque TV-FM Cable Co., division of H & D Commu-

(Continued on page 81)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—\$4.00 minimum. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

RADIO

Help Wanted—Management

Need young aggressive salesman who wants to manage. Small market midwest. Salary plus stock to right man. Full details 1st letter. Reply Box F-37, BROADCASTING.

Wanted: General sales manager, thorough knowledge of sales, recruiting and training. The man we select as our general sales manager, will be expected to train a sales manager so that he can move into the general manager's position. The man that is selected will have equity in our station within a year's time. Please send complete resume, and recent photograph, plus salary requirements. Box F-108, BROADCASTING.

Selling sales manager for sales-oriented ethnic station in major southern market. Must be able to direct and motivate staff as well as lead in personal sales. Excellent opportunity with growing company undergoing reorganization. Income directly related to personal and departmental productivity. Send complete resume with income information to Box F-120, BROADCASTING.

Ideal opportunity for the right experienced radio manager or sales manager. \$12,000 plus. Hawaii. Must have some familiarity with Japanese. Write Box F-126, BROADCASTING. All replies confidential.

Operations manager to assume complete responsibility for Negro-oriented radio station in large southern city. Must have full knowledge of FCC regulations and employ, motivate and direct top staff of community minded DJ's. Salary commensurate with ability. Mail complete personal and work history with income requirements to Box F-149, BROADCASTING.

Assistant manager-sales manager high rated station. Lucrative market, excellent billings, new studio and offices. Good salary plus performance bonus. Box F-155, BROADCASTING.

Salesman-manager or salesman-announcer. New Mexico country daytime, emphasizing good community service and uplift. Opportunity to build station's and your income. Stock options to right man. Write: 5 Crestway, Silver City, N.M.

Sales

Successful, pro salesman, preferably RAB trained, salary, bonuses. Ideal climate, ideal working conditions. Box E-96, BROADCASTING.

Wanted: Sales manager for small market station in North Carolina. Station covers large metro market. Good potential for someone who wants to make money. Please send complete details. Box F-2, BROADCASTING.

Lost—One top announcer-salesman to agency. Find—One replacement . . . Fast . . . group owned . . . Permanent future for right man. Southeast. Box F-9, BROADCASTING.

Unusual opportunity to combine sales and news as manager of long established auxiliary studio. Base plus 20% on both existing and new business: beginning guarantee. If you can sell you'll earn in excess of \$8,000 the first year and over \$10,000 the second. Midwest. Send resume, photo, tape. Box F-47, BROADCASTING.

Major group broadcaster now accepting applications for account executive in major Florida market. Consideration will be given to applicants who want to advance from small and medium markets as well as those already in large markets. Must be future management material. Brief background letter sufficient for initial reply. Box F-81, BROADCASTING.

We're on the move. We need a pro-salesman, creative, and willing to work to help us keep growing. Excellent incentive plan. Rockies. References required. Box F-140, BROADCASTING.

Wanted: experienced combination salesman, sport's announcer, manager, small station. Send resume, KDEW Radio, Box 326, Dewitt, Arkansas 72042.

Sales—continued

Experienced, creative salesman to take established account list and expand. Excellent opportunity. Top rated station in Wyoming. KVOC, Box 2090, Casper, Wyoming 82601.

Excellent opportunity for experienced radio salesman. Liberal commission plus opportunity for % of new station which we will buy within next 15 months. Contact: Gene Newman-Owner, WHRT, Hartselle, Alabama 35640.

Salesman—experienced to be groomed for sales manager position. Salary plus commission. No collect calls. WTRA Radio, Latrobe, Pa. Contact Mr. Stan Wall.

Broadcast sales engineer—CCA Electronics is expanding—Additional sales personnel are needed to cover active leads—Sales territories have been re-adjusted—Two areas are now open for aggressive representatives. The first covers Ohio and West Virginia; The second Nebraska, South Dakota, North Dakota, Minnesota and Iowa. We require experienced equipment salesman or station managers with a following in these areas. Advance against commission with realistic anticipated income of \$25,000.00. Mail complete resume to: CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey 08030.

Salesman—Hartford, Connecticut . . . If you're the kind of guy . . . Willing to pound the streets daily, you'll make \$20,000 plus, within a year . . . opportunity to move into management. We are a young group, presently owning three stations, and looking for a fourth. Must be close enough for interview. Call Mike Schwartz, 413-525-4141.

Announcers

First Class License. Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Young, progressive management in southern market needs adult top 40 dj who can read news and do production. Some experience required. Salary dependent upon ability. Send tape and resume. All inquiries will be answered. Box F-12, BROADCASTING.

Announcer-newsman with mature voice, at least three years experience. Salary range: \$7300-\$8800. MOR, community-minded station in suburban Cleveland, Ohio. Box F-28, BROADCASTING.

"Soul" personality, first phone, for only ethnic station in Hartford. If you can deliver news, air-sell, you have it made! Rush tape & details to Box F-33, BROADCASTING.

Downstate Illinois; Afternoons, 3-4 nights. Must be experienced, versatile. Tape, resume photo. Box F-41, BROADCASTING.

Experienced morning man—ready for a 2,000,000 plus market. Long Island's top rated station has immediate opening. Send tape and resume in complete confidence. Box F-89, BROADCASTING.

Good opportunity for board man strong in production . . . 10,000 watt station . . . medium market. Rush tape, photo, resume. Box F-97, BROADCASTING.

Experienced announcer for 5kw adult operation. Immediate opening in medium market in Penna. No maintenance or sales. Permanent position and fringe benefits. Box F-115, BROADCASTING.

Need bright morning personality jock for midwest group station. Contemporary format, good money for the right man. Send tape, resume soonest to KEWI, Topeka, Kansas 66603.

Immediate opening for qualified 1st phone engineer-announcer. Send tape and resume to KJET, Box 6067, Beaumont, Texas 77705.

Wisconsin AM/FM in Milwaukee metro area. FM combo. Bass voice. Adult music appreciation. Board knowledge. Beginner okay. Mr. Kraychee, WBKV/FM, West Bend.

Wanted—Part time announcer. Third phone. 24 hours week. Send tape resume, WBME, Belfast, Maine. Summer or permanent. Telephone 207-338-2277.

Announcers—continued

Immediate opening for top 40 announcer all night show. Send tape and resume: WCV5, 3055 S. 4th Street, Springfield, Ill.

Wisconsin light contemporary 5kw clear channel needs first phone announcer. No maintenance. Modern facility. Air check, resume to Tom Karavakis, WDUX, Waupaca, Wisconsin or call 715-258-5528.

Lively, warm A.M. traffic man needed—new top-40 oldies format . . . 1st phone helpful. Call Jack Alix, WEEL, Fairfax, Va. 703-273-4000.

Sports and news—Experienced play-by-play basketball and football announcer that can double in news department. A Utopia for an ambitious go getter. Hurry—Mail tape and qualifications to Bill Lipman, WLIP, Kenosha, Wisconsin.

Experienced and versatile announcer needed immediately. Good pay with fringe benefits. Opportunity for advancement in progressive organization. Resume and tape to Art Martin, WMRN, Box 518, Marion, Ohio.

Sports-conscious, old established Kentucky radio station needs good play-by-play man who can double in local news and/or as announcer-operator. Third-class endorsed license required. Send tape, resume, references and salary requirement. Prefer one from Kentucky or nearby state. Write or phone Hugh Potter, WOMI, P.O. Box 1330 (Phone 502-683-1558) Owensboro, Kentucky.

Need experienced morning man with strong production ability. MOR format with heavy news and play-by-play. Opportunity for advancement in programming or sales. Tape and resume to Rod Wolf, WRTA, Altoona, Pa.

WSPR—Springfield, Mass. has opening August 3 for utility man for both MOR music and news shift. Must have two years experience. \$125 to start. Send tape, news writing samples and resume to Budd Clain. Program director, WSPR, Springfield, Massachusetts 01103.

Excellent opportunity for experienced announcer, one hundred miles from New York City or write S. Lubin, WVOS, Liberty, New York.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. CGW 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.

First phone combo, no maintenance, world's best climate. Most compatible staff Florida Gold Coast. Full time net work. All fringe benefits and a great place to work. Call 1-305-276-5503 for manager.

Wanted: First phone announcer wanting to join top flight MOR station. Send tape, resume, picture to Box 770, Chickasha, Oklahoma or call Jack Brewer at 405-224-2890.

Wanted: First phone announcer wanting to join top flight MOR station. Perfect job for man wanting to attend college. Send tape, resume, picture to Box 770, Chickasha, Okla. or call Jack Brewer, area code 405-224-2890.

Young experienced DJ with third for leading top 40 station in beautiful Grand Junction, Colorado. Call Don Bittle 303-243-1230.

Wanted . . . Comboman. 1st ticket . . . air work, maintenance capability. 500 watt daytime, two-tower. Good living area for family, Milford, Delaware. Paid vacations, paid Blue Cross. Recommendations required. Call 302-422-7575. Ask for Mr. Draper.

Technical

Chief Engineer wanted for northeast 1kw AM operation. If you're a competent engineer, tired of filling in as an announcer, salesman or janitor, and would be happier with full time repair and maintenance, contact Box E-184, BROADCASTING.

Technical—continued

Quincy, Illinois—opening—Beautiful mid-west city 125 miles north of St. Louis, Mo. on the Mississippi River. Staff engineer and engineer for summer vacation relief 1st phone. Write, wire, phone Jim Martens, WGEM-AM-FM-TV, Hotel Quincy, Quincy, Illinois. 62301. Phone AC-217-222-6840.

Immediate opening . . . first phone. Resort area in northern Michigan. Beginner considered, opportunity for advancement. Rush tape, resume and salary expected to: WHGR, Box A, Houghton Lake, Michigan 48629, or call Norm Pike at 517-366-5364.

Wanted: Chief engineer for AM-FM-SCA. Send complete information plus salary requirements in first letter to Lynwood J. Judkins, WMVA, Box 831, Martinsville, Virginia 24112.

First class engineer. Do you enjoy outdoor sports, hunting, fishing, camping? This is the place for you. New Radio-TV center under construction. Operation, maintenance, transmitter. Glenn Hall, WWNW, Box 211, Watertown, New York.

Needed immediately . . . first phone engineer capable of maintaining AM & FM transmitter and studio gear and installation and maintenance of background music service. Send complete resume to Gene Rader, Director of Engineering, P.O. Box 910, Roswell, N.M.

Engineers strong in electronics theory and math needed as instructors by accredited correspondence school. Fulltime positions. Good pay. Excellent climate. Send resume and letter about yourself. Grantham School of Engineering, 1505 N. Western Ave., Hollywood, California 90027.

Will train conscientious 1st phone operator under qualified chief engineer. New 10kw AM and 6kw FM equipment. Basic 5 day week. Company benefits and future opportunity. Send resume to: Randolph Barrett, P.O. Box 1031, New London, Conn. 06320.

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.

News director—challenging, rewarding, opportunity, top-rated, heavy news, 3 man staff, mid-west group. Box F-58, BROADCASTING

Looking for a challenge? News director needed to organize brand-new station's coverage, from making contact to writing "Specials". Get in on the ground floor of a professional operation. Write Box F-139, BROADCASTING.

Excellent opportunity—Immediate opening for newsmen. Send tape, resume and picture air mail to KEWI, 700 Kansas, Topeka, Kansas 66603.

Director of news and public affairs at top-rated medium market station. We need broadcast professional who can operate news department committed to complete in-depth local news coverage. Opportunity for creating news specials and conducting daily prime-time public affairs interview program. Two major newscasts daily over radio and CATV system. Salary open. Send resume, pic, air check, references to Andy Hilger, WJON, St. Cloud, Minn.

Aggressive news director. A pro to dig, write, deliver. Top notch station where the news is important. Extra income possible from play-by-play sports. Send resume, tape, photo to Hayward Talley, WSMI, Litchfield, Illinois 62056.

Programing, Production, Others

Needed, take charge program director for southeastern Michigan 24 hours a day highly commercial AM station. Network affiliate. Schafer automation. Excellent fringe benefits. Salary open. Box E-213, BROADCASTING.

Artist-Midwest net-work VHS layout, hand letter, hot press, all color. Some print and design and resume and salary requirements. Box F-34, BROADCASTING.

Program director, 4 hour early morn shift, 24 hour operation, top 40 format. Start \$125 week. Reply: Monte Hale, WGNB, P.O. Box 762, Murfreesboro, Tennessee.

Woman broadcaster needed for syndication of women's program. Relocation not necessary. Resume, picture, tape to Jolly Roger Productions, Box 356, Salem, Ohio 44460.

Situations Wanted Management

General manager—twenty years experience, proven record. Prefer major market but will consider other, salary open. Box E-201, BROADCASTING.

Management—continued

Management opportunity wanted by well seasoned, hard working pd, who has long provided elements essential to attain top ratings and sales success! Experience over 12 years—all phases. Contemporary-MOR programming specialist. Number one ratings as drive-time air personality, too! Central New York area preferred, but others considered. Box F-14, BROADCASTING.

General manager—Experienced all phases. Excellent reputation & references. Strong on sales-programing—administration. Prefer midwest. Box F-43, BROADCASTING.

Absentee owner . . . Need a good general manager to protect your investment? I can do the job for you. Fully qualified all phases—particularly sales. Midwest only. Box F-44, BROADCASTING.

Twenty years experience with a winning combination . . . Radio DJ, newscaster, personality, sales manager (50,000 watt station) and country music (as a promoter). Able to take your present format—change it to country—and start showing a profit. Presently situated in Nashville, Tennessee and interested in management with profit sharing incentive or possible future ownership. Young (42)—married (18 years)—excellent references. Prefer northeast but will consider any market up to 250,000. Honest, sober and sincere. Box F-93, BROADCASTING.

Looking for man to run your chain of stations? I'm well experienced in all phases. Stable, hard working—a real credit to Broadcasting. Box F-98, BROADCASTING.

Top 20 market owners, stop losing money with your FM! Many years experience with one of nation's \$1,000,000 stations. Can do same for you! Write, I'll call you. Box F-107, BROADCASTING.

Young broadcast manager seeks greater opportunity. Plan, organize and control is my formula—results are the natural fallout. Sales, promotion and programming oriented, with successful track record. Highly dependable, community minded family man can provide excellent references. Midwest area only. Box F-135, BROADCASTING.

Professional broadcaster seeks management in small-medium southern market. Fully qualified. Diversified experience. Strong in sales knowhow, administrative ability, programming. Excellent references. Prefer mid-south. Box F-143, BROADCASTING.

30 years experience all phases broadcasting. First phone. Management, production, news, programs, you name it. \$200 week minimum. Jack McCormack, WCAI, Ft. Myers, Florida. Available immediately.

Announcers

DJ, tight board, production, solid news, 3rd phone. Box E-140, BROADCASTING.

I'm 22, draft exempt and ready for your staff. Any format. Currently employed east coast, will work anywhere. Get my tape and resume. Box F-52, BROADCASTING.

Available immediately: Broadcasting school grad. Beginner. Will relocate. C&W, MOR preferred, also news reporting. 3rd endorsed. Box F-59, BROADCASTING.

Experienced dj-announcer newscaster—3rd endorsed. Tight board, good production; available immediately. Box F-66, BROADCASTING.

Talented top forty program director. Box F-77, BROADCASTING.

Super heavyweight. Now available, experienced, third, contact: Shannon—201-337-6578 or Box F-82, BROADCASTING.

Versatile, 1st phone announcer with solid background in play-by-play, news, production, and air work wants to join a good metro operation. Box F-83, BROADCASTING.

Married, draft exempt, announcer—3rd wants to relocate and move up. Box F-87, BROADCASTING.

Announcer/sales position wanted. Broadcasting school graduate. Trained in all phases of broadcasting. Third phone endorsement. Ambitious and reliable. Willing to travel and relocate. Box F-90, BROADCASTING.

Articulate, communicative ability. Top 40 jock—No. 1 afternoon drive—top 15 market. Have personality. Professional production plus 1st phone. Ready to majors only. 13 year minimum. Box F-91, BROADCASTING.

DJ, 3rd. 8 years Calif. desires permanent position. Pleasant sound, MOR. Box F-92, BROADCASTING.

Announcers—continued

Soul jock, experience, service completed, tight board, NYSAS graduate, 3rd endorsed. Relocate anywhere. Box F-94, BROADCASTING.

DJ looking for my first break in broadcasting. Soul jock, recent graduate, all phases, will relocate. 3rd phone. Box F-99, BROADCASTING.

Major markets! Are you looking for a "personality" not just a jock, and a top production man with ideas? I'm looking for a top paying position. 9 years experience, 27 and married. Best references. \$10,000 minimum. Box F-100, BROADCASTING.

Swinging country program director. Box F-102, BROADCASTING.

Radio personality interested in all night MOR or contemporary format. Have two years experience. Box F-105, BROADCASTING.

Have ticket will travel!—Prefer Wisconsin. Combo man, 2 years experience, married, veteran, dependable—Good too! Box F-110, BROADCASTING.

Recent broadcast school graduate. Extensive knowledge of music. Dependable—versatile announcer. Draft exempt. 3rd endorsed. New England area. Box F-114, BROADCASTING.

Military completed—3rd phone dj seeks creative position. Good voice—production. Box F-118, BROADCASTING.

Currently employed FM staff announcer (with excellent knowledge of good music) in large midwestern market seeks position at wall-to-wall or MOR station, AM or FM, non-personality. Prefer east or midwest but will relocate anywhere. Minimum \$155. Box F-124, BROADCASTING.

DJ—newscaster, mature voice. School graduate beginner, tight board, draft deferred, 3rd endorsed, will travel. Box F-127, BROADCASTING.

Dependable DJ/newsmen. Tight board, third endorsed. Relocate. Box F-128, BROADCASTING.

DJ—newscaster; college degree, third endorsed, experienced, tight board, creative, dependable, authoritative newscasting. Box F-131, BROADCASTING.

Beginner: Steady hard worker. Travel anywhere. 3rd endorsed. Box F-132, BROADCASTING.

Married, 12 yrs. announcer, 3½ yrs. college TV experience, experienced automation, military complete, \$190 minimum. Reply Box F-133, BROADCASTING.

Criminal assault! That's what housewives try to do to me when they get terribly turned on by my smooth talk and music. 20 years has taught me how to leave 'em panting for products, screaming for services, grabbing for goods. Want to get in on the big turn-on? Want a writer who can produce copy as arresting as the ad you're reading right now? Box F-138, BROADCASTING. P.S. My wife and four kids don't mind the women. They like money.

Top rated morning drive show—250,000 midwest market—desires more urban environment on either coast. Box F-144, BROADCASTING.

Announcer-DJ top 40, first phone, married, draft exempt. Desires major market, but all replies considered. Box F-153, BROADCASTING.

New top-40 personality jock with broadcasting school, college, 3rd endorsed, and loads of intelligence, creativity, and talent which turns out a sharp sound that appeals to teens and adults. In my early 20's. I'm married with a son and looking for a start at a medium or small market station that we will relocate anywhere in the country for. Tape and resume. Box F-154, BROADCASTING.

First phone—Broadcast school graduate. Stable, married, military completed. Lloyd Smith, 748 Ash, San Diego, Calif. 92101. 714-274-8069.

Music is my bag. Rock, MOR, whatever. Experienced, smooth, family. Airman or PD. Ohio, Michigan, Indiana. Personal interview preferred. Call after 6 p.m., Mansfield, Ohio, 419-525-0747, Quick.

Super worker: Looking for the best—a station I would be proud to work for. 2 years experience, college grad, good production. Call or write: Tom Curtis, 313-263-7656, Adrian, Michigan.

Top 40 jock with "the" top professional reference, seeks medium or major market. Aircheck, good and tight. Arty Simon (212) JA 3-6562.

Experienced first phone desires permanent job. Paul Bowden, Box 1011, Lake Placid, Fla. 33852.

Situations Wanted

Announcers—continued

Presently employed, first phone announcer available for employment. Call 914-452-2838 or write James R. Taylor, 319 Dutchess Turnpike, Poughkeepsie, New York 12603.

Experience, 1st, 25, married: June return to today's sound. Good news, copy, production. Prefer central midwest—N.E., American contemporary. 715-424-2163 mornings, evenings.

Prime time airman—program director with first phone. Full charge experience, including traffic, crack copy and production. 216-998-3438. A motivational-minded pro.

Part-time—Experienced dj available weekends—eastern Wisconsin. 414-922-9836.

Young, draft exempt, Broadcasting school graduate looking for first job in radio or television. Will send tape and resume. Robert Hackel, 9617 Brandt, Oak Lawn, Illinois 60453. 312-424-5141.

Recent college grad., B.A. in Mass Communications, 3rd endorsed, married, seeking position in eastern Pa. Experience in announcing and news. No draft. Call 215-323-3624.

First phone announcer now doing Washington, D.C. morning drive is prompted by format change to seek good MOR operation. Working two weeks notice now. Excellent references. Family, college, wife teaches. Want east coast. Market size not important. Stability a must. Call Art Simmons, 703-273-4000, or 919-338-8052.

Technical

More than 30 years progressive experience in AM/FM, 22 years as chief. After 17 years of 24 hour 7 day responsibility desire change to 40 hour week. Box F-78, BROADCASTING.

Chief engineer—experienced—AM/FM, construction, maintenance—directionals. Proof. Box F-80, BROADCASTING.

Experienced—transmitter VTR, Audio, Video, Marti, Collins, Camera. Box F-95, BROADCASTING

Attention: Maine, N.H., Vt. Can live on far less than present salary as chief in major market. Box F-109, BROADCASTING.

Chief engineer for general maintenance, \$160. Prefer beachside. Box F-137, BROADCASTING.

21 year old first phone with two years tight board experience seeks control operation and recording engineering position with Drake, personality top-40, or contemporary MOR northeast station. (No maintenance). Box F-150, BROADCASTING.

Like to sound a little better? 30 years experience, transmitters, directionals, studios. Available to your station August 1. Cene Bunker, Star Route 36, Havre, Montana. 406-265-2636.

NEWS

Experienced sports director—newsmen, football, basketball, interviewer, 30. Box F-112, BROADCASTING.

Pittsburgh area station—A hard-driving, young, married newsmen seeks position with both reporting and air work. Three years experience in radio, newspaper, and some ETV. Box F-121, BROADCASTING.

Experienced newsmen. Authoritative delivery, 3rd ticket; veteran, married; prefer MOR format, midwest, southwest. c/o Walt Harris, 108 Stratford, Mt. Prospect, Ill., phone 312-437-0582.

Programing, Production, Others

Copywriter, broadcast school graduate. MOR operation. 203-658-6196 or Box F-117, BROADCASTING.

Sell more by having more to sell . . . A southern gentleman offers something new, refreshingly different in programing. Metropolitan south only. There's never been anything like it! Box F-146, BROADCASTING.

Sportscaster—play-by-play—Recent graduate. Requires large market and top pay—1st ticket. Write Theodore Starr, 4213 Lonnie St., Oceanside, Calif. 92054 or call 714-724-4663 after 5 PM.

Philadelphia, program director available. Top rated A.R.B. 215-324-4125.

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.

TELEVISION—Help Wanted

Management—(cont'd)

Network-owned station in Midwestern major market seeking Public Affairs Manager. Expected to manage department, maintain community relations, create and produce public affairs series. Must know budgets and assist on License work. Ability to write copy and repertorial narrative is helpful but not requirement. Prior broadcast experience and salary requirements should be stated in reply. An equal opportunity employer. Box E-266, BROADCASTING.

Midwest sales manager. We need a knowledgeable broadcast executive who can effectively represent our consulting service to midwest TV and radio station owners. This opening is in the territory that includes Illinois, Wisconsin, Indiana and Michigan and travel would be required 2 days per week. Our services include "Executive Search" and recruitment of air talent, acquisition of broadcast properties for clients, and evaluation of station personnel. Qualifications must include proven record as salesman, substantial interest in every phase of station operation, and ability in problem solving. Candidates should possess a college degree and have a strong desire to become a leader in the broadcast industry. Base salary of \$18,000 plus liberal commission arrangement. Total earnings will exceed \$25,000 first year. Stock options available for right man. Call Ron Curtis, President, Nationwide Management Consultants: 312-337-5318.

Sales

Major group station in nation's 13th largest city has immediate opening for hard working salesman. Write local sales manager, WOAI-TV, Box 2641, San Antonio, Texas. An equal opportunity employer.

Announcers

Experienced television announcer for commercials and some news, weather and sports. Excellent pay for right man. Send VTR or SOF with resume to this top-100 midwest television station. Box F-42, BROADCASTING.

Join the McLendon station team. An immediate opening has been created for a television announcer—personality at KCND-TV, Pembina, North Dakota. Top wages, working conditions and fringe benefits. Contact R. Vincent—Manager—701-825-6292, Pembina, or, send tape, picture and resume. KCND is an equal opportunity employer.

Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Immediate opening for right man in number two engineering slot. TV serving large Southern market, member of progressive group. Applicant must have desire to be chief, along with strong background, both technical and administration. Excellent salary and fringe benefits. Send resume and references to Box E-218, BROADCASTING.

First class staff engineer wanted for operations & light maintenance . . . excellent color station, great midwestern city, union scale, two weeks paid vacation after one year . . . other benefits. Send complete resume to Box F-86, BROADCASTING.

Immediate opening for a TV engineer. First class radio telephone operators license required. Experience desirable but not necessary. Send complete resume to Box F-88, BROADCASTING.

Experienced maintenance man for maintenance and operation of two TR-70 tape machines. Wm. C. Grove, KFBC-TV, 307-634-4461.

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. 712-1122.

Immediate opening—Engineer with first phone, experienced in switching, projection, and general control room-transmitter operation. Maintenance experience not required but helpful. Write or phone Phil Witt, Chief Engineer, WCOV-TV, P.O. Box 2505, Montgomery, Alabama 36105.

Quincy, Illinois—opening—Beautiful mid-west city 125 miles north of St. Louis, Mo. on the Mississippi River. Staff engineer and engineer for summer vacation relief 1st phone. Write, wire, phone Jim Martens, WGEM-AM-FM-TV, Hotel Quincy, Quincy, Illinois. 62301. Phone AC-217-222-6840.

NEWS

Anchor man for news oriented midwest station. Excellent opportunity for dedicated journalist with authoritative air personality. Box F-85, BROADCASTING.

Newsmen to serve as Capital city correspondent for group station. Duties will include covering state offices, local police beat, on-air reports. Photography experience helpful. Will consider radio newsmen ready to move into TV. Complete resume but no tapes at this time. Box F-101, BROADCASTING.

Newsmen—Need one man to anchor Monday thru Friday newscast and another to handle weekend plus special reports. You'll gather, write, shoot film and do on the air work at midwest VHF in medium market. Will consider radio newsmen with good delivery eager to learn TV, send photo, resume and current salary to Box F-111, BROADCASTING.

News director for midwest VHF in medium market. Need man who is sharp on the air and can effectively administer dept. If you are an energetic newsmen who knows how to make it wiggle, send photo, resume and current salary to Box F-147, BROADCASTING.

TV performer, writer, reporter needed soon by top 10, midwest market station. Must be strong anchorman. Position will be filled this month so send VTR and resume immediately. Box F-148, BROADCASTING.

TV Newsmen for top-rated Washington Post-Newsweek Station, Florida. Good at reporting, writing, on-air. Contact Bill Grove, WIXT-TV, Broadcast House, Jacksonville, Florida 32207. An equal opportunity employer (M/F)

Programing, Production, Others

Major market station wants creative cameraman—editor for TV commercial unit. Only those with commercial film production experience need apply Box D-170, BROADCASTING.

Program director for major southern CBS affiliate. Top ratings and top facilities. We are looking for a man with creative ideas who is in tune with the young generation and knows contemporary graphics. Our candidate is probably now a production manager or executive producer ready for the move up to program director. This is the right opportunity. Creative atmosphere, progressive company, bright future and good salary for the right man. An equal opportunity employer. Box F-51, BROADCASTING.

Sports personality for leading midwestern operation to do daily sports program for television and Big Ten play-by-play for radio. The man we're looking for has sports know-how, on-air ability and aggressive interest. Send complete background and salary requirement to Box F-116, BROADCASTING.

Experienced, creative, imaginative director for midwest, medium size market. Will assume some producing functions with potential of moving up to production manager. Immediate opening, will pay top dollar for right person. Include full resume with first reply. Box F-156, BROADCASTING.

TELEVISION

Situation Wanted Management

Experienced general manager desires larger challenge. Twenty years broadcast experience. In the past four years I directed a medium market station to top rating in the country and new billing record. Married, 40, four years college. Box F-54, BROADCASTING.

General manager—National sales manager for medium to large market or group. Thoroughly experienced all phases: station ownership, development, management, sales management—sales (national and local), programing, film-buying, production, promotion and network announcing—hosting—news-casting. Leader in industry. Leader in community affairs. 15 years in television; 13 prior years in radio. Total experience, 28 years since 1940. Age-44. Nationally recognized as successful administrator—troubleshooter—developer. A professional, quality, aggressive competitor. Accustomed to much responsibility. Specialist in developing troubled and new properties and substantially increased profits. Selling my station soon. Seeking another challenging group or large station to manage and develop. Box F-104, BROADCASTING.

Financial management—Aggressive, young Business Manager of major market operation, desires a corporate level position with group broadcaster. Degree—CPA with extensive public accounting experience with a national firm. Resume and salary requirements upon request. Box F-119, BROADCASTING.

Technical

First phone—desires position as switcher, studio operator, announcer. Experienced. Prefer east. Box F-54, BROADCASTING.

UHF chief presently with turkey desires position in University complex. Experienced in AM, FM, stereo, UHF-TV and automation. Reply Box F-125, BROADCASTING.

Experienced TV engineer. 4 years TV—15 years electronics. Midwest area. Box 115, Hiawatha, Iowa 52233.

News

Murrow-trained former CBS 3rd market newsmen and supervisor seeks news directorship. Currently anchorman major chain. Will consider doubling in right market. Box F-48, BROADCASTING.

News-documentary writer/producer. Three years major market background. Strong writing ability. Box F-60, BROADCASTING.

Reporter-cameraman wants Vietnam assignment. New Arriflex-Nagra equipment. Box F-103, BROADCASTING.

Number two man, small market station, looking for permanent relocation larger market. Good digger, handle assignment desk, report, write, read, shoot film. Box F-113, BROADCASTING.

Pittsburgh area stations—A hard driving, married newsmen seeks position with both reporting and air work. Three years experience in radio, newspaper, and some ETV. Box F-122, BROADCASTING.

Veteran pro returning to air work. Thoroughly qualified all phases news and sports. Box F-142, BROADCASTING.

Programing, Production, Others

New station? Experienced production head will hire versatile team, organize department, and train in color videotape and film production. West. Box F-129, BROADCASTING.

Assistant director, top 10 market seeking director or AD position. Expert live, VTR, film. Box F-130, BROADCASTING.

Sports pro with 5 years radio-TV seeks good sports position . . . minimum salary \$10,000. Box F-136, BROADCASTING.

Production manager, operations manager or program director—creative and lots of savvy—references, experience and visuals you will recognize instantly. Box F-141, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irbide St., Laredo, Texas 78040.

400 to 500 foot self supporting tower. Give details & price. Mr. Lee, W5BC, 2400 W. Madison St., Chicago, Ill. 60612.

FOR SALE—Equipment

Coaxial cable—Heliac, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Gates BC-58 transmitter. Excellent condition. Available immediately. KRLC, Lewiston, Idaho, 208-743-1551.

Andrew Multi-V 8 Bay FM antenna. In service now and giving excellent performance. Reasonably priced. Will consider donating to bona-fide non-profit organization. John R. Kreiger, KVET, 113 West 8th Street, Austin, Texas 78701. AC512-478-8521.

We're increasing TPO and will have available one Gates FM-10B, 10kw FM transmitter used five years and in excellent condition. Package includes M-6095 exciter, M-6146 stereo generator, M-6160 sub-carrier generator and solid state power supply. D. E. Wright, WRIG, 529 Third Street, Wausau, Wisconsin 54401. (715) 845-4275.

Two RCA TK-41, two TK-42 cameras. Fully updated, presently in service, available soon. Jim Wullman, WTMJ, Milwaukee, Wis. 414-271-6000.

Self-supporting AM. FM. 210—got to go. Bill Angle, Tel: 919-752-3040, Greenville, North Carolina.

FOR SALE—Equipment

continued

RCA 10DX 10kw AM transmitter with cutback to 1 kw, upgraded, passes proof, in service now and performing well. 100% spare parts. Make offer. Also, RCA type BTR-11A 11 position remote control, excellent condition \$325.00. Box F-96, BROADCASTING.

For sale: Coaxial cable—for R.G.—85 AU 4 reels, 2500 ft. each. Size 1.56—\$.87 per ft. or best offer. Contact: J. O. Johnson, J. H. Murray Sales Co., 140 Sumner St., Newton Center, Mass. 02159 or call 617-244-0450.

Ampex AG-440 tape equipment at discount—CCA Electronics has a number of new Ampex AG-440, recorder and reproducers which have been displayed at shows, and are available at 15% off the list price, with full warranty. These units are only available on a cash basis, and are available on a first come—first serve basis. The units available are: (2) Ampex, AG-440-1 recorder reproducer, single channel, 1/4" full track 7 1/2-15 IPS unmounted—List price \$2,099.00—Sale price \$1,785.00. (2) Ampex, AG-440-1 half track 7 1/2-15 IPS unmounted—List price \$2,099.00. Sale price \$1,785.00. (1) Ampex, AG-440-1, full track 3 3/4-7 1/2 IPS unmounted, List price \$2,099.00. Sale price \$1,785.00. (1) Ampex, AG-440-1, half track 3 3/4-7 1/2 IPS, unmounted, List price \$2,099.00. Sale price \$1,785.00. Contact CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey. 609-456-1716.

Shure mixers and microphones, Turner, AKG, Vega, Fairchild, Langevin, Pultec, Universal Audio. Best deals! Audiovox, Box 7067-55, Miami, Florida 33155.

1 Dage Nivico video tape recorder model DV-300. 1 Dage RCS 11 camera model 101472-01. 1 Arvin 9" monitor model 66K18. 1 Sampson quick-set tripod model 7301. 1 20-80 navor zoom lens. Inquire: Business Office, Elkhart Community Schools, 228 W. Franklin St., Elkhart, Indiana 46514.

1,000 watt Raytheon AM transmitter in good condition, clean, \$1,500.00. Box F-145, BROADCASTING.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Wanted—Information on the whereabouts of David L. Webster, also known as Dave Lawrence. Reward for information. Call 404-267-6310 collect.

R-A-D-I-O—Radio's most exciting game! (Play It like Bingo) Terrific audience builder. Give away FM/or AM Radios with your station logo, fixed to your station frequency. Exclusive for your market! Write BROADCAST PROMOTIONS, Box 808, Huntsville, Alabama 35804.

This week 1,000 radio stations across the United States will hear from CHRYSE. EVS, 665 Kalamath St., Denver, Colorado.

Free! Contemporary Gospel music program. Non-denominational. 30-minute weekly tapes. Send for audition. Gospel Sing Time, Box 27243, San Francisco, Calif. 94127.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N Western, 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.

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.

INSTRUCTIONS—continued

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 June 30, and Aug. 4. 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.

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, 10600, 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. GI approved. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee . . . Phone 615-297-8084.

Since 1946, Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for 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)

Follow the leader to East Hartford, Connecticut . . . the nation's original four week accelerated first phone course with results guaranteed . . . tuition \$295.00, next class June 23 . . . Technical Institute of Broadcasting, 800 Silver Lane, East Hartford, Conn., 06118 . . . Phone 203-246-4443 . . . Associated with TIB, Nashville, Tenn.

Go First Class!! First class license in four weeks or less. Total cost \$295.00. Money-back guarantee. Classes begin on 1st and 3rd Monday of each month. Write or call: Tennessee Electronics Institute, 121 Fairfax Ave., Nashville, Tennessee 37203. 615-297-3213 or 889-2480.

Licensed by the New York State department of education. 1st class FCC license preparation for people who cannot afford to make mistakes. Also announcer—DJ—news—sports, training. Contact: ATS, 25 W. 43rd St., New York, N.Y. 10036. Phone (212) OX 5-9245. V.A. approved—student loan program.

100% placement of Don Martin Graduates!!! Wonder why? Highly qualified beginners are needed by good stations all over the U.S.A. These stations call the Don Martin School for their new personnel. Our graduates are thoroughly trained, confident, versatile, proficient individuals. New classes start the 1st of each month. Graduates are available to these stations each month. For additional information call or write: Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

RADIO—HELP WANTED

Sales

OUTSTANDING SALES OPPORTUNITY

Vital, young radio producing firm has excellent opportunity for executive professional salesman with radio station experience on the local level. Travel necessary within a 5 or 6 state area. Good salary and benefits—excellent future. Send resume, in complete confidence to:

Box F-49, Broadcasting.

STUDENT EMPLOYMENT

Summer intern program available for college student with a major in Radio/Television.

Call Ron Curtis
312-337-5318

Nationwide Broadcast Consultants

Announcers

Expanding Radio-TV Group

Experienced DJ's & newsmen for top metro market. Send resume, salary requirements and tape. An equal opportunity employer.

Box F-106, Broadcasting.

WE WANT A MAN FROM

the Upper Midwest who's as excited about local radio as we are! A man who wants to show local advertisers professional spot production, a man who entertains an audience with a flair for radio showmanship and involvement typical of larger markets. He can be a relative beginner, or a young pro, but he's got to love radio more than the sound of his own voice. He'll be an important part of a station that is NOT resting on its many laurels. His first letter should be THE BEST selling job he's ever done, and the tape that accompanies it should show us how he handles an up-tempo MOR. We work hard, but we have fun doing it.

Write Chuck Williams, KWNO, Winona, Minnesota, 55987. Phone calls NOT considered.

Wanted
Creative
Morning Man
for exciting 50KW
in Northeast Major Market

Rush tape and resume. Immediate opening.

Box F-79, Broadcasting.

Announcers—continued

DO YOU KNOW AND UNDERSTAND NIGHT TIME RADIO?

Progressive, major market station now looking for a creative, exciting 7 to midnight personality. This is a top job for a top man. Send resume and demonstration tape showing how you propose to build an audience.

Box F-6, Broadcasting.

NEWS

CAN YOU TELL IT LIKE IT IS?

Progressive MOR operation is looking for an experienced newsmen for the gathering, writing and reporting of area news. Number 1 station in four-season vacationland of 100,000. New equipment, competent and friendly staff, outstanding benefits. Rush tape, resume to Leo Jylha, WBCM Radio, Bay City, Michigan 48706.

This is not on-the-job training . . . experienced pros only, please.

Situations Wanted

Management

CONSULTANT

Retired Manager and Owner of Radio Stations with 35 years experience available for Private Consultation on Evaluation or Operation of Radio Stations. Box E-171, Broadcasting.

Programing, Production, Others

Help Wanted

SALES PROMOTION WRITER

AVCO Broadcasting is seeking a writer for its Advertising and Promotion department in Cincinnati. Person should be skilled at writing both advertising and sales promotion copy, have some knowledge of print production and graphics. Duties will include copy for ads, brochures, flyers and special promotion campaigns for corporate programs. Excellent working conditions in the group headquarters offices, many fringe benefits. Position open due to promotion of former employee in the job.

Contact Joe Costantino, Director of Advertising and Promotion, AVCO Broadcasting Corporation, 1600 Provident Tower, Cincinnati, Ohio 45202. Send resume with application and salary requirements. An equal opportunity employer.

TELEVISION

Help Wanted

Technical

STATE OF FLORIDA

Immediate opening for a Radio-TV Engineer. Requires H.S. graduation and 4 years experience as a Radio-TV engineer, possession of a Federal Communications Commission license as a first class radio operator. Salary is \$605-880. Write: State Personnel Board, Carlton Building, Tallahassee, Florida.

TV—Help Wanted—Sales

SALES TELEVISION CAMERAS

International Video Corporation's expanding line of color broadcast cameras has created an excellent opportunity for an experienced sales engineer to join our North East regional office.

The successful candidate will be an alert and dynamic individual with current experience selling color television equipment to broadcasters in the North East states.

Liberal salary, commission and benefits plus the opportunities present only in a young, growing company are offered.

For immediate, confidential consideration call or write to:

J. Lande
690 N. Broadway
White Plains, New York
(914) 761-7820



AN EQUAL OPPORTUNITY EMPLOYER

TV News Director for TOP TV Market

We are a TV station in a big eastern market in need of a no-nonsense news director who is several cuts above the average, who will really manage an aggressive, fully staffed department. There are the expected qualifications: proven management experience and worlds of news savvy. But our news director must also be the kind of person who will lose sleep nights if he thinks his news crew isn't doing the best job in the city. If you are a take-over news director, write us in confidence. We are a major broadcast company, news-minded, and on the move.

Box F-151, Broadcasting.

An Equal Opportunity Employer.

If you are a good Hand-It-To-Me-I'll-Read-It TV Newscaster...

please don't answer this ad for a news anchorman for a top-ten market TV station. We are after a working newsmen who will contribute his own stories, investigate, write and report them. We are interested only in a solid news pro with presence, hustle and a down-to-earth personality, good eye contact with the camera and a way of being authoritative without appearing stodgy and uninvolved. You'll work with a large staff of news professionals who are really doing it, part of a company with a news commitment. If you think you're right, write. Your reply will be held in strictest confidence.

Box F-152, Broadcasting.

An Equal Opportunity Employer.

Employment Service

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

WANTED TO BUY—Stations

INTERESTED IN ACQUIRING

Radio station in progressive community (preferable university town) with college and/or pro sports available P & L at breakeven or better only. Principals only, no brokers.

Box F-31, Broadcasting.

WANTED TO BUY Stations—(cont'd)

WANT TO BUY

AM or FM in Southeast United States. Financially responsible. All replies are confidential. Give full details.

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For Sale Stations

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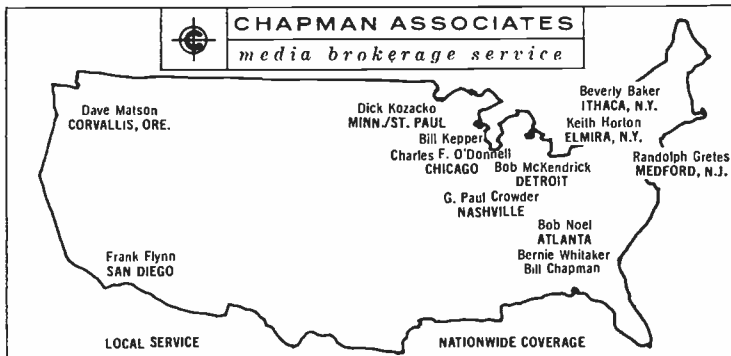
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BROKERS-CONSULTANTS

(Continued from page 74)

tions Corp., Dubuque, Iowa, for authority under interim procedures in Doc. 18397 to add distant signals at Dubuque with waiver of requirements of rules. Dubuque TV-FM Cable authorized to carry signals of WFLD-TV and *WTTW-TV, both Chicago, on condition that signal of *WTTW-TV be replaced by signal of any educational station that subsequently commences operation on ch. 12 in Iowa City, Iowa. Action May 28.

■ FCC ordered Irvine Community Television Inc., operator of CATV system at Irvine, Ky., to show cause why it should not be required to cease and desist from further violation of program exclusivity requirement of rules. Commission ordered hearing expedited and any review of matter be made by commission instead of review board. Irvine Community Television's petition for special relief denied. Action May 28.

■ FCC denied Columbus Cable TV Inc., operator of 12-channel CATV system at Columbus, Neb., request for waiver of program exclusivity requirement and ordered to comply with rule within 30 days. Action May 28.

■ FCC granted petition by T-V Transmission Inc. for waiver of rules (hearing provision) to permit carriage of distant signals on CATV system at Nebraska City, Neb. Action May 28.

■ FCC authorized Lee Cable-Vision Co., operator of CATV system in Sanford, N. C., in Greensboro-Winston-Salem-High Point and Raleigh-Durham television markets, to carry distant signals of WUBC-TV Greensboro. Commission waived evidentiary hearing provisions of rules. Action May 28.

■ FCC denied Touchet Valley, operator of 12-channel CATV system at Dayton, Ohio, request for waiver of carriage and program exclusivity requirements of rules. System carries signals of KHQ-TV, KXLY-TV and KREM-TV, all Spokane, Wash.; *KUID-TV Moscow, Idaho. Action May 28.

■ FCC denied request by TV Cable of Waynesboro Inc. for waiver of mileage separation requirements of rules to permit acceptance of application for new FM on 93.5 mc at Carlisle, Pa. Action June 4.

■ FCC granted Pine Grove TV Cable Service, operator of five-channel CATV system at Pine Grove, Pa., temporary waiver of carriage and program exclusivity requirements of rules until Feb. 1, 1970, or seven days after it completes conversion of system to twelve-channel service, whichever occurs first. In same action, commission dismissed as moot petition by WGAL Television Inc., licensee of WGAL-TV Lancaster, Pa., for issuance of show cause order against Pine Grove. WGAL-TV Lancaster and WTPA-TV Harrisburg, both Pennsylvania, opposed waiver request. Action May 28.

■ FCC granted petition by Newport Cablevision Inc., franchise holder for CATV system at Island Pond, Vt., for waiver of hearing requirements of rules to permit importation of distant signals into Portland-Poland Spring TV market. (ARB 63). Action May 28.

Ownership changes

Applications

■ KHSJ-AM-FM Hemet, Calif.—Seek transfers of control of Ramona Broadcasting Corp. from Herndon Hughes and W. H. Newsome (jointly 100% before, none after) to Donald E. Holt, Stephen R. Mills and James C. Richards (each none before, 33⅓% after). Consideration: \$20,000. Principals: Messrs. Holt and Mills are physicians. Mr. Richards is local sales manager and account executive for KFMB-TV San Diego. Ann. May 27.

■ KJAY Sacramento, Calif.—Seeks transfer of control of Bobelrick Inc. from Alyce M. Powell, deceased, and Jack L. Powell (jointly 100% before, none after) to Jack L. Powell, executor of estate (individually none before, 100% after). No consideration involved. Ann. May 27.

■ WJHG-TV Panama City, Fla., and WALB-TV Albany, Ga.—Seek assignment of licenses from Gray Communications Systems Inc. to WJHG-TV Inc. and WALB-TV Inc., respectively, for purpose of corporate reorganization. No consideration involved. Principals: WJHG-TV Inc. and WALB-TV Inc. will be wholly-owned subsidiaries of Gray Communications. James H. Gray, president and chairman of board (42%), et al.

Ann. May 29.

■ WCLR Crystal Lake, Ill.—Seeks transfer of control of Lake-Valley Broadcasters Inc. from Dorothy B. DeBeer et al. (jointly 100% before, none after) to Malcolm K. Bellairs (none before, 100% after). Consideration: \$350,000. Principal: Malcolm K. Bellairs, sole owner. Mr. Bellairs owns radio program and commercial production company and is announcer for WBBM Chicago. Ann. May 28.

■ WTHM-AM-FM LaPeer, Mich.—Seeks assignment of license from LaPeer Broadcasting Co. to Shell Broadcasting Co. for \$100,000. Sellers: Edward P. Oyster, executive vice president and general manager, et al. Buyers: Stuart E. Shell, sole owner. Mr. Shell owns residential building company. Ann. May 28.

■ KLFD-AM-FM Litchfield, Minn.—Seeks transfers of control of Litchfield Broadcasting Corp. from Alver Leighton (50% before, none after) to Herbert Gross Jr. (50% before, 100% after). Consideration: Exchange of stock. Principals: Mr. Leighton will pay Mr. Gross \$35,000 for 40% of KDLM Detroit Lakes, Minn., making Mr. Leighton sole owner, and Mr. Leighton relinquishes stock of KLFD-AM-FM to Mr. Gross. Mr. Leighton owns 49% of KLGR Redwood Falls, Minn. Ann. May 28.

■ WYBG Massena, N. Y.—Seeks assignment of license from Stoehr Broadcasting Corp. to Twin Tier Broadcasting Inc. for purpose of corporate reorganization. No consideration involved. Principals: Twin Tier owns Stoehr Broadcasting. Principals of Twin Tier: Michael J. Desiti (60%), Charles L. Snyder (10%) and Alexander V. Orlando (30%). Principals own WTTT-AM-FM Towanda, Pa. (eq.). Ann. June 3.

■ WPYB Benson, N. C.—Seeks assignment of license from Sinco Enterprises to The Dispatch Broadcasting Co. for purpose of corporate reorganization. Consideration: \$40,407.46. Principals: Fred O. Sink Jr., Joe S. Sink (each 50% before, 44.51% and 45.15% after, respectively) and C. V. Sink (none before, 10.33% after). Ann. June 3.

■ WUBC-TV Greensboro, N. C.—Seeks assignment of CP from Piedmont Triad TV Inc. to WEAL Inc. for purpose of corporate reorganization. No consideration involved. Principals: Ralph C. Price (86.67% in Piedmont and 70% in WEAL) and Carroll G. Ogle (13.33% in Piedmont and 30% in WEAL). Ann. May 29.

■ KTDO Toledo, Ohio—Seeks assignment of license from Edward C. McElroy Jr. to Charles A. Farmer for \$60,000. Seller: Edward C. McElroy Jr., sole owner. Buyer: Charles A. Farmer, sole owner. Mr. Farmer owns 25% of KVAS Astoria, Ore. Ann. June 3.

■ KLAD Klamath Falls, Ore.—Seeks assignment of license from Ogden Knapp to 960 Radio Inc. for \$106,000. Seller: Ogden Knapp, sole owner. Buyers: Cyrus L. Smith, president (28%), Nellie E. Smith, secretary (20%), Norman H. Rogers (11%), et al. Mr. and Mrs. Smith own TV and radio programming and production firm. Mr. Rogers owns 62.15% of educational audio tape production company. Ann. June 3.

■ WACO-AM-FM-TV Waco, Tex.—Seek assignment of licenses and TV CP from WACO Broadcasting Corp. to WACO Radio and Television Corp. for \$825,000. Sellers: R. E. Lee Glasgow, sole owner. Buyers: J. Harry Dornheggen, chairman of board, John W. English, James R. Williams, William J. Williams, all vice presidents, and Lawrence H. Kyte, secretary-treasurer (all 20%). Buyers own KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado. Mr. Dornheggen owns 25% of WRIB Erie, Pa., and is physician. Mr. English is director of *WQLN Erie, Pa., attorney and owns 75% of WSEE-TV Erie, Pa. Messrs. Williams has numerous real estate development interests. Mr. Kyte is attorney and has real estate interests. Ann. May 28.

■ KPOW Powell, Wyo.—Seeks transfer of control of KPOW Inc. from N. A. Trask and Florence E. Westwood (each 42.5% before, none after) to MacNel Inc. 15% before, 100% after) for \$131,800. Principals: of MacNel: William A. Mack, president (66⅔%), and Richard S. Nelson vice president-secretary-treasurer (33⅓%). Mr. Mack owns 15% of WPOW. Mr. Nelson is employee of First National Bank, Powell. Ann. June 3.

■ WITA-AM-FM-TV San Juan, WRJS San German, WITB-TV Mayaguez and WITP-TV Ponce, all Puerto Rico—Seek transfers of control of Electronic Enterprises Inc. from Sr. Antonio Ayuso-Valdivieso, deceased, (99.2% before, none after) to Sra. Iris Mieres de Ayuso, administrator of estate

(.4% before, 99.6% after). No consideration involved. Ann. June 3.

Actions

■ **KOLD Tucson, Ariz.**—FCC granted assignment of license from Old Pueblo Broadcasting Co. to KOPO Broadcasting Co. for purpose of corporate reorganization. No consideration involved. Principals: Gene Autry (48%), et al. Mr. Autry has majority interest in KOOL-AM-FM-TV Phoenix. He also owns 50.1% of KMPC and KTLA (TV), both Los Angeles; KSFO San Francisco; KEX Portland, Ore.; and KVI Seattle. Mr. Autry is former TV-movie actor. Action May 21.

■ **KOLD-TV Tucson, Ariz.**—FCC granted transfer of control of Old Pueblo Broadcasting Co. from Gene Autry, et al. (as a group, 100% before, none after), to Universal Communications Corp. (none before, 100% after). Seller: Mr. Autry has majority interest in KOLD Tucson and KOOL-AM-FM-TV Phoenix. He also owns 50.1% of KMPC and KTLA (TV), both Los Angeles; KSFO San Francisco; KEX Portland, Ore.; and KVI Seattle. Mr. Autry is former TV-movie actor. Buyers: Evening News Association, Peter B. Clark, president, et al. Buyers own the Detroit News and WWJ-AM-FM-TV Detroit. The E. W. Scripps trust, which owns 2% of Evening News Association, has majority interest in Scripps-Howard Broadcasting Co., a group owner. Consideration: \$4.1 million. Action May 21.

■ **KOAD Lemoore, Calif.**—Broadcast Bureau granted assignment of licenses from Braun Broadcasting Co. to Golden Broadcasting Systems Inc. for \$44,000. Sellers: V. J. Braun Sr., president and Norman Kline, secretary-treasurer (each 50%). Buyers: Clark E. Parker, president, and Jeanette E. Parker, secretary-treasurer (jointly 100%). Mr. Parker is vice president of life insurance company and marketing manager of computer sales firm. Mrs. Parker owns school. Action May 22.

■ **WLBE Leesburg-Eustis, Fla.**—Broadcast Bureau granted transfer of control from Arthur D. Peplin (25% before, none after) to Edwin B. Mead (25% before, 45% after). D. Richard Mead Jr. (16.6% before, 21.6% after), et al. Consideration: \$8,750. Action May 28.

■ **WNOG and WNEFM (FM) Naples, Fla.**—FCC granted assignment of licenses from Radio Naples Inc. to Palmer Broadcasting Co. for \$200,000. Sellers: William J. Ryan, president et al. Buyers: David D. Palmer, president (93.33%) et al. Buyers own WOC-AM-FM-TV Davenport and WHO-AM-FM-TV Des Moines, both Iowa. Action May 28.

■ **WYND Sarasota, Fla.**—Broadcast Bureau granted assignment of license from Radio WYND Inc. to Trend Broadcasting Inc. for purpose of corporate reorganization and tax purposes. Principals: Lowell W. Paxson, president (100% before, 64% after) to Jean L. Paxson (none before, 26% after) and Burton O. Waterman (none before, 10% after). Principals own WKSJ-AM-FM and WNYF-TV all Jamestown, N.Y. WTB Waterbury, Conn., and applicant to purchase WARV Warwick-East Greenwich, R. I. Action May 28.

■ **WDEC-AM-FM Americus, Ga.**—Broadcast Bureau granted assignment of licenses from Americus Broadcasting Co. to Conway M. Smith for purpose of corporate reorganization. No consideration involved. Principal: Conway M. Smith, sole owner. Mr. Smith owns 78% of WTTT Madisonville, Ky. Action May 29.

■ **WMRO Aurora, Ill.**—Broadcast Bureau granted transfer of control of WMRO Inc. from Vincent G. Coffey (70% before, none after) and Charles V. Hunter (30% before, none after) to Stevens Broadcasting Corp. (none before, 100% after). Consideration: \$449,000. Sellers: Mr. Coffey owns 10% of WMRO-FM Aurora. Buyers: Dale W. Stevens, president, and Richard W. Hakanson, secretary (each 50%). Mr. Stevens is employee of WIND Chicago. Mr. Hakanson is attorney. Action May 28.

■ **WKRS Waukegan, Ill.**—Broadcast Bureau granted transfer of control of The News-Sun Broadcasting Co. from F. Ward Just and Mrs. Elizabeth Swift Just (jointly 53.53% before, 59.72% after) to F. Ward Just (49.67% before, 55.85% after) due to distribution of dividend consisting of two shares of common stock for each share of common stock owned. No consideration involved. Principals: Keystone Printing Service Inc., 100%. Action May 28.

■ **WGLM Richmond, Ind.**—Broadcast Bureau granted assignment of license from House of Sound Inc. to Broadcasting Services Inc.

for \$85,000. Sellers: Richard N. Williams, president, et al. Buyers: R. L. Drake Co., 100%. R. L. Drake, president, votes stock for R. L. Drake Co. Principals own WTAP-AM-FM-TV Parkersburg, W. Va. Action May 29.

■ **KMCD Fairfield and KBUR-AM-FM Burlington, both Iowa**—Broadcast Bureau granted transfers of control of RF Inc. and RB Inc., respectively, from John P. Harris, deceased (52.45% before, none after; 56% before, none after, respectively) to John G. Harris, Peter M. McDonald and First National Bank of Hutchinson, Kan., co-executors of estate (none before, 52.45% after; none before, 56% after respectively). No consideration involved. Messrs. Harris, McDonald and First National Bank of Hutchinson, as trustee, have interests in KIUL Garden City and KTOP-AM-FM Topeka, both Kansas. WJOL-AM-FM Joliet, Ill., and KFFA Greeley, Colo. Action May 28.

■ **KOWH-FM and KOZN both Omaha; KCJC (FM) Kansas City, Kan.; KISD Sioux Falls, S. D.; KUDL Fairway, Kan.**—Broadcast Bureau granted transfer of control of Starr Broadcasting Group Inc., from William F. Buckley Jr. (63 1/3% before, 16.9% after) and Peter H. Starr (31 1/3% before, 8.4% after) and Michael F. Starr (5% before, 1.4% after) to the public (none before, 56.4% after). Principals own WBOK New Orleans, WLOK Memphis, KYOK Houston and KXLR North Little Rock, Ark. Action May 28.

■ **WBFG (FM) Detroit**—Broadcast Bureau granted 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). Action May 28.

■ **WBCO-AM-FM Bucyrus, Ohio**—Broadcast Bureau granted transfers of control of Brokensword Broadcasting Co. from Elfrida Mercier (20.6% before, none after) to Thomas P. Moore and Orville J. Sather (each 39.7% before, 50% after). Consideration: \$50,000. Action May 29.

■ **WQMS (FM) Hamilton, Ohio**—Broadcast Bureau granted transfer of control of Deluxe Enterprises Inc. from Nicholas Timko, deceased (100% before, none after), to Bernard F. Zinn and The Detroit Bank & Trust Co., co-executors of estate of Nicholas Timko (none before, 100% after). No consideration involved. (See WBFG (FM) Detroit). Action May 28.

■ **WIBF (FM) Jenkintown, Pa.**—Broadcast Bureau granted assignment of license from WIBF Broadcasting Co. to Fox Broadcasting Co. for purpose of corporate reorganization. No consideration involved. Principals: William L. and Irvin C. Fox and Dorothy Kotin (each 19 1/3%). Benson Apartment Corp. (29 1/3%) and Fox Brothers Management Corp. (12 1/3%). Principals own WIBF-TV Philadelphia, sale of which pends FCC approval. Action May 28.

■ **KVIL-AM-FM Highland Park-Dallas**—Broadcast Bureau granted 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 involved. 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. Action May 29.

■ **KPRC-AM-TV Houston**—Broadcast Bureau granted transfer of control of The Houston Post Co. from W. P. Hobby Jr. and Jessica Hobby Catto, co-executors of estate of W. P. Hobby, deceased (25.14% before, none after) to Oreta Culp Hobby, individually and as trustee (25.14% before, 50.28% after). No consideration involved. Principals publish Houston Post, Houston. Action May 28.

■ **KZAK-AM-FM Tyler, Tex.**—Broadcast Bureau granted transfers of control of Oil Center Broadcasting Co. from John Dorris (28.72% before, none after) to Aubrey Irby (48.94% before, 77.66% after). Consideration: \$500. Principals: Aubrey Irby, president, et al. Mr. Irby owns 33 1/3% of business copy machines firm and 50% of business music service. Action May 29.

■ **KDOX Marshall, Tex.**—FCC granted assignment of license from Gemini Enterprises II to KDOX Inc. for \$123,500. Sellers: John D. Mitchell (49%), D. W. Morton and O. L. Kimbrough (each 25.5%). Messrs. Morton and Kimbrough each own 50% of KES Gladewater and 30% of KAWA Waco, both

Texas. Mr. Mitchell owns KCAD Abilene, 25% of KYAL McKinney, both Texas, 30% of KWCL Oak Grove, La., and 20% of KRGO Salt Lake City. Buyers: Tolbert Foster, president (40%), W. E. Dyche Jr., secretary-treasurer, Edgar B. Younger Sr., vice president, and Kenneth C. Delp, vice president (each 20%). Messrs. Foster and Younger each own 20% of KNET Palestine, Tex. Mr. Foster owns CATV systems in Center and San Augustine and 34% of KDET Center, all Texas. Mr. Dyche is attorney and has interests in banking. Mr. Younger owns three trucking companies. Mr. Delp has real estate interests. Action May 28.

■ **WISA-AM-FM Isabela, P. R.**—Broadcast Bureau granted 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. Action May 29.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through June 4. 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*.

■ **La Habra, Calif.**—Cable Com General has been awarded a franchise. The company will provide an underground system and will pay 5% of its gross profits.

■ **Idaho Falls, Idaho**—Upper Valley Telecable Co. has been awarded a franchise. The company is owned by Robert W. Bauchman, an Idaho Falls businessman; The Post Co. of Idaho Falls; KID-AM-FM-TV Idaho Falls, and Community Television Inc., Denver. Installation charges will be waived until the first subscribers are connected in October, and monthly charges will be \$4.75, or \$5.75 if the subscriber wants to receive stations in Colorado and Canada.

■ **Middlesex, N.J.**—American Telecable Services Inc. of Silver Spring, Md. has applied for a franchise. Subscribers would pay \$9.95 for installation and \$4.95 monthly. Commercial subscribers would pay \$14.95. The company would provide free service to public schools, hospitals, police and fire departments and the municipal building.

■ **Florida, N.Y.**—Better TV of Orange County, Monroe, N.Y., has applied for a franchise.

■ **Mount Kisco, N.Y.**—Four companies have applied for a franchise: Saw Mill River Cablevision, whose principals are Time-Life Broadcast Inc., George Roberts and Norman Pierce; Superior Cablevision, represented by Robert Hanna; Mid-County Cable Vision, represented by Mizell Wilson; and Multi-Channel Cable Corp., whose principals include Angus and Randall McIntyre and Frederick Greene.

■ **Norwood, N.Y.**—Antenna Systems Corp. has been granted a franchise.

■ **Port Henry, N.Y.**—An exclusive franchise granted to Champlain Cablevision has been revoked. The village board said it felt a sufficient amount of time had been allowed to enable the firm to bring cable television to the village.

■ **Rye, N.Y.**—Montagnon-Ricci CATV has applied for a franchise.

■ **Barnesville, Ohio**—Communications Construction Corp. of Lisbon, Ohio has applied for a nonexclusive 25-year franchise. Home subscribers would pay \$5 per month while commercial subscribers would pay \$6 per month. The company would pay 3% of its gross revenues.

■ **McConnellsville, Ohio**—Bragg's Furniture and Appliance Inc. has been granted an exclusive 10-year franchise. Subscribers will pay \$10 for installation and \$3 monthly. The company will not pay any percentage of its revenues in order to keep down the cost to subscribers.

■ **Export, Pa.**—Telephone Utilities of Pennsylvania, Export, has been awarded a franchise. Subscribers will pay \$10 for installation and \$4.75 monthly.

■ **Sligo, Pa.**—Mike Dobranich of East Brady, Pa. has applied for a 10-year franchise.

■ **Troup, Tex.**—Television Cable Service Co. of Tyler, Tex., has been granted a 20-year franchise. Rates will be about \$12.50 for installation and \$5.75 monthly.

Bob Edens is one of those long, lean and weathered creative types whose business acumen smolders underneath until really needed. If he were still at Leo Burnett and not at J. Walter Thompson Co. you might think of him trying out for tattoo bearer in a Marlboro commercial.

But the Marlboro cowboy doesn't have a tattoo anymore and Mr. Edens for two years has been executive vice president and managing director of the Chicago office of JWT, a traditionally autonomous division of the world's largest advertising agency. He joined JWT in 1966 as vice president and creative director, the post he had held at Burnett.

Anyway, he prefers golf to horses and is more concerned with pushing the Chicago billings of JWT (now running about \$100 million) onward toward top ranking Burnett (about \$140 million), having this past year replaced the Chicago office of Foote, Cone & Belding (\$90 million) in second place. Acquiring the Hamm's beer account and the growth of many major broadcast-heavy accounts already in the shop have helped the JWT-Chicago rise.

Some among the list include Alberto-Culver Co., Quaker Oats Co., Oscar Mayer, Seven Up, Sears, Roebuck & Co. and Kraft. Since Kraft's multi-million dollar international marketing and advertising is coordinated from Chicago headquarters along with the domestic account, Mr. Edens will be chief host on the agency side for Kraft's annual international conference which this year meets in Chicago June 24-26.

Local foreign offices of JWT will bring home their television spots and screen them along with the U.S. product from JWT-Chicago in the idea exchange which Mr. Edens describes as "a miniature United Nations, complete with multi-language translations and headphones."

The reel of JWT-Chicago commercials Mr. Edens rolls for his guests will be what he feels is the best proof of excellence that "balance" produces between—as well as within—the creative and account teams of the agency.

"All large agencies can buy time as efficiently today as just about anyone," he says, "or with still more efficient or shrewder buying maybe 5% more. But they can be 1,000% more efficient with a commercial that really convinces one of the values of a product."

The commercial whose message is right on key "can make a million-dollar budget seem like 10 million," he says.

But the message and efficient buying are not the only keys on his chain. He believes that program environment once again is becoming a critical agency consideration in order to squeeze the greatest impact possible into a campaign.

How can the biggest agency keep

Onward and upward in billings at JWT in Chicago

getting bigger without becoming bureaucratic? It's easier than one might think, Mr. Edens explains, comparing agency offices to auto salesmen, each working together to sell Fords ("what else?") yet preserving an individual competitive spirit.

"The trick is to keep thinking like the smallest agency in the world—hungry," he says. One manifestation that the attitude works, he suggests, is the recent survey of JWT-Chicago new billings showing growth is coming

more than half from growth of established accounts and the rest from new business. Growing together is part of his personal philosophy too.

JWT doesn't mind the competition from the rising number of smaller or more specialized agencies, Mr. Edens points out, because it believes free enterprise works to bring out the best in companies as it does for people. "It's good for us when these tigers come along," he says. "They start doing good work and grab their share of accounts. Then you get tougher on yourself."

Mr. Edens should know something about making a buck the creative way in marketing. He started young enough, on his own initiative at 15, his head filled with ambitious ideas and his heart filled with the romance of radio 1930's-style from the small personal set he treasured in his bedroom at home in Miami Beach.

He observed that his friend's father, a druggist, went to a neighborhood grocery to buy fresh limes at retail for his soda fountain. Young Bob said he could get them cheaper and asked for the order—cash in advance.

Money in hand he went to Miami's farmer's market, bought the limes and delivered them, soon parlaying his business into a mail-order operation covering the entire southeastern part of the U.S.

After a year at prep school to bring his C-minus grades ("from my wasted youth") up to snuff for admission to Yale, Mr. Edens pledged for the school's well-known humor magazine, *Yale Record*, and was advertising and business manager of the book when he returned to Yale after World War II. He paced his calls on New York agencies with "a voracious appetite" for reading anything on advertising in the Yale library.

He did a bit of radio-script writing at Fuller & Smith & Ross in New York in 1949 among other chores, but became well immersed in radio-TV at the retail level the following year as a copy chief for Kal Ehrlich & Merrick (now Kal & Merrick) in Washington. The pace was intense but stimulating, he recalls, just the whetting his creative skills needed for tackling big national accounts like Pabst, Revlon, Schick, Timex, Knickerbocker beer, Ex-Lax and others in New York copy posts at larger agencies.

Mr. Edens joined Burnett in Chicago in 1962 as a top creative executive and soon was deep into broadcast and other media for accounts like Schlitz, United Air Lines, Philip Morris and Procter & Gamble.

If he misses anything today, he admits, it's the suspense of doing the live beer commercial between fight rounds: Get the foam to the top of the glass, but don't, no, never, let it spill over.

WeeksProfile



Robert Luther Edens Jr.—executive VP and managing director, J. Walter Thompson Co., Chicago; b. March 22, 1924, Bartlesville, Okla.; public schools, Miami Beach, Fla., and Woodbury Forest, Orange, Va.; U.S. Army, 1943-46; BA cum laude, Yale, 1948; account staff, Fuller & Smith & Ross, New York, 1949; copy chief, Kal Ehrlich & Merrick, Washington, 1950; copy supervisor, Hicks & Greist, New York, 1951-54; joined Warwick & Legler 1954 becoming copy chief 1956 and VP 1957; joined Leo Burnett Co., Chicago, 1962 as VP and associate creative director becoming creative director later that year; moved to J. Walter Thompson Co., Chicago, late 1966 as VP-creative director, elevated to present post August 1967; m. Frances Jane Talbert of Columbia, Mo., June 3, 1946; children—Stephanie, 18, and Robert L. III, 17; hobby—golf.

Better to talk than shoot

As expected, the compromise on cable regulation proposed by the staffs of the National Association of Broadcasters and National Cable Television Association has run into opposition from broadcasters who think the terms favor CATV. At this writing it is risky to predict how the NAB radio and television boards will vote at their meetings next week in Washington.

The promptness with which the NCTA board, by a vote of 17 to 2, approved the compromise (BROADCASTING, June 2) may be a cause of the wariness with which some broadcasters are now eyeing the proposal. If the cable operators were so quick to accept the deal, this reasoning goes, they must see clear advantages in it.

Maybe so. Obviously the regulatory scheme that is outlined in the compromise would give cable systems more room for maneuver and expansion than is provided by present and proposed FCC rules. Obviously it would subtract some measure of protection that the federal government now gives broadcasters against competition from cable TV. The question is whether, in total, the plan would give cable operators an unfair advantage in competing with the broadcasters.

The answer to that question would be easier to come by if the compromise agreement had been more meticulously written. In its original form, as published in BROADCASTING last week, the agreement contains ambiguities and needs clarification on several points. Perhaps it should be regarded as a first draft.

If upon deeper consideration the NAB joint board finds defects in the original proposal, it ought to make constructive suggestions for modification. If significant elements in both broadcasting and cable are in a mood to compromise, they should not be prevented from negotiating further. On this issue there must be a third choice beyond taking it or leaving it.

Place for a man

It seems inconceivable that the regulatory plight of broadcasters can get any worse, but that is the woeful prospect unless the White House makes the right moves in the next three weeks.

On June 30 the term of Chairman Rosel H. Hyde expires. He will have served 23 years as a member—longer than any other commissioner in the history of communications regulation which began in 1927—and winding up 41 years of total service in government.

As this was written, President Nixon had not been called upon to consider the nomination of Mr. Hyde's successor. And while there were names under study at the staff level, no recommendation to the President was ready.

Nor is there an inkling that the President will ask Chairman Hyde to stay on until his successor is qualified. Mr. Hyde evidently has no plans other than retirement after June 30. If asked, it's a virtual certainty he would stay on for a few months—perhaps even a year. And if that showing of confidence came from the President it would strengthen Mr. Hyde's hand in dealing with a defiant and unruly minority at the commission.

It is clear that the President regards the FCC as among the most important of the independent agencies and one that is beset with inordinately difficult problems. Hence the search is for the best available men.

There does not appear to be a front-runner in the race.

Of three names mentioned in recent weeks, two apparently have been removed from immediate consideration for the chairmanship and the third has collided with strong broadcaster opposition.

Every broadcaster interested in the well-being and freedom of his profession should embrace the naming of a strong, straight-thinking leadership type to the chairmanship. To be shunned would be the designation of a politician motivated largely by patronage considerations. The FCC needs strong direction and valid guidelines. The chairman does not have to be a lawyer. One of the best men ever to preside over the FCC—the late Wayne Coy (1947-52)—was a journalist. The appointee can be broadcaster, journalist, banker, lawyer or engineer, just so he's tough enough to restrain the wild-eyed extremists.

The public's bill

The bill introduced by Senator John O. Pastore (D-R.I.) to give broadcasters a reasonable measure of defense against untested applicants for their facilities will begin to move in the Senate next month. The senator has called hearings before his Communications Subcommittee for July 15-16.

No bill is more important at this moment to the broadcasters. The Pastore amendment to the Communications Act would require the FCC to take a license from an incumbent upon proof of his disqualification before putting it up for other applicants. This would outlaw the kinds of strike applications that have already begun to appear in response to the FCC's incredible decision in the WHDH-TV Boston case.

It is not for the protection of the broadcaster but for the protection of the public that the Pastore amendment and others like it that have been introduced in the House must pass. As FCC policy now stands, every licensee with multiple media holdings is vulnerable to attack by rival applicants every three years at renewal time. With tenure so uncertain licensees will be persuaded to minimize expense and maximize revenue. The formula for better broadcasting reads otherwise.



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