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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Supreme Court upholds fairness doctrine. p21

Cigarette advertising dumped in NAB's lap. p26

Chorus of dissent on CATV plan gets louder. p44

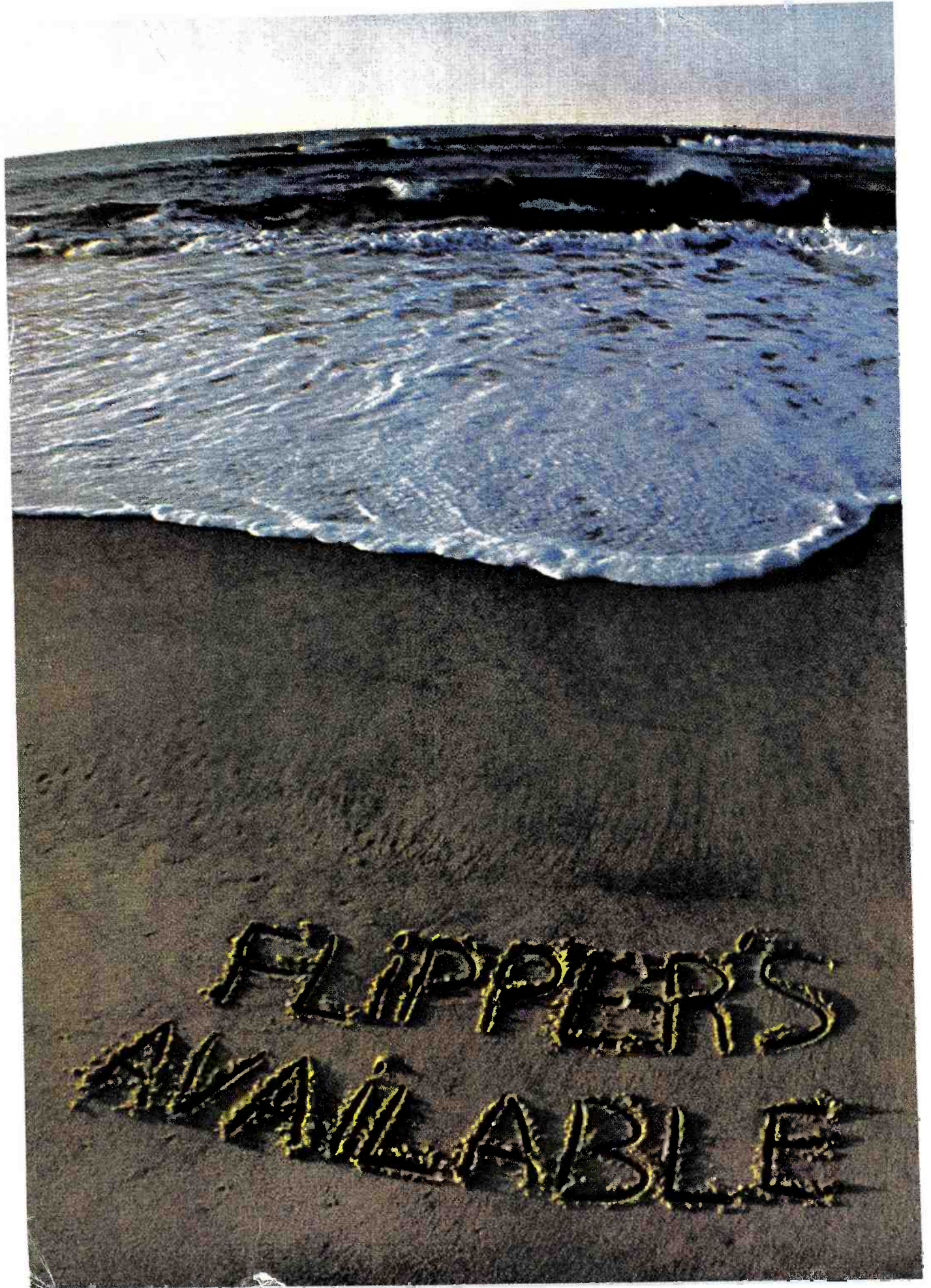
SPECIAL REPORT: Big ad dollar of food brokers. p63

Really "THE BIG WHEELS IN WASHINGTON" HARDEN AND WEAVER

WMAL RADIO

THE EVENING STAR BROADCASTING CO.
WASHINGTON, D.C.
NATIONAL REPRESENTATIVES:
McGAVREN — GUILD — PGW RADIO, INC.





FLIPPER IS ENTERTAINMENT

a very special series produced with that special touch of Ivan Tors. That means the center of attraction is on unique action, exciting and beautiful underwater photography, the interrelation of happy young people enjoying adventures . . . the ingredients of tireless vitality for long-term popularity.

FLIPPER IS SUCCESS

a network record of great popularity which averaged a 20.8 Nielsen rating and a 35.4 share during its three first-run seasons at 7:30 PM Saturdays on NBC-TV.

FLIPPER IS FOR EVERYONE

with an appeal that is strongly aimed at the whole family, the series delivers all segments of the family. When scheduled at 7:30 the audience comp was 45% adult, 14% teens and 42% children. And when scheduled in network repeats at 6:30 Sundays, the audience comp became 57% adult 9% teens and 34% children.

FLIPPER IS COMPETITIVE

and proved this when re-run Sundays on NBC-TV. The TvQ for this period gave Flipper a ranking competitive to such first-run series as Lassie, Batman, I Dream of Jeannie, and That Girl . . . among all viewers and importantly, among the husband wife viewers. In this adult category Flipper topped Dennis the Menace, F Troop and Gilligan's Island, series in successful syndication.

FLIPPER IS SOLD

in New York (WOR), Los Angeles (KHJ), Detroit (CKLW), Seattle (KING), Portland (KGW), Spokane (KREM), San Francisco-Oakland (KTVU), Milwaukee (WVTV), Harlingen (KGBT), Phoenix (KPHO-TV).



Call today for latest availabilities

In the Dallas-Ft. Worth Market... KRLD-TV delivers more in PRIME TIME*...

17.5% more Homes than the second station.

12.4% more Women than the second station.

9.9% more Men than the second station.

30.5% more Teens than the second station.

32.9% more Children than the second station.

Contact your H-R representative for a most efficient prime time schedule on KRLD-TV, the station that delivers more.

*Feb./March '69 ARB
Television Audience Estimates. Average Quarter-
Hour, 6:30 PM-10:00
PM, Sunday thru Satur-
day

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Continuity

FCC Chairman Rosel Hyde, whose term expires June 30, has been asked and has agreed to stay on job until successor is found. Agreement was but-toned up last Thursday in private conversation between Mr. Hyde and Peter Flanigan, special assistant to President. Formal announcement is expected soon. Chairman had intended to retire at end of current term after 45 years in gov-ernment (41 with FCC and predeces-sor Federal Radio Commission). He reaches mandatory retirement age of 70 April 12, 1970, but White House in-tends to find new chairman before then.

Sooner than had been expected. White House may have another vacancy to fill on FCC. Commissioner James J. Wadsworth, Republican, is considering resignation to take diplomatic post, possibly on U.S. delegation to Intelsat conference. Mr. Wadsworth represented U.S. on UN during Eisenhower admin-istration, last year as top man. His de-parture wouldn't change political bal-ance of FCC, but it's assumed White House would seek tough-minded, hard-working Republican to succeed him.

Bureau building

U.S. Supreme Court decision affirming FCC's fairness doctrine (see page 21) is seen by some commission officials as two-edged sword. Court's endorsement of commission authority in programing area, particularly in matters of fairness, while welcome, is seen as putting heavy burden on already overworked machin-ery available for processing complaints against broadcasters. Commission offi-cials complain that present resources do not permit kind of field investiga-tions some complaints require and with court spelling out heavy obligations broadcasters have, complaints against stations are expected to increase.

Self help

New service to help TV stations call their own viewers' attention to televi-sion's stronger points was to be launched over past weekend by Television Infor-mation Office and National Association of Broadcasters, with cooperation of Associated Press and United Press In-ternational. Service will provide weekly spot announcements—in 60-, 30- and 20-second versions—pointing up out-standing programs (on all networks, but without specific credits) that view-ers could have seen during preceding week. Copy will be moved to stations on AP and UPI broadcast wires during

"clear" time in late hours on weekends.

First set of promos was due to move early yesterday morning (June 15) for use this week. One-minute version sin-gles out five network programs of dif-ferent types, notes that TV presents di-versity "to please the diverse groups that make up our community," urges viewers to plan ahead to see shows they particularly like. Shorter versions make similar points. In addition to on-air use, material may also be incorporated into talk or discussion programs.

Blue air

Broadcast of four-letter words is again posing headache for FCC, some of whose members react almost violently to use of obscenity on air but who are reluctant to be accused of censorship in moving to end it. Station this time is noncommercial, community-supported KRAB(FM) Seattle, Wash. Commission is understood to have received number of complaints about language aired by station. As result, Broadcast Bureau has recommended that stations pending re-newal application be granted for only one year. General counsel's office, on other hand, has proposed forfeiture. But Commissioner Nicholas Johnson, with some support from Commissioner Kenneth A. Cox, is said to have ac-cused staff of bullying small licensee—to have told staff to "pick on someone your own size." Upshot is that issue is still unresolved.

New face, new place

More changes coming up in research structure of National Association of Broadcasters. Donald H. McGannon of Westinghouse Broadcasting, chairman of NAB Research Committee since early 1960's, has asked not to be re-appointed and President Vincent T. Wasilewski is expected to announce this week that new chairman will be John F. Dille Jr. of Communicana Group, former chairman of NAB joint board and now head of NAB's Future of TV Committee. And NAB research department, currently in New York, is due to be moved to NAB's Washington headquarters when new research vice president, John Dimling Jr. of Spindle-top research ("Closed Circuit," June 9), reports for work about mid-July.

Mr. McGannon's decision to relin-quish research chairmanship reportedly stems from his belief that he has held it long enough and new blood ought to be infused. Similarly, he declined to stand for reelection to Broadcast Rating Council chairmanship he had held

since BRC was being formed in 1963, and was succeeded few weeks ago by Frank Fogarty of Meredith Publishing (BROADCASTING, May 26).

Fresh troops

Reorganization of All-Industry TV Sta-tions Music License Committee into new, continuing group is expected to come within month to six weeks. It'll be done under authorization given sev-eral months ago by National Associa-tion of Broadcasters TV board, though new committee won't necessarily op-erate under NAB auspices. It probably will be made up of some members of present committee plus some to be ap-pointed. Thinking is that with new con-tract with American Society of Com-posers, Authors and Publishers appar-ently headed for early approval by sta-tions, work can start soon on setting up new group. Charles Tower of Corin-thian, chairman of present commit-tee—which spent close to eight years negotiating new ASCAP deal—has made it clear he won't continue on new one (BROADCASTING, March 31).

Challenge from ranks

On eve of annual convention of Na-tional Cable Television Association in San Francisco next week reports are circulating that several nominations for directorships will be submitted in con-test with officially-nominated slate. One for sure is Edgar Smith, CATV chief for Time-Life Broadcast Inc., who al-ready has obtained required 10 signa-tures on petition. Time-Life is not only multiple CATV owner, but is heavy, minority stockholder in Manhattan Ca-ble TV, one of three in New York, which is supplying sports coverage on cablecasting channel.

Road show

Decision has been made to take *Then Came Bronson*, new hour series out of MGM TV for NBC-TV, entirely on lo-cation at sites all across country in style pioneered by *Route 66* and followed on worldwide scale by *I Spy*. Plan is for company of more than 40 to stay on road for six months or more, filming with no breaks in schedule. Company will shoot six days per week, average 14 hours per day. Seven cameras will be taken along instead of customary three. Plot line calls for young man discover-ing himself and country on motorcycle so three motorcycles will be used and there also will be mobile repair shop for them.



SOME CLOWN IN WASHINGTON HATES THIS STUFF.

He has a kids' show.
Four hours a week. Lorenzo.
No cartoons.
History, nature, music, yes.
Lorenzo feels his pantomimes
and characters are a pleasant
change for kids. It's his show.
Our point of view.

WTOP-TV

A Post-Newsweek Station

Broadcasters suffer sobering loss in confrontation with Supreme Court as it finds fairness doctrine and accompanying "personal attack" rules "enhance," not hinder freedoms of speech and press. See . . .

A bleak benchmark in regulation . . . 21

Controversy over cigarette advertising is rekindled as NAB is accused of lack of candor with Congress and public by former code office staffer; Commerce Committee hearings reconvene. See . . .

Showdown this week on cigarettes . . . 26

Third annual radio workshop of RAB/ANA includes case history tributes to radio advertising, which is described as "economical, persuasive and pervasive" medium to reach broad yet defined audience. See . . .

One success story after another . . . 36

Networks' mission: Pre-empt 30 hours of regular programming for Apollo 11 moon shot—now tentatively scheduled for July 16—to provide longest continuous coverage of planned event in TV history. See . . .

30 straight hours from the Moon . . . 38

Kudos bestowed upon TV series at 21st annual Emmy awards include Dick Cavett's canceled daytime show and Smothers brothers' dethroned 'Comedy Hour', among other canceled programs. See . . .

Emmy awards honor the spurned series . . . 40

It's mostly thumbs down on compromise worked out by NAB and NCTA on cable regulation—but Judiciary Committee's Senator McClellan (D-Ark.) is proponent, urging 'prompt resolution' of copyright dispute. See . . .

Ungluing process goes on . . . 44

Marriage of Metromedia and Transamerica Corp., third proposed giant communications merger, is called off by mutual consent; parties point to growing opposition of government to such unions. See . . .

Another major merger falls apart . . . 51

Theater owners urge appeals court to reverse FCC's order authorizing establishment of pay TV; claim system is slap in face of poor man and raises "serious constitutional question." See . . .

Pay TV: only for the affluent? . . . 61

Food advertising, accounting for healthy chunk of radio-TV billings, is importantly influenced by shadowy figure of food broker, now receiving more careful attention from broadcasters. See . . .

A link to blue-chip food advertisers . . . 63

Land mobile finds champion on Hill as Congress urges FCC, broadcasters to recognize its needs and those of other spectrum users; only one broadcast witness appears at hearings. See . . .

Wind blows in favor of land mobile . . . 66D

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Broadcasting

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ANYBODY CAN GET CELEBRITIES TO TALK. DAVID FROST GETS THEM TO SAY SOMETHING.

Maybe it's the questions he asks. Or the way he asks questions. Whatever it is, David Frost can get under a person's shell, all the way to the real person inside.

So, the people who watch the David Frost Show will be seeing people they've seen before say things they've never said before.

And they'll be seeing a lot of new faces. And a lot of familiar faces that are new to TV. (Except for the Late Show, when was the last time you saw Rex Harrison on TV?)

But, David Frost doesn't just make people say things, he also makes them laugh. He's made them laugh here. He's made them laugh in England. In fact, he made the English laugh so heartily, they made him number one on their telly. A fact which inspired us to bring him to our telly.

The David Frost Show will be produced in New York by Group W Productions and will be available starting July 7th. 250 new shows a year. In living color. 60 or 90 minutes long.

To learn more facts about the new show, call Group W Program Sales.

But there's one fact we can tell you now. The record sales so far tell us that people are ready for a talk show that says something.



Fears nonnews impact

CBS in statement late Friday (June 13) said supreme court's decision upholding FCC fairness rules (see page 21) seemed "to hold extremely unfortunate consequences" for nonnews programs. Statement said, in full:

"We see nothing in the supreme court decision that will change CBS News' policies and practices with respect to the scheduling and content of its broadcasts. With respect to other broadcasts, the decision would appear to hold extremely unfortunate consequences and we will comment on these when we have had sufficient time to fully analyze their ramifications."

Still open question

Tobacco industry wants "answers" on relationship of smoking and health to come "from the scientific laboratory—not from the FCC or the Federal Trade Commission," Philip Morris executive said Friday (June 13).

In speech at Advertising Club of New York, James Bowling, group vice-president-marketing, said cigarettes and health is "still an open issue" as to question of smoking being "harmful to human beings."

Mr. Bowling said regulatory agencies were "disregarding" all voluntary codes, including cigarette industry's own advertising code and National Association of Broadcasters' code provisions, in pressing for restrictions of tobacco ads.

CATV-theater merger

RKO General Inc. has agreed in principle to combine wholly-owned video Independent Theatres Inc. into Cablecom-General Inc., 69% owned by RKO General. CableCom operates CATV systems and has about 78,500 subscribers and total revenues of \$4 million in fiscal year ended last Sept. 30. Video Independent operates about 120 indoor and outdoor theatres in southwest and had revenues of almost \$4.4 million in fiscal year ended last Sept. 30.

General Tire and Rubber Co., parent company of RKO General, announced that Cablecom plans to register with Securities and Exchange Commission offering of approximately \$5 million of securities to its shareholders and that RKO General will purchase its shares of offering. Upon completion of merger, Cablecom will issue to RKO General one million shares of class A stock which will be convertible share for

share, into common stock.

Cablecom-General has been traded over-the-counter since Jan. 15 and company has applied for listing on American Stock Exchange.

Merger with Video Independent must be approved by majority of non-RKO General shareholders of Cablecom. Bill Daniels, Denver CATV broker and consultant, holds interest in Cablecom-General.

Ad agency worldwide

Sullivan Stauffer, Colwell & Bayles Inc., New York, is negotiating to acquire substantial interest in Lintas, world advertising agency network, according to announcement from SSC&B today (June 16). When agreement is concluded, combined billings of SSC&B and Lintas will approach \$300 million in 1969.

Lintas' network of agencies has fully staffed offices in 25 countries in western Europe, South America, Africa, Asia and Australia. SSC&B has offices in New York, Hollywood and San Juan, P. R.

Consider satellite test

Number of TV proposals for use of National Aeronautics and Space Administration's applied technology satellites was presented Friday (June 13) at meeting with agency officials in Washington.

Three-hour meeting saw almost 80 representatives of TV networks, public broadcasting, common carrier, including Communications Satellite Corp., and others, propose among other things:

ABC—to provide news and public service TV programs to Alaska.

Corp. for Public Broadcasting—to experiment with interconnected transcontinental network, to try out nationwide radio network, to test communications to six major cities, and to test ability to relay from remote program and production centers. Joining in CPB proposal were National Association of Educational Broadcasters, Ford Foundation, National Educational Television network and Joint Council on Educational Broadcasting.

Comsat—offered to initiate early demonstration of TV and other services in continental U.S. and to Alaska.

Proposals will be considered by NASA officials, with likelihood that task force of all interested parties will be formed to coordinate demonstrations.

Group was also told by FCC rep-

resentative that commission deliberations on pilot domestic satellite system may be decided soon.

Meeting was conducted by Walter Radius, NASA office of interagency affairs, with J. R. Burke, program manager, ATS activities, making presentation.

Meeting was called to discuss possibility of using ATS spacecraft which are still operating after regular experiments are completed, or where space is available on new ATS vehicles (BROADCASTING, May 12).

Country Club to Ally

Pearl Brewing Co., San Antonio, Tex., has appointed Carl Ally, New York, as agency for its Country Club malt liquor effective July 1. Media includes spot TV and radio. Country Club is distributed in 43 states. Allen, Anderson, Niefeld and Paley, Chicago, is previous agency.

Program proposals hurt

FCC decision to disapprove \$1,350,000 sale of WCAM, Camden, N.J.'s city-owned station, to McLendon Corp. was based on buyer's programming proposals, commission disclosed Friday (June 13).

Commission, in decision that contained citations to last week's U.S. Supreme Court decision upholding fairness doctrine case (see page 21), said it had no assurance station would serve Camden's needs.

Rather, commission said, "the likelihood" is that station would be programmed for Philadelphia metropolitan area, in which it is located.

Commission had announced decision to deny assignment application shortly after March 10 oral argument in case. It said then it would release decision later embodying its reasons (BROADCASTING, March 17).

Commission decision, prepared under supervision of Commissioner Nicholas Johnson, referred to high court's fairness doctrine opinion for support for assertion that "significant proportion" of programming must be responsive to community needs as determined by the applicant. . . .

Opinion was also cited to support view that station in small community with no other local outlets may have greater obligation to serve tastes, needs and interests "of all segments" of its community than stations serving specialized audiences in large market, like New York.

Order was adopted by 5-to-1 vote,



Mr. Traviesas



Mr. Jahncke



Mr. Hart



Mr. Riddleberger



Mr. Baxter

Hermínio Traviesas, NBC director of broadcast standards, West Coast, promoted to VP, broadcast standards, at NBC New York headquarters. He succeeds **Ernest Lee Jahncke Jr.**, who resigned and has been named campaign consultant for Broadcast Pioneers Educational Fund, currently raising funds for Broadcast Pioneers Reference Center (see page 46). Mr. Jahncke, who has headed NBC broadcast standards since 1960 and formerly was with ABC and Edward Petry & Co., said he would serve as fund consultant elsewhere. Mr. Traviesas, with NBC and CBS-TV earlier in career, was with BBDO from 1950 to 1967, serving as VP and manager of program department in 1957-64 and as VP in charge of broadcast division in Los Angeles from 1964 until he became NBC West Coast standards

director in 1967. Changes effective today (June 16). Mr. Traviesas's successor on West Coast not designated.

William Hart, VP and director of syndications sales for Screen Gems, promoted to VP in charge of syndication, replacing **Dan Goodman**, who was named to newly created post of VP and director of national spot sales for SG (BROADCASTING, June 9). Mr. Hart has been with Screen Gems since 1956 as sales representative, midwestern sales manager and eastern sales manager for syndication.

Stephen C. Riddleberger, former VP and general manager of NBC Owned Radio Stations, and before that in key posts at ABC, named to new position of executive VP of Robert E. Eastman &

Co., radio-station representative, effective July 21. Mr. Riddleberger resigned from NBC last month (BROADCASTING, May 12). He joined NBC in 1966 as VP for TV network talent and program administration after ABC career that included presidency of ABC Owned Radio Stations from 1959 to 1963 and later VP and general manager of ABC News. In new post he will report to Robert E. Eastman, chairman, and Frank Boyle, president.

Lionel Baxter, VP of radio division of Storer Broadcasting Co., Miami Beach, Fla., named VP of Washington operations. **James P. Storer**, regional VP for Storer Broadcasting assumes broadened responsibility for group's radio outlets in Detroit, Cleveland and Toledo, Ohio (see page 59).

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

with Commissioner Robert E. Lee dissenting and Commissioner James J. Wadsworth absent.

Reynolds adds agencies

R. J. Reynolds Tobacco Co., after blessing William Esty with major new Doral cigarette account (see page 30), Friday (June 13) pulled some smaller tobacco accounts from agency for redistribution to other New York agencies.

Dancer-Fitzgerald-Sample, other long-time Reynolds agency, will take over Prince Albert and Madeira pipe tobacco and Day's Work plug chewing tobacco as of Aug. 1. At same time Jerry Della Femina and Partners will be added to Reynolds' roster of agencies as it gets Carter Hall smoking tobacco. Leber Katz Paccione also will begin doing business for Reynolds for first time, on unspecified new product assignments.

Movie deal includes TV

United Artists Corp. and Levy-Gardner-Laven Productions, Culver City, Calif., have made multimillion dollar motion picture deal that also calls for development and production of undetermined number of TV series. Reportedly, as much as \$17 million in production money is involved.

Currently, L-G-L has four TV series in development. Company's most recent TV product, hour series *The Big Valley*, just completed four-year run on ABC-TV.

Nardi to ABC

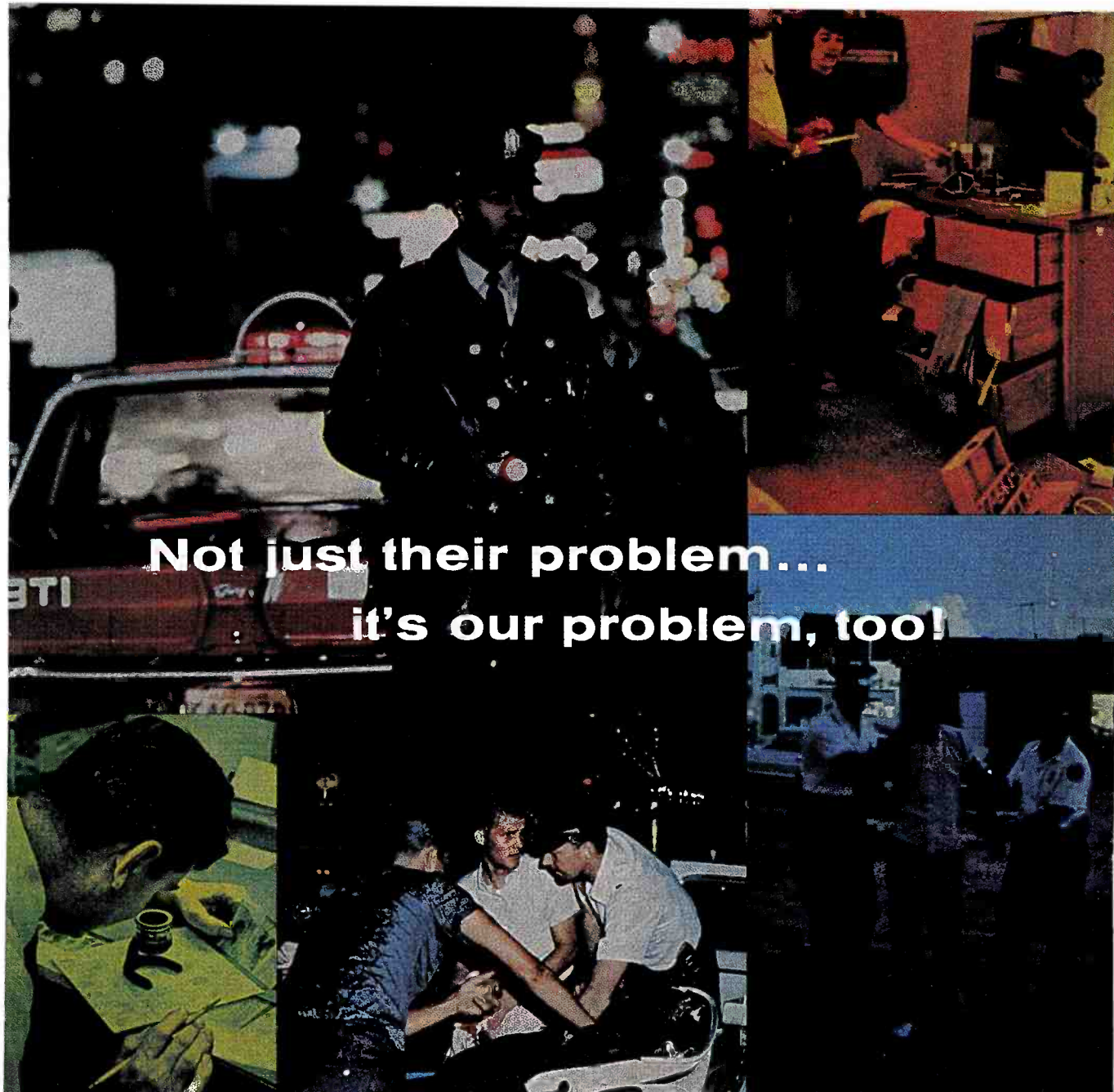
Frank Nardi, advertising and promotion manager, WLS Chicago, moves to WABC New York, in same position. He replaces Andrew C. Erish, who has become director of advertising and promotion for ABC Owned Radio Stations (BROADCASTING, June 9).

Acquisition called off

Planned acquisition of Teletronics International Inc., New York, producer of videotaped programs and commercials by Movielab Inc., New York, has been called off by mutual agreement. No reason was given for terminating agreement, which called for exchange of stock with indicated value of about \$5 million.

Joe Engel dies

Funeral services are scheduled for Saturday (June 14) for Joseph William Engel, former broadcaster but better known as former president of Chattanooga Lookouts baseball team, who died Wednesday (June 11) after long illness. He was 76. Mr. Engel was founder and principal owner of WDEF Chattanooga from 1941 to 1951. He is survived by wife, Hallie, sister and brother.



**Not just their problem...
it's our problem, too!**

As concerned citizens of the communities we serve, crime is *our* problem, too — not just something to report as news, but a prime target for involvement and action. In Detroit, WJBK-TV solicits telephone tips for Police Intelligence, supports the citizens' network of 6,000 radio-equipped vehicles available to law enforcement agencies, helps the FBI track down most-wanted criminals. New York's WHN has earned commendations from the National Auto Theft Bureau and

FBI for a hot-car documentary. WJW-TV airs interviews with Cleveland juveniles to pinpoint reasons for looting and arson. Elsewhere Storer stations endorse "stop and frisk" laws, gun control and lock-your-car campaigns, and also study such crime related subjects as chemical mace and public defenders. Such widespread and intensive campaigning in the war on crime takes a lot of doing, but in this, as in every phase of broadcast operations, Storer stations do as a

matter of routine things that community leaders often consider rather "special". That's why Storer stations stand out... and another reason why it's good business to do business with Storer.



ATLANTA WAGA-TV	CLEVELAND WJW-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	MILWAUKEE WITI-TV	MIAMI WGBS	NEW YORK WHN
LOS ANGELES KGBS	CLEVELAND WJW	DETROIT WJBK	TOLEDO WSPD	CLEVELAND WCJW (FM)	BOSTON WSBK-TV	PHILADELPHIA WIBG

When you look into the you're watching

Someday, every network television program you watch will be transmitted by satellite. From the satellite to your local television station. And from there to your home. To every home in the United States. Including Alaska, Hawaii, Puerto Rico and the Virgin Islands.

When that day comes, it will come in a very real way from the pioneering of the American

Broadcasting Companies, Inc. was ABC that first proposed launching of a domestic television satellite. The satellite was to be shared by the three major television networks, with one channel to be available free to noncommercial educational television.

The satellite would use all of the United States and possessions in a round-the-clock live communications system that can only serve the nation better and more efficiently than the present

uture of communications, ABC.

system. At ABC, we look forward to the day when the satellite comes a reality.

We are constantly examining and exploring every new way of improving communications between people. The satellite is one way. A new kind of entertainment center that educates as it amuses another. Our Marine World in California is that kind of enter-

tainment center. So is our planned Century City project — a complex of motion picture theatres, legitimate theatre, restaurants and offices. When you look into the future of communications, you're watching ABC.

We're many companies doing all kinds of entertaining things you probably didn't know we did. There's a lot more to the American Broadcasting Companies than broadcasting. Watch us. We're not quite as simple as ABC.



American Broadcasting Companies, Inc.



M&H

DON'T JUST STAND STILL ALL SUMMER

There is a unique opportunity this summer to make sure that the rating performance of your station is better next year.

The major ingredient in a station's success comes from what you do yourself, the programs and people under your control. The network helps—but interestingly enough, you can be number one in your market regardless of network affiliation.

News, weather, sports, feature film presentation, local women's programs, children's programs, and syndicated shows in varying degrees are all critical ingredients in a station's total image, and you need to know their individual strengths and weaknesses.

For example, do you know whether your rating strength in the news block comes from the newscasters, the weatherman, the sports reporter? Is one or more of these personalities weak? Do the personalities work as a team and contribute to the total rating? How effective are your competitors' performers? You can't find the answer in a rating book, but you can through McHugh and Hoffman, Inc.

For over sixteen years we have been developing the techniques of depth analysis that result in practical recommendations. Our company is in its seventh year, and was founded to apply all of the things previously learned to the study of radio and television station images.

We have some interesting success stories to tell which you can verify by talking directly to client station managers throughout this country and Canada. We would like to make a presentation with no obligation on your part. Just give us a call.

Make the most of this summer while your competitor is taking it easy—

M&H

McHUGH & HOFFMAN, INC.
Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9200

Datebook

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

■ Indicates first or revised listing.

June

June 14-17—Annual convention of *Georgia Association of Broadcasters*. Speakers include Daniel H. Lewis, vice chairman, D'Arcy Advertising; Eddie Barker, KRLD-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 Talshoff, publisher of *BROADCASTING*; Elmer Lover, 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, *Movielab Inc.* Movielab Theatre, New York.

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

■ June 26—Special stockholders meeting, *Cowles Communications Inc.* Des Moines, Iowa.

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

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

July 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

Aug. 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

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For reliability, economy and a high fidelity sound, the CCA AM 5000D is unsurpassed. Contact your CCA representative or, better yet, — ask your "Good Sounding" fellow broadcaster.



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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

Sept. 5—New deadline for reply comments on all portions of FCC's CATV rules except those sections dealing with origina-

tion, 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.

OpenMike®

Strong words of praise

EDITOR: The impact of BROADCASTING is extraordinary, if my own experience is any criterion. I have been deluged with phone calls and letters since my comments appeared in the "Monday Memo" column of June 2 under the title of "Television Retailing" is Nonsense."

The reaction has been both gratifying and amazing. May I please use this forum to thank so many for their kind comments. Those who requested the text of my talk at the National Retail Merchants Association convention in San Diego, on which the "Monday Memo" was based, can obtain it from Taft Broadcasting Co., 1906 Highland Avenue, Cincinnati, 45219.—*Hiram Strong, Hiram Strong Advertising, Chicago.*

Words of Strong praise

EDITOR: I want to express my appreciation to BROADCASTING for your "Monday Memo" June 2, entitled "Television Retailing Is Nonsense." This article is especially helpful in pointing out the value of effective use of television for local advertisers. May we have permission to reprint the article?—*Sandra K. Hamer, promotion manager, WKBF-TV Cleveland.*

(Permission granted.)

Dailies at all-time high

EDITOR: Your June 2 "Monday Memo," "Television Retailing Is Nonsense," by Hiram Strong, states: "The decline in newspaper circulation and readership is nothing new. It's been going on for over 10 years."

Actually, newspaper circulation has increased over this 10-year span. For example, the present circulation of daily newspapers (62.5 million) is an all-time high.

Readership of daily newspapers is virtually universal. In a five-day span, 95% of all adults (18 years of age and over) read one or more daily news-

papers.—*Herman Radolf, vice president, public relations, Bureau of Advertising, American Newspaper Publishers Association, New York.*

(The article should have made it clear that Mr. Strong was speaking only of the metropolitan dailies.)

WRVA likes the look

EDITOR: What a tremendous article you did on the "new look" in broadcasting (BROADCASTING, May 26). We have received a number of fine compliments and at least one query regarding the possibility of employing Philip Johnson for the architectural design of another new broadcast building.

Please know that we were deeply honored to be selected as one of the three broadcast facilities in the nation to be featured in your story. The treatment and writing certainly were excellent and I hope you have had many fine comments.—*John B. Tansey, executive vice president and general manager, WRVA Richmond, Va.*

Syllogism on sanity

EDITOR: The current issue of *Challenge*, a publication of the Kentucky Department of Mental Health, contains this news item:

The lowest death rate from cancer in New York State is among long-term patients of its mental hospitals.

Can't you just see the Federal Trade Commission's newest admonition: Warning: Sanity may be Hazardous to Your Health and Cause Death by Cancer!—*Kenneth Z. Turner, president, KFUL Fulton, Ky.*

Kudos from Marx

EDITOR: It never occurred to me that I could be made as fascinating as your "Profile" (BROADCASTING, May 26) makes me sound—really an outstanding job.—*Frank Louis Marx, vice president in charge of real estate and construction, ABC Inc.*

BROADCASTING PUBLICATIONS INC.
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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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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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Nobody we know
at Channel 7, but
figures make
chains their dial
these audience
us wonder.



Represented by Petry

STATION TOTAL HOUSEHOLDS • DAYTON AREA

Station	Station Circulation*	Sunday thru Saturday	
		Eve. 7:30 PM 11 PM	Total Day 7 AM 1 AM
WHIO 7	42 counties	446,000	563,000
Station B	33 counties	397,000	456,000
WHIO-TV Advantage	+ 9 counties	+ 49,000	+ 107,000

*Source: NSI TV Weekly Cumulative Audiences — February — March, 1969
*Source: ARB Circulation Study 1965

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



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

Twenty years of responsible service to the Miami Valley

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Company _____

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City _____ State _____ Zip _____

SUBSCRIBER SERVICE

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

☐ 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.

How to get extra mileage from advertising

Back in 1947 the total dollars spent for all kinds of advertising in this country amounted to about \$1 billion. In 1968—just 21 short years later—the total advertising expenditure stood at \$17 billion. And the projection for 1970 is that about \$20 billion will be spent. Even to someone in the business, this increased competition for attention is pretty incredible.

Now let's imagine that you and I are in business together. And let's flatter ourselves to the extent that we have an annual advertising budget of a million dollars. Pretty respectable figure. And we certainly have a right to expect it to produce for us. But before we decide we've "got it made," here's something to think about. With our million dollars, we're actually spending only 1/170th of 1% of all the advertising dollars being spent.

No wonder it's called "an advertising jungle." And no wonder we'd better make sure we're getting our money's worth for every advertising dollar we shell out.

Here's another way the advertising jungle tends to strangle our budget. The average consumer—on an average day—is exposed to 1,600 advertising messages of various sorts. Of these 1,600, the consumer really notices about 80. And, of the 80, about 12 make some kind of impression on him. About nine of these make a positive, favorable impression. Three of them are making a definite negative impression on the guy.

Talk about survival of the fittest. No jungle in darkest Africa could be tougher—or more frightening.

What's the answer? Certainly, one answer is to get as much mileage—and impact—as we possibly can out of our advertising. The more we can stretch the usefulness of each dollar we spend, the more attention we're going to get. And the more "favorable impressions" we're going to register with our public.

If, for instance, we can coordinate our point-of-purchase with our general advertising, we are stretching the usefulness of our dollars—making them work harder. When I say "coordinate," I mean carry the same theme and "feel" from our general advertising over into our point-of-purchase materials and take advantage of every additional exposure we thus get for the same selling message. Sounds simple. But it's surprising

how many advertisers don't do it.

This is for sure. When an advertiser tells the same story to each kind of advertising medium he uses, he reinforces and strengthens the effectiveness of all the media he's using.

That's our philosophy at MacManus, John & Adams.

It also happens to be the philosophy of our largest single client—Pontiac Motor Division. Matter of fact, it was Pontiac that really encouraged us to get ourselves eyebrow-deep in sales promotion work in general—and point-of-purchase in particular.

You might be interested in how it happened. Pontiac came to us in 1957—after 24 years as their agency—and said: "We think we could get more out of our sales promotion if you handled it at the agency." Further, they said: "By giving you the responsibility, we'll be sure of getting the same story told in our point-of-purchase materials as in our advertising." This, they felt, was imperative.

The disadvantage Pontiac was seeking to overcome may be familiar to some of you. For the sales promotion manager in many companies works with individual suppliers in getting his materials created and produced. These suppliers have the disadvantage of not being "tuned in" to the marketing and creative strategies that are being used in the advertising.

Pontiac is one of the largest, most persistent point-of-purchase users in its field—has done many promotions in the past year that integrate its point-of-purchase with its national advertising. And by national advertising, I mean radio and TV as well as magazines and

newspapers.

I wouldn't want to leave you with the impression we in the sales-promotion end of MacManus, John & Adams serve only Pontiac. We have a variety of other challenges from clients that I'm sure you've heard of. Names like Cadillac Motor Car Division. Hush Puppies shoes. Four Roses whiskey. 3M. And others.

It seems obvious that sales promotion is a highly critical partner in a company's total communications effort to its public. And, as is pretty clear also, we at MacManus, John & Adams happen to believe that sales promotion is a critical part of the total service that an agency should make available to its clients.

Of course, the best sales promotion talents in the whole world couldn't do an intelligent, meaningful job if they operated in a vacuum. Which leads me to one final point.

The secret of getting a company's point-of-purchase to mesh with its other advertising is for those doing the point-of-purchase to remain in continuous, and open, two-way communication with those responsible for planning and developing the rest of the advertising program. This means—at MacManus—that sales promotion, while a separate department within the agency, doesn't operate separately. Quite the reverse. We cooperate daily with practically every other branch office—in order to be absolutely sure that our efforts for a client are going to reflect the same story the client's other ad media are telling.

And our clients seem to like the extra advertising follow-through and impact that they get as a result.



Jack K. Stuart, vice president and sales promotion director for MacManus, John & Adams Inc., Bloomfield Hills, Mich., has the responsibility for the integrated development of sales promotion programs and materials for the agency's Detroit and New York area clients. He joined MJA in 1957 after serving 11 years with Pontiac Motor Division in the division's sales promotion department. Previously, Mr. Stuart served as a pilot with the U.S. Air Force in Europe during World War II.

There are millions of reasons
why "GIRL TALK" is celebrating
its 8th anniversary...

and they are all women!

On it goes into its 8th big year. GIRL TALK, television's longest running, most successful women's show, has become a daily habit with millions of women across the country.

Each year GIRL TALK retains its fresh appeal with the kind of stimulating, interesting people women like to see and listen to.

And now, a bright new hostess, BETSY PALMER, leads the conversation on GIRL TALK as it continues as the top-rated show in its time period market after market.

ARB share of Audience—Feb/Mar '69

WJXT , Jacksonville	62%
WKBW , Buffalo	50%
WTOL , Toledo	44%
WTIC , Hartford	42%
KGGM , Albuquerque	39%
KTRK , Houston	31%
WTVR , Richmond	65%
WNBF , Binghamton	63%
WDBO , Orlando	57%
WROC , Rochester	51%
WBNS , Columbus	45%
WBIR , Knoxville	45%

GIRL TALK has also been performing strongly year after year on WGN Chicago, KTNT Seattle-Tacoma, WTMJ Milwaukee, KFMB San Diego, and in many more markets.

Why not join us for our 8th season? Call your ABC Films representative today.

GIRL TALK

Daily in Color on Videotape



New York—212 LT 1-7777

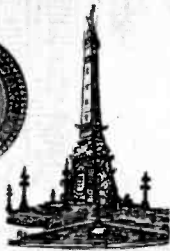
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CITY OF INDIANAPOLIS

RICHARD G. LUGAR, MAYOR

April 28, 1969

Mr. Eldon Campbell
President--General Manager
WFBM Stations
1330 North Meridian Street
Indianapolis, Indiana 46202

*Like to read
other people's
mail?*

Dear Eldon:

I think it is most appropriate for you to be informed as to the excellent work performed by several members of your staff in preparation for the Second Annual Mayor's Ball.

As you know, this dance was a benefit program for the UpSwing project. Our most current figures indicate that upwards of \$23,000 will be contributed to the UpSwing Program as a result of the Ball.

Mr. James Mathis of your staff served as Chairman of this function. His leadership was superb. We have had many citizens from our community serve as chairmen of various projects, and none have served with greater distinction. The same can be said about the contributions made to the program by Emmett DePoy, Jim Hetherington, and Chico Fernandez. WFBM has again distinguished itself by giving so much to the Indianapolis community. You can be proud to have these men on your team. Thanks for everything. Best personal regards.

Sincerely,

Click

Richard G. Lugar
Mayor

*Our
Sales Manager*

RGL:mpj

*1
The Station
that Serves Best
Sells Best!*

the WFBM
STATIONS



A bleak benchmark in regulation

Question now: Will FCC impose as much control as high court says it has over programs?

Broadcasters who had long opposed government intrusion into their coverage of controversial issues and who had considered themselves the electronic equivalent of print-media journalists are shaken and stunned. They have had their long-awaited confrontation with the government in the U.S. Supreme Court on these contentions—and have lost.

They may even have lost more than they had thought possible. For in the wreckage of their hopes for greater freedom from government control can be found Supreme Court support for tougher government regulations of programming generally, if the FCC chooses to use it.

The high court, in a unanimous decision in two fairness-doctrine cases last week, held that the doctrine and the so-called "personal attack" rules that the commission adopted to implement it "enhance rather than abridge the freedoms of speech and press protected by the First Amendment."

Thus, one of the principal arguments broadcasters have made against government regulation of their handling of controversial issues of public importance was rejected in an opinion written by Justice Byron R. White.

The court agreed that broadcasting is "affected by a First Amendment interest." But it held: "Where there are substantially more individuals who want to broadcast than there are frequencies to allocate, it is idle to posit an unbridgeable First Amendment right to broadcast comparable to the right of every individual to speak, write or publish."

"It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount," Justice White wrote. The purpose of the First Amendment, he said, is to preserve an "uninhibited market place of ideas" rather than to permit "monopolization of that market," whether by the government or by a private licensee.

What's more, it is the public's "right" to a multitude of ideas and experiences "which is crucial here" and which "may not constitutionally be abridged

either by Congress or the FCC," Justice White wrote. He also said the First Amendment does not prohibit government "from requiring a licensee to share his frequency with others and to conduct himself as a proxy or fiduciary with obligations to present those views and voices which would otherwise, by necessity, be barred from the airwaves."

Thus the argument that there is no constitutional difference between electronic and print journalism was laid to rest. So was the contention that the scarcity argument, long used by government to justify regulation of programming, does not apply in a day when there are far more broadcasting stations than daily newspapers.

Indeed it was the scarcity argument that Justice White cited in his ultimate conclusion upholding the commission in its regulation of fairness. The court said use of the spectrum by all categories of users is rapidly increasing, and that "comparative hearings between compet-

ing broadcast applicants are by no means a thing of the past."

Lawyers for government and industry alike agreed that the decision was—as some of them said—"a great victory" for the commission. "We couldn't ask for more than this—it gives us everything we wanted," said one commission attorney. "More," said another.

In New York, there was considerable gloom in the offices of the networks. Some officials referred to the opinion as turning broadcast newsmen into "second-class citizens." Others saw it as discouraging broadcasters from engaging in controversy and leading to increasingly bland—or less inflammatory—TV fare.

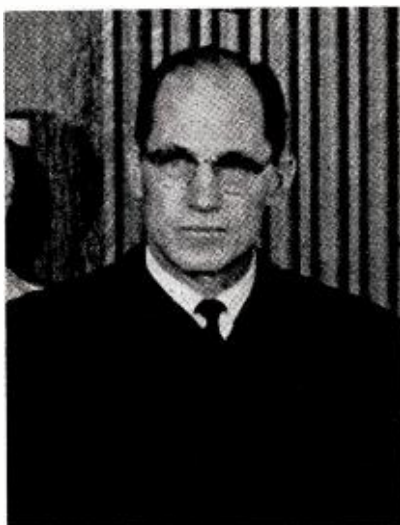
One top network lawyer felt talk shows on radio and television face serious problems. He noted that the late-night shows—Johnny Carson on NBC, Joey Bishop on ABC and the upcoming Merv Griffin show on CBS thrive on guests who "frequently take strong positions."

Network officials generally said the impact of the court's action could only be measured by the use the commission makes of it. One, who feels the commission has been "pretty tough" on fairness matters thus far, expects it in time to modify its position—by, among other things, adding documentaries to the list of exempt program categories.

One network executive who expressed a determination to hold the line against any compromise with news integrity is Richard Salant, president of CBS News. He said that "the game is lost" if broadcast newsmen allow the ruling to affect their news judgments and cause them to soften the bite of their news coverage. "We plan to do exactly what we have always done and take the consequences afterward," if there are any, he said.

In that connection he denied rumors that CBS had decided, in the wake of the Supreme Court opinion, to abandon plans for a follow-up to its award-winning, and controversial, *Hunger in America* documentary.

However, he did express concern over the problems that could be cre-



Associate Justice Byron R. White, who wrote the landmark opinion for the U.S. Supreme Court upholding the FCC's fairness doctrine and the rules that implement it.

The hard words from high court

'It is idle to posit an unbridgeable First Amendment right to broadcast'

Following are key excerpts from the U. S. Supreme Court's opinion of last Monday giving the FCC broad power to regulate programing. The opinion was written by Justice Byron White and unanimously adopted by those voting: Chief Justice Earl Warren and Justices Hugo Black, John M. Harlan, William J. Brennan Jr., Potter Stewart and Thurgood Marshall. Justice William O. Douglas missed oral argument and abstained. The ninth seat was vacant following the resignation of Abe Fortas several weeks earlier.

The history of the emergence of the fairness doctrine and of the related legislation shows that the commission's action in the *Red Lion* case did not exceed its authority, and that in adopting the new regulations the commission was implementing congressional policy rather than embarking on a frolic of its own.

Before 1927, the allocation of frequencies was left entirely to the private sector, and the result was chaos. It quickly became apparent that broadcast frequencies constituted a scarce resource whose use could be regulated and rationalized only by the government. Without government control, the medium would be of little use because of the cacaphony of competing voices, none of which could be clearly and predictably heard. Consequently, the Federal Radio Commission was established to allocate frequencies among competing applicants in a manner responsive to the public "convenience, interest, or necessity."

Very shortly thereafter the commission expressed its view that the "public interest requires ample play for the free and fair competition of opposing views, and the commission believes that the principle applies . . . to all discussions of issues of importance to the public."

The fairness doctrine finds specific recognition in statutory form, is in part modeled on explicit statutory provisions relating to political candidates, and is approvingly reflected in legislative history.

In 1959 the Congress amended the statutory requirement of [Section] 315 that equal time be accorded each political candidate to except certain appearances on news programs, but added that this constituted no exception "*from the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance*" (emphasis added). This language makes it very plain that Congress, in 1959, announced that the phrase "public interest," which had been in the act since 1927, imposed a duty on broadcasters to discuss both sides of controversial public issues. In other words, the amendment vindicated the FCC's general view that the fairness doctrine inhered in the public-interest standard.

The broadcasters challenge the fairness doctrine and its specific manifestations in the personal-attack and political-editorial rules on conventional First Amendment grounds, alleging that the rules abridge their freedom of speech and press.

Although broadcasting is clearly a medium affected by a First Amendment interest, differences in the characteristics of new media justify differences in the First Amendment standards applied to them. For example, the ability of new technology to produce sounds more raucous than those of the human voice justifies restrictions on the sound level, and on the hours and places of use, of sound trucks so long as the restrictions are reasonable and applied without discrimination.

Just as the government may limit the use of sound amplifying equipment potentially so noisy that it drowns out civilized private speech, so may the government limit the use of broadcast equipment. The right of free speech of a broadcaster, the user of a sound truck, or any other individual does not embrace a right to snuff out the free speech of others.

Where there are substantially more individuals who want to broadcast than there are frequencies to allocate, it is idle to posit an unbridgeable First Amendment right to broadcast comparable to the right of every individual to speak, write, or publish. If 100 persons want broadcast licenses but there are only 10 frequencies to allocate, all of them may have the same "right" to a license; but if there is to be any effective communication by radio, only a few can be licensed and the rest must be barred from the airways. It would be strange if the First Amendment, aimed at protecting and furthering communications, prevented the government from making radio communication possible by requiring licenses to broadcast and by limiting the number of licenses so as not to overcrowd the spectrum.

By the same token, as far as the First Amendment is concerned those who are licensed stand no better than those to whom licenses are refused. A license permits broadcasting, but the licensee has no constitutional right to be the one who holds the license or to monopolize a radio frequency to the exclusion of his fellow citizens. There is nothing in the First Amendment which prevents the government from requiring a licensee to share his frequency with others and to conduct himself as a proxy or fiduciary with obligations to present those views and voices which are representative of his community and which would otherwise, by necessity, be barred from the airwaves. It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount.

Nor can we say that it is inconsistent with the First Amendment goal of pro-

ated by an irregularly scheduled interview program like the one CBS did with free-swinging Eric Hoffer, the longshoreman-philosopher, whose comments were well larded with attacks. A one-hour program with him, Mr. Salant said, might require a three-hour sequel to accommodate all those who might feel they had been offended.

One of two FCC rules that were under attack prescribes the procedures a station must follow in affording fairness to persons whose honesty, character or integrity have been attacked over its

facilities. The second prescribes procedures stations must follow when they endorse or attack political candidates. In both cases, the procedures involve notification of the person concerned, submission of a tape or transcript of the program in question, and an offer of free time for reply.

The personal-attack rule has been amended twice—first to exempt bona fide newscasts, news specials and on-the-spot coverage of news events, then to exempt regularly scheduled interviews and commentary or analysis in

the course of newscasts. However, personal attacks are not exempt from the general application of the fairness doctrine.

The rules themselves had been challenged in an appeal brought soon after they were adopted, in July 1967 (BROADCASTING, July 10, 1967) by the Radio Television News Directors Association, CBS and NBC. The other case covered in the decision involved an appeal by WGB Red Lion, Pa., from a commission order issued in 1964 under fairness-doctrine principles that

ducing an informed public capable of conducting its own affairs to require a broadcaster to permit answers to personal attacks occurring in the course of discussing controversial issues, or to require that the political opponents of those endorsed by the station be given a chance to communicate with the public. Otherwise, station owners and a few networks would have unfettered power to make time available only to the highest bidders, to communicate only their own views on public issues, people and candidates, and to permit on the air only those with whom they agreed. There is no sanctuary in the First Amendment for unlimited private censorship operating in a medium not open to all.

It is strenuously argued, however, that if political editorials or personal attacks will trigger an obligation in broadcasters to afford the opportunity for expression to speakers who need not pay for time and whose views are unpalatable to the licensees, then broadcasters will be irresistibly forced to self-censorship and their coverage of controversial public issues will be eliminated or at least rendered wholly ineffective. Such a result would indeed be a serious matter, for should licensees actually eliminate their coverage of controversial issues, the purposes of the doctrine would be stifled.

That this will occur now seems unlikely, however, since if present licensees should suddenly prove timorous, the commission is not powerless to insist that they give adequate and fair attention to public issues. It does not violate the First Amendment to treat licensees given the privilege of using scarce radio frequencies as proxies for the entire community, obligated to give suitable time and attention to matters of great public concern. To condition the granting or renewal of licenses on a willingness to present representative community views on controversial issues is consistent with the ends and purposes of those constitutional provisions forbidding the abridgment of freedom of speech and freedom of the

press.

We need not and do not ratify every past and future decision by the FCC with regard to programing. There is no question here of the commission's refusal to permit the broadcaster to carry a particular program or to publish his own views; of a discriminatory refusal to require the licensee to broadcast certain views which have been denied access to the airways; of government censorship of a particular program contrary to [Section] 326; or of the official government view dominating public broadcasting. Such questions would raise more serious First Amendment issues. But we do hold that the Congress and the commission do not violate the First Amendment when they require a radio or television station to give reply time to answer personal attacks and political editorials.

It is argued that even if at one time the lack of available frequencies for all who wished to use them justified the government's choice of those who would best serve the public interest by acting as proxy for those who would present differing views, or by giving the latter access directly to broadcast facilities, this condition no longer prevails so that continuing control is not justified. To this there are several answers.

Scarcity is not entirely a thing of the past. Advances in technology, such as microwave transmission, have led to more efficient utilization of the frequency spectrum, but uses for that spectrum have also grown apace. Portions of the spectrum must be reserved for vital uses unconnected with human communication, such as radio-navigational aids used by aircraft and vessels. "Land-mobile services" such as police, ambulance, fire department, public utility, and other communications systems have been occupying an increasingly crowded portion of the frequency spectrum and there are, apart from licensed amateur radio operators' equipment, 5,000,000 transmitters operated on the "citizens' band" which is also increasingly congested. Among the various uses for radio frequency space, includ-

ing marine, aviation, amateur, military, and common carrier users, there are easily enough claimants to permit use of the whole with an even smaller allocation to broadcast radio and television uses than now exists.

Comparative hearings between competing applicants for broadcast spectrum space are by no means a thing of the past. The radio spectrum has become so congested that at times it has been necessary to suspend new applications. The very-high-frequency television spectrum is, in the country's major markets, almost entirely occupied, although space reserved for ultra-high-frequency television transmission, which is a relatively recent development as a commercially viable alternative, has not as yet been completely filled.

Even where there are gaps in spectrum utilization, the fact remains that existing broadcasters have often attained their present position because of their initial government selection in competition with others before new technological advances opened new opportunities for further uses. Long experience in broadcasting, confirmed habits of listeners and viewers, network affiliation, and other advantages in program procurement give existing broadcasters a substantial advantage over new entrants, even where new entry is technologically possible. These advantages are the fruit of a preferred position conferred by the government. Some present possibility for new entry by competing stations is not enough, in itself, to render unconstitutional the government's effort to assure that a broadcaster's programing ranges widely enough to serve the public interest.

In view of the prevalence of scarcity of broadcast frequencies, the government's role in allocating those frequencies, and the legitimate claims of those unable without governmental assistance to gain access to those frequencies for expression of their views, we hold the regulations and ruling at issue here are both authorized by statute and constitutional.

later evolved into the personal-attack rules.

In the Red Lion case, the commission had directed the station to make free reply time available to writer Fred J. Cook, who said he had been attacked by the Rev. Billy James Hargis in the latter's syndicated program, *Christian Crusade*, which was carried by WGB. The station refused, and appealed the commission's order.

The U.S. Court of Appeals for the District of Columbia upheld the commission in the WGB case, but the ap-

peals court for the seventh circuit, in Chicago, struck down the rules as burdensome and unconstitutionally vague. The commission appealed that decision to the Supreme Court, which agreed to hear it along with the argument on the appeal that had been taken by WGB.

What made the Supreme Court decision a particularly bitter pill for broadcasters was that it was adopted by a 7-to-0 vote. (Justice William O. Douglas, who was recovering from an appendix operation at the time of the oral argument in the case, did not participate in

the decision. Former Justice Abe Fortas, who has since resigned from the court, did not hear the argument either.) Not one of broadcasting's long-maintained arguments on the issues was accepted by a single justice. And this was the culmination of an all-out industry effort to knock out the rules and, if possible, undermine the doctrine itself. NBC, in its brief, had made a frontal attack on the doctrine.

Washington communications attorneys and National Association of Broadcasters officials had been unhappy

about the appeal taken by the Rev. John M. Norris, the octogenarian owner of WGB; they felt it was not a good one on which the broadcasting industry should stake its challenge to the fairness doctrine.

However, adoption of the fairness rules, with their catalogue of precise do's and must's, seemed to provide a suitable vehicle. Furthermore, the present Supreme Court, with its record of supporting appeals based on First Amendment grounds, seemed likely to give broadcasters a sympathetic ear—or so many industry leaders felt.

RTNDA, CBS and NBC retained prominent law firms to present their cases and, as their advocate in the Supreme Court arguments, they settled on Archibald Cox, a former solicitor general of the U.S., who is now teaching law at Harvard and who had represented RTNDA in the seventh-circuit argument. The decision of that court, which endorsed the main arguments of the broadcasters and indicated broadcasters were entitled to the same First Amendment rights as the press, induced in broadcasters a sense almost of euphoria.

Apart from the shock of disappointment experienced by the broadcasting industry last week, there was the view of government and industry attorneys that Justice White's opinion was so sweeping in its language as to provide support for commission regulation in all areas of broadcast content. The commission's order applying the fairness doctrine to cigarette advertising, which the Supreme Court has been asked to review, seems secure, for instance.

But there is more than that for broadcasters to consider. Justice White at one point referred to the court's 1943 decision upholding the commission's chain-broadcasting rules, in an appeal that had been brought by NBC, as support for the proposition that the commission may concern itself with programing. He recalled that the court had held "unequivocally" that "the commission was more than a traffic policeman concerned with the technical aspects of broadcasting" and that it violated neither statute nor the First Amendment "in interesting itself in general program format and the kinds of programs broadcast by licensees."

"That gives us a lot of go," said one commission attorney.

So does another passage disposing of the broadcasters' argument that the obligations imposed on them by the fairness doctrine could lead to self-censorship. They had said some broadcasters would shun controversial issues rather than undertake the obligations of providing time for reply to all sides in the dispute.

Justice White expressed doubt this would happen. But if broadcasters "should suddenly prove timorous," he

FCC takes quick advantage

The FCC has served notice that broadcasters who violate its personal attack and editorializing rules face the imposition of fines and other remedies available to the commission.

The commission made the announcement Thursday (June 12), three days after the U.S. Supreme Court upheld the rules adopted by the commission in 1967 to implement portions of its fairness doctrine.

The commission had announced on Oct. 16, 1968, that it would not attempt to levy forfeitures or strip broadcasters of their licenses as a result of violations of the fairness-doctrine rules until the Supreme Court had decided on their legality (BROADCASTING, Oct. 21, 1968).

That announcement came a month after the U.S. Circuit Court of Appeals in Chicago, in a decision overturned last week, held the rules to be unconstitutional.

Licensees are liable to a \$1,000 fine per day, up to a total of \$10,000, for violations of commission rules.

said, "the commission is not powerless to insist that they give adequate and fair attention to public issues."

These passages, attorneys noted, could be cited by Commissioners Kenneth A. Cox and Nicholas Johnson in their continuing effort—in dissents filed to routine license renewals every two months—to press broadcasters for a minimum amount of news and public affairs programing. And Commissioner Cox, who was very pleased by the decision, last week indicated he planned to do just that.

The language could also be used, in the view of some attorneys, in support of commission action to require programing in other areas—education, for example—so long as the requirement could reasonably be related to the public interest.

Some attorneys noted that the commission has always asserted such powers and said that whatever restraint it has exercised has resulted from the regulatory concepts of the commission membership. Commission officials, furthermore, noted that there were legal as well as practical inhibitions on how far the agency could go. The decision makes clear, they point out, that the court is prepared to review commission actions in programing. Justice White said questions involving commission refusal to permit carriage of a particular broadcast or discriminatory refusal to require the airing of views which have been denied access to the airways might raise "more serious First Amendment issues." So would questions, he said, of government censorship or of the official

government view dominating broadcasting.

Commission officials also recalled that broadcasters have in the past demonstrated sufficient political power to persuade Congress to force the commission to reconsider actions of which they strongly disapproved. The commission's abandonment of its 1963 proposal to adopt rules limiting the number of commercials stations might carry was one example cited.

However, the court has expressed itself on the question of the commission's authority over programing. And, as some commission attorneys noted, it may not be the commission itself which provides the impetus for vigorous program regulation. "It could be that eager beavers, citizen groups, will push the commission into doing what the court says it has the power to do," said one. He noted that the opinion comes at a time of "ferment," when citizens groups are springing up all over the country to challenge the broadcasting establishment, particularly at license-renewal time.

Justice White, in holding that the fairness doctrine was within the commission's statutory authority, found its origins in statements of the Federal Radio Commission, forerunner of the FCC, which was established in 1934. The commission, he noted, formalized the doctrine in a 1949 Report on Editorializing. And Congress, he said, wrote it into the Communications Act in 1959, in an amendment to the equal-time law that held that broadcasters must "afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

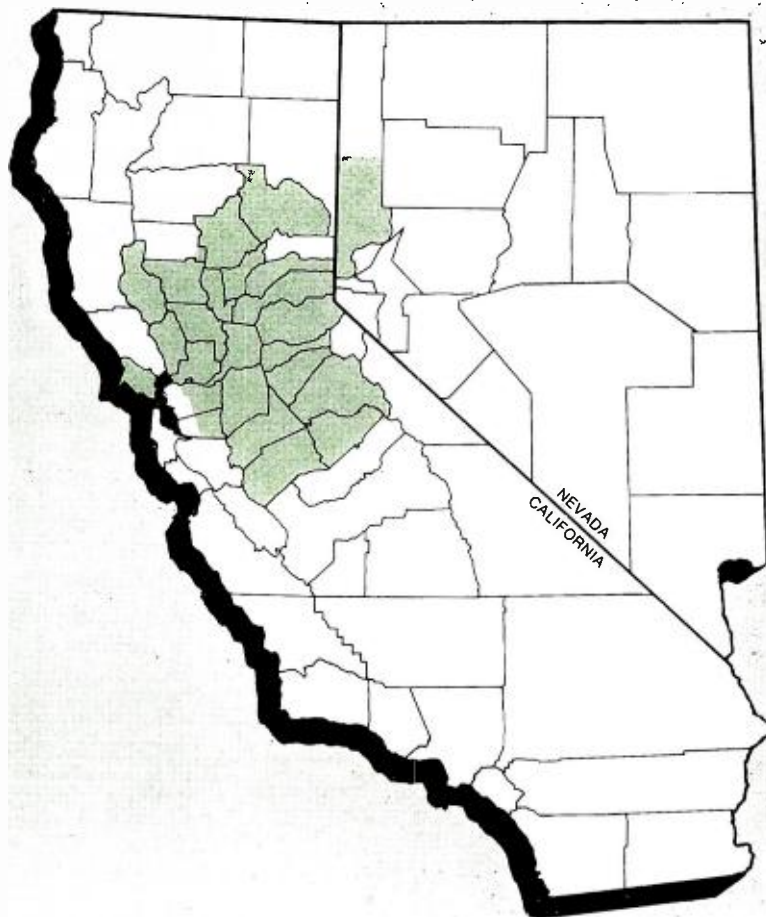
This history, he said, reinforces "the natural conclusion that the public-interest language of the [Communications] Act authorized the commission to require licensees to use their stations for discussion of public issues, and that the FCC is free to implement this requirement by reasonable rules and regulations" which do not violate the First Amendment or the Communications Act's no-censorship provision.

And he rejected the broadcasters' contention that the rules themselves are impossibly vague. "We cannot conclude that the FCC has been left a free hand to vindicate its own idiosyncratic conception of the public interest or of the requirements of free speech," he said. He found nothing vague in the commission's ruling in the WGB case, and said the rules that were under challenge could be employed in the same way that the doctrine was in that proceeding.

However bleak the immediate prospects, some communications attorneys saw a possibility of fallout that might be helpful.

Some said that, if the broadcasters had won, Congress would have moved quickly to force the commission to

KOVR Stockton-Sacramento 23rd in Food Sales ...bigger than Kansas City



25th TV Market in the Nation . . .

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

- 25th in Consumer Spendable Income . . . bigger than Memphis
- 25th in Total Retail Sales . . . bigger than Nashville
- 19th in Drug Sales . . . bigger than Houston
- 21st in Passenger Cars . . . bigger than Buffalo

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

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

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break up multiple ownerships in a view shared by FCC Chairman Rosel H. Hyde. For there are many in Congress who would be unwilling to tolerate licensees owning two or more stations if they were completely free of government regulation in their coverage of controversial issues—particularly if they were free to editorialize without being required to offer time for response. Indeed, the decision may even help broadcasters in their opposition to the current commission rulemaking aimed at barring the owner of one full-time station from acquiring another full-time operation in the same market.

Some feel, in addition, the decision may aid in the passage of the bill introduced by Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, to afford broadcasters some protection against competing applications at license-renewal time. The bill would require the commission to find an applicant unqualified for renewal before entertaining new applications for the facility. Similar bills have been introduced by dozens of members of the House.

"Broadcasters can now argue," one attorney said, "that since the commission has the authority to regulate all

kinds of programing, they can't deal unfairly with congressmen or anyone else. So maybe it is not so bad that they keep their license—or, in the case of the multiple-ownership issue—hold on to more than one station."

But the broadcasters' fight to strike the shackles of government regulation of their handling of controversial issues seems over, at least for the foreseeable future. "It will be 10 years before anyone has the temerity to make those [First Amendment] arguments again," said one communications attorney. Others regarded that estimate as optimistic.

BroadcastAdvertising®

Showdown this week on cigarettes

NAB caught in middle of House dispute as fired employee questions code actions

The continuing Capitol Hill controversy over cigarette advertising regulation erupted anew last week amid charges that the National Association of Broadcasters has "misled" Congress and the public into believing the industry has an effective self-regulation program.

In the aftermath of a full-day House Commerce Committee hearing Tuesday (June 10) into the charges, the very vocal House proponents of more stringent cigarette advertising regulations will be watching this week's NAB board meeting to see whether the association's executives can chart a new course.

A guarantee that the NAB board would have "serious discussion" on the cigarette-advertising issue was given to the House committee by NAB President Vincent Wasilewski. Commenting at the conclusion of last week's hearing, he told Representative Brock Adams (D-Wash.) that "regardless of what happens at these hearings there are going to be modifications in cigarette advertising."

And Stockton Helffrich, NAB code authority director, said it seemed "inevitable that the code authority itself and the code review board would look to see: 'Well, what further things can we do?'"

The NAB officials made those comments after a day in which they had been accused by a former code executive of failing in their "public trust" to "enact a truly responsible and meaningful program to self-regulate broadcast cigarette advertising."

Making the charges was Warren Braren, who had been director of the

code's New York office until May 1. He said he had been asked to resign his \$19,000-a-year position because of a "substantial difference . . . concerning the administration and policy direction" of the code.

The hearing before more than 20 members of the Commerce Committee came two days after Mr. Braren had released a 1966 report made by the code authority staff, which, he said, found that "commercials which have

FTC still wants death threat in ads

The Federal Trade Commission formally notified Congress last week that it had called hearings on a proposal to require health warnings in cigarette advertising.

The commission advised Chairman Harley O. Staggers (D-W. Va.), of the House Commerce Committee, that it would hold three days of hearings beginning July 1. At the same time it told Mr. Staggers that the bill his committee has cleared for action by the House this week would fail "to alert the public to the grave dangers involved in cigarette smoking."

The FTC wants all cigarette advertising, including that on radio and television, to contain this warning: "Cigarette smoking is dangerous to health and may cause death from cancer, coronary heart disease, chronic bronchitis, pulmonary emphysema and other diseases."

an impact upon an adult cannot be assumed to leave unaffected a young viewer, smoker or otherwise." Mr. Braren's charge that effective self-regulation by broadcasters "is virtually nonexistent" and his publicizing of the report came Sunday (June 8) in a news conference hastily called by Representative Adams, one of the committee's most outspoken advocates of stronger cigarette-advertising regulations.

Mr. Adams notified Commerce Committee Chairman Harley O. Staggers (D-W. Va.) of the charges and asked the chairman to convene the full committee so that Mr. Braren and the NAB executives could openly testify.

The episode took place almost two weeks after the committee had approved, 22-5, a bill to strengthen the health warning on cigarette packages but extend for six years the current prohibition against further regulation by the FCC, Federal Trade Commission or other government agencies (BROADCASTING, June 2). The committee's bill was to have been taken up by the Rules Committee June 10 and would have been slated for floor action the following day (June 11). That process was postponed by the Commerce Committee hearing.

The current timetable calls for the bill to go to the floor of the House late Tuesday or Wednesday (June 17, 18) at the same time that the NAB board will be taking up the cigarette issue among other topics.

(It was felt last week that the individual NAB radio and television boards would probably direct the re-

Pacific and Southern Broadcasting Company, Inc.

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METRO TV SALES
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*as exclusive national sales representative
for its television stations:*

WQXI-TV *Channel 11*
 *in Atlanta*

KHON-TV *Channel 2*
 *in Hawaii*

Effective June 16, 1969



Sunday: Representative Adams (l) and Mr. Braren



Tuesday: Messrs. Wasilewski (l) and Helffrich

spective code boards to make prompt studies of what additional strictures—if any—should be incorporated in the codes. If this procedure is followed and the code boards develop stiffer cigarette advertising regulations, it is probable that the parent boards would be polled by mail in order to implement any new rules as early as possible.)

During the hearing Mr. Adams asked that the committee-approved bill be pulled back for a new vote on the basis of Mr. Braren's testimony. However, that attempt fell flat when Chairman Staggers said such action would require unanimous consent of the House. Mr. Staggers noted that the special hearing was called "to take up a question . . . [and is] not part of the bill. It is supplemental information because the bill has gone to the House."

In his testimony, Mr. Braren charged that Mr. Wasilewski's April 21 testimony before the committee had maintained that broadcasters continue to review cigarette commercials. In fact, Mr. Braren contended, "no such continuing review . . . existed at the time of Mr. Wasilewski's testimony nor at the time of the May 1 code board announcement" that it would refrain from acting on any further cigarette advertising regulation until Congress had acted (BROADCASTING, May 5).

Testifying under oath last week, as were Messrs. Helffrich and Braren, the NAB president defended his earlier testimony before the committee, saying "it was true then and it is true today." He countered Mr. Braren's claim the code authority's cigarette-advertising guidelines have existed only on paper and have not been applied since April 1968 by noting that the code au-

thority "had occasion to question the commercials and effectuate changes" for nine brands in 1968.

So far this year, he added, "it has had occasion to question the commercials of four brands."

Mr. Wasilewski also challenged Mr. Braren's claim that broadcasters have forsaken any attempt at self-regulation, by stating "the self-regulatory efforts of broadcasters have played and will continue to play a significant role in dealing with the cigarette advertising issue."

Mr. Braren, who joined the NAB code staff as assistant director of the New York office in 1960 and was made director of that office in 1968 when Mr. Helffrich was promoted from it to become code authority director, described himself as a "strong advocate of business self-regulation."

Sprinkling his testimony liberally with reference to more than 30 reports, letters and memos from the code authority's files, Mr. Braren was particularly critical of the television networks' interpretations of cigarette advertising standards. He said the 1966 guidelines aimed at curbing the appeal of cigarette advertising to the young "were being eroded through loose network interpretation."

He cited a Nov. 21, 1967, meeting with the TV code board's network representatives at which "one network vice president and code board member [later identified by Mr. Braren as Ernest Lee Jahncke Jr. of NBC] bluntly told the code authority to stay clear of all cigarette advertising for fear that any action would lead to forcing all cigarette advertising off television."

A week later, according to Mr. Braren, the then code director, Howard Bell, told the network code board mem-

bers that he still favored a cutback in cigarette advertising and would reintroduce such proposals at the December 1967 code board meeting.

"At least two network officials [Mr. Jahncke and Alfred Schneider of ABC], Mr. Braren said, "apparently thought the code authority and Mr. Bell should have gotten the point by then. They exploded in a name-calling attack which could be heard, despite closed doors, throughout the code's New York office."

As bad as the situation was under Mr. Bell, who continually fought for stronger guidelines and regulations, Mr. Braren said, the situation grew "progressively worse" in early 1968 after Mr. Helffrich became director. The deterioration, he said, came after Mr. Helffrich "made it clear to the networks that he had no 'ambitious' plans on cigarette advertising."

Several times during the hearing Mr. Braren was asked why, if he felt so strongly about the direction he alleged the code was going, he waited until early June before bringing his information to the committee. In a series of questions opening the hearing, Chairman Staggers berated Mr. Braren for using a Sunday news conference to present the information "when the doors of this committee are open every business day" and for failing to contact the chairman but instead going to the public through one member of the committee.

Mr. Braren's contention that the code is not working and the Messrs. Wasilewski's and Helffrich's opinion that it is came up several times. When Torbert H. Macdonald (D-Mass.) brought the topic up, Mr. Braren said

the code "is not working because the code authority is not involved." When Representative James T. Broyhill (R-N.C.) moved into that same area, Mr. Braren's reply was that the code authority still does not deal "with substantive issues. The cigarette advertising guidelines only deal with the surface."

Asked if he wanted to see cigarette commercials banned from the air, the former code executive said he had "no ulterior motives. I have no axe to grind. I want to see the code face up to health issues."

Questioned by Representative Hastings Keith (R-Mass.) on his resignation and the timeliness of his appearance before the committee, Mr. Braren said he had spoken to someone in the Senate [later identified as Michael Pertschuk, Senate Commerce Committee general counsel] before the House hearings began and that his original intention was to make the material available to the Senate. There was no preference between Senate and House, he said; "it was a matter of timing." He said that he had planned to stay with the NAB code office until July 1 and then resign. (Senate hearings on the House bill are expected to begin in mid-July.)

Mr. Helffrich later testified that he had requested the resignation because of Mr. Braren's "frustrations which had become increasingly obvious. He felt my leadership was inadequate. That Mr. Braren was dissatisfied on the cigarette front is evident."

Perhaps the strongest critic Mr. Braren faced during the day was Representative Albert W. Watson (R-S.C.), who contended that Mr. Braren had come to Capitol Hill because he was angry that the 1966 staff report, characterized by Representative Watson as "your report," was not adopted by the board.

How Warren Braren came to the Hill

The road that led Warren Braren to last week's House Commerce Committee hearing (see preceding story) began "several months ago," and it began on the Senate side of Capitol Hill.

Michael Pertschuk, general counsel of the Senate Commerce Committee, said last week that he met Mr. Braren for the first time when the former director of the National Association of Broadcasters New York code office contacted him to express growing dissatisfaction with the operation of the NAB code. No plan for congressional action emerged from that meeting, Mr. Pertschuk said.

After Mr. Braren had left NAB, however, he went to Washington a second time. On that occasion, Mr. Pertschuk said, he put Mr. Braren in touch

with Representative Brock Adams (D-Wash.)—who, he noted, has been a leader among House advocates of a strong cigarette bill, and who shares Washington state residence with Senator Warren Magnuson (D-Wash.), Senate Commerce Committee chairman and another backer of strong legislation. House hearings had by then been long completed; but, following the hastily called Adams-Braren news conference, they were promptly reopened.

'No smoking' sign sought at NBC

Banzhaf threatens action against O&O's, affiliates over cigarette-spot issue

John Banzhaf III has begun what he warns will be a campaign to oppose the license renewals of all NBC affiliated and owned-and-operated stations that do not discontinue cigarette advertising.

His first target is WNBC-TV New York. He has initiated efforts in the U.S. Court of Appeals for the District of Columbia and before the FCC to strip that station of its license.

Both actions followed an April 29 letter to WNBC-TV in which Mr. Banzhaf said that he and Action on Smoking and Health, of which he is executive director, would oppose the station's license-renewal application if it did not accede to their demand to adopt an anticigarette policy.

He gave the station 10 days to make a public announcement of its intention to discontinue all cigarette advertising as soon as feasible, and in no event later than Dec. 31, 1969; and to broadcast "a significant number" of anticigarette messages in prime time.

He also expressed the hope that "the entire NBC network will adopt the policy" he outlined. "If not," he added, "we will challenge or oppose the renewals of license to its affiliates and owned-and-operated stations where they have failed to operate in the public interest, convenience, and necessity."

He warned the station not to "turn [its] back on thousands of needless deaths every year and continue to persuade [its] viewers to use a product condemned by every scientific and medical organization which has examined the issue." A copy of the letter was attached to an NBC pleading filed with the commission last week.

Mr. Banzhaf, whose complaint led the commission to apply its fairness doctrine to cigarette advertising, had urged the commission last year to revoke the license of WNBC-TV, principally on the ground that it had not

carried enough anticigarette spots to discharge its obligations.

The commission three months ago denied his petition. It said the station's over-all performance in airing anticigarette spots was not deficient, but called on WNBC-TV to make a greater effort to broadcast such spots in prime time. NBC-TV has since strengthened its budget of anticigarette spots in prime time; it is now airing 4.7 cigarette spots to one antismoking announcement between 7:30 and 11 p.m. (BROADCASTING, April 28).

However, Mr. Banzhaf has notified the court of appeals in Washington he will appeal that order. And he has petitioned the commission to deny NBC's "application . . . to operate a broadcast television station in New York City on channel 4."

The petition relies primarily on the contention that WNBC-TV has been deficient in its broadcast of antismoking spots. But it also contains a number of other allegations that had formed part of the petition to revoke—among them, that WNBC-TV carries an excessive number of commercials and fails to program to meet the needs of minority groups, and that NBC's ownership of stations contributes to monopolization of the communications media.

NBC, in its opposition to Mr. Banzhaf's petition, said the commission had already ruled on the allegations regarding the station's broadcast of anticigarette spots. As for the other charges, it said they "consist entirely of conclusory statements" which "wholly fail to make out even a prima facie case that NBC is in violation of any statute or any rule or policy of the commission." It urged the commission to dismiss the petition.

FCC may move ahead on cigarettes, says Lee

"If legislation is not enacted, we will perfect the regulations that prohibit the advertising of cigarettes over the air," FCC Commissioner Robert E. Lee predicted last week in a talk before the Detroit chapter of the Station Representatives Association.

Commissioner Lee indicated he felt the FCC would move ahead on its own, because of the public-health hazard involved, in the even the proposed legislation now in Congress failed to overcome hurdles it is said to face, especially in the Senate. The FCC proposed the ban earlier this year and Congress intervened (BROADCASTING, Feb. 10, et seq.).

Commissioner Lee said that in spite of his conservative views and concern over the serious constitutional question involved, he is in favor of a broadcast ban. He said the medical evidence convinced him. Cigarettes are \$244 million worth of business for radio-TV,

he acknowledged.

Commissioner Lee also predicted more cross filings against station renewal applications and termed the trend most unfortunate. He felt it could continue several years and result in nine or ten "long and acrimonious hearings" as prominent local groups attempt to upset well-established station operations. He feared the practice could force broadcasters through fear to extract the greatest profit possible during the usual license period since they might not get another round.

Asked how broadcasters might live with the Supreme Court's ruling on the FCC's fairness doctrine (see page 21), Commissioner Lee said if he were a practical broadcaster and not a regulator, "I'm not so sure I would get into controversial issues. I'm not sure I'd carry any political time. Why get into all this trouble? I personally would not editorialize. Even though the FCC encourages it, it isn't a must. I'd just run a good station."

But, he concluded, since the Supreme Court has upheld the FCC, "It seems clear now you will have to live with this problem of fairness, including cigarettes and any other controversial subject that might come up."

Business briefly:

General Electric Co., through BBDO, both New York, will sponsor four one-hour programs on nature, wildlife and man on NBC-TV during 1969-70 season. *The GE Monogram Series* will include "The Wolf Men," "The Man Hunters," "Sahara" and "Once Before I Die" (mountain climbing). Air times and dates will be announced later.

Admiral Corp., Chicago, through Campbell-Ewald Co., Detroit, plans expanded use of network TV this fall to promote its color TV line and three-year color tube warranty. Admiral has been using NBC-TV during the first half of this year and in the fall will use 18 programs on that network and ABC-TV. Two one-minute spots are planned for each series.

Du Pont, New York, has bought an hour-long documentary on Joe Frazier, *Heavyweight, Inc.* Produced by Triangle Stations, the color film special will be shown in 200 markets on the eve of the Frazier-Jerry Quarry fight at Madison Square Garden New York, Thursday, June 19.

Sealtest Foods, through N. W. Ayer & Son, both New York, will introduce nationally a new fruit ade concentrate with intensive advertising on television throughout the ade-selling season.

Florists' Transworld Delivery Association, Detroit, through Post-Keyes-Gardner Inc., Chicago, will sponsor CBS-Danny Thomas color special, "Make Room for Granddaddy," Sept. 14 (8-9 EDT on CBS-TV).

Hi-fi cigarette debuts in stormy times

Reynolds launches Doral brand with \$6-million TV campaign

An estimated \$6-million TV campaign this summer will introduce Doral, R. J. Reynolds' new high-filtration cigarette.

Executives of the company and its agency, William Esty Co., New York, disclosed the new cigarette and plans for TV to do the heavy ad work ("Closed Circuit," June 9) at a news conference in New York last week.

Officials said there was no intention "at present" to use radio for Doral. TV not only will be the top medium, it will be allocated most of the introductory budget. Curtis H. Judge, Reynolds vice president, marketing, said TV spending for Doral in the first 13 weeks would equal the advertising currently placed by the tobacco firm for Winston cigarettes, one of the most heavily advertised brands.

Reynolds in 1968 allocated nearly \$24 million out of its total \$57 million television investment to Winston. Salem and Camel also get heavy budgets.

Mr. Judge said Reynolds would launch the introductory campaign officially today (June 16)—the first commercial was to appear on NBC-TV during *Bonanza* last night—and after about six months, he said, the spending rate would be expected to drop somewhat below Winston's and be kept at "a sustaining level."

Reynolds officials said this "is really the first different cigarette in decades" and that the company will be "using our primary medium of television to reach the masses." Once Doral is established, the tobacco firm plans to use

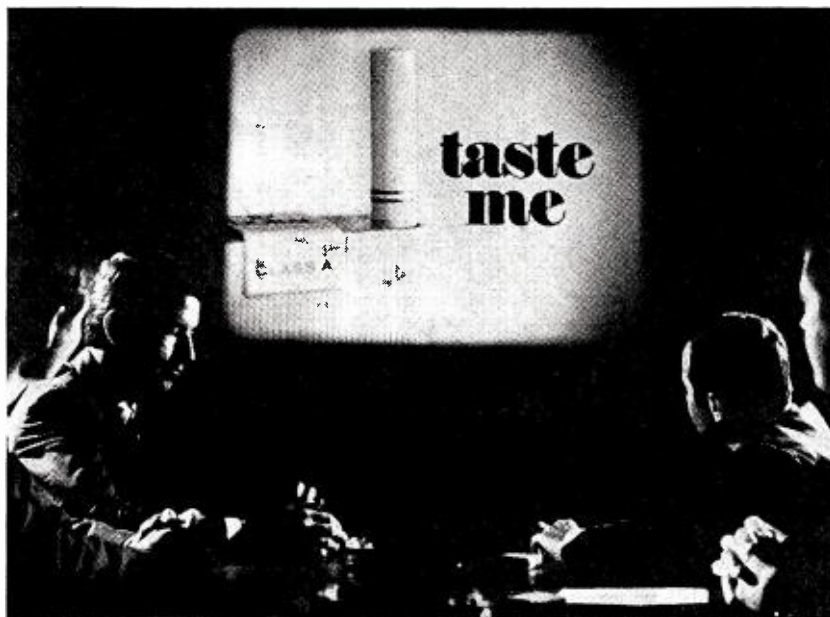
other media to reach specific audiences, they said. (Newspaper advertising is to be used as the only other medium during the introduction).

What surprised broadcast advertisers was the timing of the introduction. As expressed by Mr. Judge: "Why not," in view of the FCC's threat to ban all cigarette advertising on June 30 should Congress fail to act in the area by that time.

Mr. Judge said that Reynolds had no choice but to go with Doral—which the company claims is the first "hi-fi" brand of low nicotine and tar that can emphasize the tobacco taste—at this time. He said the firm was "committed and hooked" to introduce the cigarette, having had it in development for two years, mastered problems of producing the filter and fully test marketed it. (Doral was introduced—using heavy TV—in Medford, Ore., last November, then in January in Denver; Montgomery, Ala.; Syracuse, N.Y.; and in February in Spokane, Wash.).

At the news conference, Reynolds and Esty showed two commercials, which emphasized the musical refrain of "taste me," the Doral (pronounced Doe-ral) theme.

Network and spot television will be used. Both 30-second and one-minute commercials will appear on 23 network programs in the regular Reynolds' TV program line-ups, and on NBC *Baseball Game of the Week*, the *Coaches All-America* football game, June 28 on ABC-TV. The firm said its spot schedule would be "heavy."



Members of Reynolds' marketing department preview a Doral commercial.



We don't have to tell Southern Californians why KNXT won the Sigma Delta Chi award for "the Outstanding Example of Television Reporting in 1968."

They saw for themselves.

Scene: a Manhattan Beach motel. Inside, a convicted murderer escaped from San Quentin, armed with dynamite. Outside, a cordon of police closing in. And two KNXT sound-camera crews, risking their lives to capture the full sight, sound and feel of the shoot-out.

The result was another slice of vivid, start-to-finish news coverage for Southern California audiences. And, for KNXT, one of journalism's highest accolades: the national Sigma Delta Chi Distinguished Service Award "for the most distinguished example of a single news event broadcast by television as it happened . . . by a station, network or station group."

Isolated instance? KNXT viewers get the same high-calibre coverage *every* day. Same enterprise. Same daring. And they know it. Early and late, KNXT News has bigger average audiences than the other two network stations' local news *combined*.

KNXT Channel 2, Los Angeles/CBS Owned
Represented by CBS Television Stations National Sales

FTC unveils set of co-op rules

Guidelines set for 18-month trial period;
Elman describes them as 'complicated'

After nearly a year in the making, a completed set of guidelines affecting commercial advertising allowances has been issued by the Federal Trade Commission. But, if the reaction of the business community to a similar draft of the rules last fall is any indication, the guides are destined to be greeted with much the same fears—that the rules will cause a definite crimp in, if not demise of, broadcast cooperative advertising (BROADCASTING, Nov. 4, 1968).

The guidelines, which became effective June 1, are little changed from last year's first draft. A new section places double-billing practices by broadcasters and other media within the FTC's jurisdiction. The notification requirements between seller and customer have been modified—after widespread opposition to them from the business community was made known. And the commission has put the guidelines into effect on somewhat a test basis; it said it intends to re-examine them within 18 months and at that time to solicit formal comment on them from affected business groups.

But the new guidelines produced one dissenting commissioner, Philip Elman, who claimed that they are "complicated and confusing, and fail to provide reasonable and realistic guidelines for the business community."

What the commission has adopted are guidelines designed to meet certain legal requirements contained in the Robinson-Patman Act, an amendment to the 1914 Clayton Antitrust Act.

Robinson-Patman purportedly prevents competitive inequalities that come from certain types of discrimination (in promotional payments and services, for one) by sellers in interstate commerce. It requires sellers to treat competing customers for their services on proportionally equal terms, a stipulation that the commission implied was honored more in the breach than in the observance. Those services covered by the act include "any kind of advertising, including cooperative advertising."

The FTC was prompted to draft new guidelines by a U.S. Supreme Court decision last year that in substance expanded the term "customer." The court said that advertising allowances offered by sellers to direct buying retailers (customers) must be equally available to competitive "indirect" buying retailers.

The commission's guidelines expand that definition by applying legal penalties to sellers who pay customers for services that are not rendered, or who overpay for services which has been rendered, and to customers who know-

ingly (or the commission says, "should know") receive discriminatory or other "improper" payments. The onus for determining whether the advertising has been placed as contracted or what's improper falls on the seller and customer, respectively.

What prompted most of the anguished screams from the business community last fall was the commission's stipulation that the seller has "a duty to inform" all customers, direct and indirect, of its promotion plan with a notice that "must prove to be effective in practice." The diverse business groups—including some heavy spot-TV users, like Procter & Gamble, Bristol-Myers, and Miles Laboratories—argued that outside the wholesale distribution process, the identity and location of its customers were unknown quantities, and that the costs of notifying hundreds of thousands of customers would prove so burdensome that all cooperative advertising might have to be curtailed or scrapped.

In the final draft of the guidelines the commission issued, a two-step notification procedure was adopted. If the direct methods of notification (letter, telegram or trade-publication ads) prove impracticable, then a seller can use his wholesalers to reach the retailing customers who buy through them. Another method involves the placing of the notice for promotional allowance for, say, radio-TV advertising on a shipping container or product package "that can reasonably be expected to come to the attention of the managerial personnel of all retailing customers handling the promoted product. . . ."

Commissioner Elman, in his stinging dissent, rebuked the commission for instituting the cumbersome procedures. "The commission apparently believes that a promotional allowance is not made available unless each retailer receives a hand-engraved invitation . . . to accept promotional assistance from the manufacturer. It insults the framers of the Robinson-Patman Act to suggest that anything in the law as enacted by Congress requires such silliness," he said.

The commission further requires that

if a promotional plan doesn't suit all customers, the seller must provide alternatives to the plan that will permit participation "by all competing customers on proportionally equal terms." As an example, the commission cites a case where the seller might offer a co-op radio-TV advertising plan which some of his customers may be too small to use. The seller then must offer them some "usable" alternative "on proportionally equal terms," such as advertising in neighborhood or weekly newspapers, envelope stuffers, and handbills.

The new double-billing section applies to an advertising medium, including a broadcast station, which publishes a rate card containing "fictitious" or inequitable rates, or which provides its customers or their representatives with invoices that do not reflect the customer's actual net advertising costs, "or that (do) not clearly state the discounts, rebates, earned rebates, etc. to which the invoice amount may be subject, or to which the invoiced party may be entitled." Such a practice would put the station in violation of the FTC Act "if the customer uses such deceptive schedule or invoice for a claim for an advertising allowance, payment or credit greater than that to which he is entitled under the terms of the supplier's promotional program."

As an example the commission gives the following:

"Radio station A has a flat rate of \$10 for 30-second spot announcements, subject to volume discounts ranging up to 50%. Retailer B buys enough spots to qualify for the 50% discount. Radio station A should not furnish retailer B with an invoice that does not show either the \$5 net cost to retailer B or the 50% discount to which the \$10 amount is subject."

Both Commissioners A. Everette MacIntyre and James M. Nicholson expressed some reservations with the specificity of the notification requirements. But, as Commissioner Nicholson noted, the rules are "very nearly as informative set of guides as could be evolved under the circumstances."

Commissioner Elman, however, sharply disagreed, saying that the commission had "disregarded the Supreme Court's mandate to develop practical, realistic and workable guides. It is no service to the business community," he said, "for the commission to issue guides which do not provide reasonable guidance, do not conform to the provisions of the statute, and [which] the commission lacks the capacity to enforce."

Rep appointments . . .

- KOAT-TV Albuquerque, N. M.; Blair Television, New York.
- WDCA-TV Washington: Avco Radio Television Sales, New York.
- WJPS Evansville, Ind.: Robert E. Eastman & Co., New York.

Now listen to this. KBTR, Denver has appointed Blair Radio.



When people in the Rocky Mountains' largest market want to know what's new, they tune in to Newsradio 710 KBTR. This award-winning station is all news, 24 hours a day. With the largest, most experienced news staff in the Rocky Mountain West, KBTR's reporters are in the field around the clock to bring news and in-depth analysis to the people. And to bring people right to the scene of the news as it happens. Now this leading total information station has named the nation's leading broadcast sales representatives, John Blair & Company, to handle its national business. So if you're looking for good news in Denver, you know who to call.



Hallmark sets up agency franchises

'Madison Avenue' quality, lower costs claimed in wholesale ad production

The concept of a franchised advertising agency will be actuated this summer by Hallmark Advertising, New York.

Equipped with a Magnavox facsimile machine to send rough copy and art work, an air freight company to ship the final art work or tapes, and 12 potential franchises, Hallmark plans to offer local clients "Madison Avenue quality" advertising for all media at what it says will be prices lower than New York's.

Rate reductions are possible, agency principles say, because of "wholesale" production of ads, where the same copy can be used for similar companies in different cities, bulk-rate contracts and cooperative space and time purchasing, and master operating procedure and accounting systems. The agency sees its primary function as creative, although it will do some media buying when it is possible to obtain bulk-rate reductions for the client.

Franchisees pay \$15,000 or more to set up the local operation, depending on the market area's potential, and then pay a minimum service fee of \$250 per week, depending on the amount of work done for them by the agency. The client in turn pays the franchisee. The Magnavox machines, at \$65 per month, are provided by Hallmark.

The franchise system was developed by Joseph D. Lubell, owner of his own agency, Lubell Advertising Inc., for 16 years, and now president and chairman of Hallmark Advertising. Other principals in Hallmark are R. L. Donahoo, a marketing executive, and Irving Weingarten, owner of Weingarten Associates, public relations agency. Hallmark's headquarters are at 114 East 55 Street, New York.

United front opposes move for D.C. ad tax

Broadcast, newspaper and advertising representatives joined last week in opposition to a proposed 2% tax on advertising expenditures in the District of Columbia.

Appearing before the House District Committee to voice their opposition were Howard Bell, president of the American Advertising Federation; Mark Evans, Metromedia's vice president-public affairs, representing the Maryland-District of Columbia-Dela-

ware Broadcasters Association, and Roger A. Clark, representing the Washington Publishers Association.

All agreed that the proposed tax would force advertisers to do business with competing media outlets in suburban Maryland and Virginia, where broadcast stations serve the district and where no ad tax presently exists.

Mr. Evans argued that the tax would be not only unfair but possibly unconstitutional, since it would interfere with a form of interstate commerce. But aside from the constitutional question, he said, "a tax on advertising is a tax on salesmanship. . . . It is just not equitable."

Mr. Bell stressed the possible lessening of local business activity if advertisers were confronted with such a tax, since they might decide to reduce advertising expenditures. "Accepting the premise that advertising is a prime force in the sale of goods and services and in maintaining a healthy and viable local economy," Mr. Bell said, "a cutback in advertising expenditures is bound to produce a debilitating effect on the economic viability of the area."

This development would in turn deprive of the local government of revenue derived from sales and general economic vitality in the district area, Mr. Bell said. And, he added, another possible course of action for the advertiser would be to pass the cost on to the consumer. "This, too, can have a depressing effect on sales as well as having the effect of double taxation," Mr. Bell said.

Mr. Clark said that competition from newspapers in Baltimore and in suburbs of Washington could have a similarly unfavorable effect on D. C. newspapers, in the form of lessened sales and profits and elimination of jobs.

The tax has been proposed by the District of Columbia government to raise an estimated \$1.5 million for the nation's capital.

Agency appointments:

■ The French Government Tourist office has selected Ogilvy & Mather International to handle advertising in the U.S., Canada, Germany, Italy, Spain, Denmark, Norway and Sweden. Account will bill "substantially over \$1 million" with bulk in U.S. starting in fall. Media have not yet been determined. Havas will continue with account in United Kingdom, but O & M International's London office will co-ordinate advertising in eight countries assigned to it.

■ Krystal Co., fast-food chain headquartered in Chattanooga, Tenn. has appointed Carl Ally Inc., New York, to handle advertising. Krystal's previous budget of \$1 million, handled by Gerald-Rafshoon, Atlanta, included spot TV and radio.

Dynatech develops timebuying services

Initially new firm plans to offer post-analyses to its client agencies

Timebuying Services Inc., New York, announced last week it is investing \$1 million in a newly formed computer firm, Dynatech Data Services, New York, that will provide Timebuying Services clients with a variety of electronic data processing functions.

Sam Wyman, president of Timebuying Services, an organization that negotiates and buys spot broadcast on behalf of its client agencies, said that at the outset its arrangement with Dynatech Data will provide a post-analysis of spot purchases. This phase of the electronic data processing service will go into effect on July 1 and the post-analysis itself will be available in about 60 days. Initially, Mr. Wyman said, there will be no charge to any agency (client or non-client) that wants its affidavits analyzed, except for the cost of keypunching the data.

The service ultimately will be expanded, he said, to provide clients with automated orders for spot TV and radio; a time sheet showing all spots and stations in any given market, per brand; a film traffic system, showing the number of commercial films of each kind to be ordered; a schedule showing optimum allocation of piggyback commercials, in addition to the post-air-date analysis.

Mr. Wyman told a news conference in New York that Timebuying Services decided to launch its electronic data processing facility with post-analysis because there "is a strong need by agencies to know what has happened to their commercials—if they have run; if they were run in the time period that was ordered; if arrangements have been made for make-goods." He indicated that agencies attempting to make their own post-analyses are bogged down in excessive paper work.

"Post-analysis on each purchase will now allow the manufacturer [the sponsor] to know for certain that he indeed received what was originally purchased," Mr. Wyman remarked.

Timebuying Services becomes the first client of Dynatech Data Services, which is headed by Milton Luftig. He is leaving his post as vice president and director of systems and data processing of Ted Bates & Co., to form his own company. His company will use an IBM 360 computer.

Mr. Wyman said its arrangement with Dynatech is the first step in an expansion program at Timebuying Serv-

Now listen to this. WVOJ, Jacksonville has appointed Blair Radio.



Booming, bustling Jacksonville. This fast-growing city has a lot to boast about. It's the most important port on the South Atlantic Coast. The largest city in the world in terms of land area. A center for Florida banking, insurance and growth-minded companies. And in Jacksonville, where 78% of the people drive to work, more and more of them are tuning in to the aggressive, young-thinking station, WVOJ. Because of WVOJ's people-oriented programming, it has established itself as a leader in this highly competitive market. And now, the nation's leading broadcast representative, John Blair & Company, has been appointed to handle WVOJ. So if you want something to boast about in Jacksonville, you know who to call.



ices, which now has 17 agency clients and 60 employees in New York, Chicago and Toronto. In recent weeks, he said, additions to the staff have included Barbara Kellner, formerly West Coast regional broadcast supervisor for Young & Rubicam, named manager of broadcast spot buying for Timebuying Services; Dolores Marsh and Susan Bell, also formerly with Y&R, appointed me-

dia buyers and Edward Gallen and Edward Whitman, previously with Dancer-Fitzgerald-Sample, appointed media buyers.

U. S. Media International, New York, another leading media-buying organization, meanwhile said it has been operating a data processing facility for its clients for several months. Norman

King, president, said U. S. Media has a division called U. S. Mediatronics that provides its clients free of charge with post-analysis and other computer services. He added that Mediatronics has been leasing computer facilities from Marketronics Inc., New York, which is headed by Rick Riccio, formerly director of computer services for Dancer-Fitzgerald-Sample.

One success story after another

Workshop told how radio has sold everything from jellies to soft drinks in steel cans

Close to 800 advertising and broadcasting executives, billed as a record audience, heard a rousing round of tributes to, advice on and examples of radio advertising at the third annual RAB/ANA Radio Workshop in New York Thursday (June 12).

The one-day program, presented by the Radio Advertising Bureau in cooperation with the Association of National Advertisers, featured radio-advertising success stories, a review of trends and techniques in radio commercials, reports on commercial research—and scores of commercials that have proved radio's ability to move goods and promote services.

The audience, estimated at about 780, was said to be the largest turnout for any advertising medium in the series of workshops conducted by various media in cooperation with ANA. It consisted primarily of advertiser and agency executives, about equally divided, plus a limited number of broadcasters. A number of retailers from markets throughout the U.S. were also reported present.

The program was produced for RAB by Chuck Blore of Chuck Blore Creative Services, who also was featured at the luncheon session in a presentation of commercials pointing up radio as "today's medium to communicate today's ideas." He also presented a radio theme song called "Do It on Radio," which he created and which associates said will be carried by stations throughout the country to promote radio.

In the keynote address President Tom Dillon of BBDO, taking a humorous approach to the claim that BBDO spends more in radio than any other agency, pleaded guilty to spending "something over \$30 million" a year in the medium, with 71 clients currently using radio "in a substantial way." He said radio represented about 10% of BBDO's billings.

Radio, he said, "offers some rather good chances to break the [consumer's] boredom barrier, and it also represents an amazing number of opportunities to select the [client's] prime prospect and

break his fat little boredom barrier at very low cost."

He played a selection of BBDO radio commercials for such clients as Schaefer beer, Campbell soups, Gillette's Right Guard deodorant, New York Telephone and Diet Pepsi. "There can be little doubt," he said, "that we have spent large sums on radio and that this has been done in the certain knowledge of the consequences" and "unless restrained, [we] will probably continue to do so."

Case-history tributes to radio advertising were presented by representatives of J. M. Smucker Co. ("With a name like Smucker's, we've got to be good") and the American Iron and Steel Institute.

George Murray, marketing vice president of J. M. Smucker Co., and Marc Wyse, Marc Wyse Advertising, Cleveland, reported that sales of Smucker's preserves and jellies have risen from \$13 million to \$51 million a year since they turned to radio in 1960. The budget is primarily in radio.

They said Smucker chose radio to

reach housewives with frequency on an advertising budget that was "well under a million dollars."

"We had to make one dollar do the work of 10 dollars," Mr. Wyse said. "The advertising had to be memorable. Radio gave us this opportunity. . . . Radio fits our small budget, and although it is small—under a million dollars—it keeps growing every year as Smucker's continues its growth."

Jerry P. Olds of the American Iron and Steel Institute and Owen Daley of Hill & Knowlton, the institute's promotion agency, reported that canned soft drinks scored a 26% increase in share of the soft-drink market after the institute mounted a campaign last fall to get housewives and teen-agers to buy drinks that are in steel cans.

Mr. Olds said radio was chosen "because it offered an economical, persuasive and pervasive medium to reach a broad yet defined demographic population segment" and also "because a key influence—the retailer—uses it extensively himself."

Many advertisers, Mr. Daley added, "tend to forget that radio has the power to effectively reach nine out of 10 persons at an affordable cost. If properly bought and merchandised, and if the creative effort is specifically designed for this medium, it can produce highly significant results."

Developments in researching and pretesting radio commercials were reported in another workshop session by Leonard Kudisch of Schwerin Research Corp., William Harvey of C. E. Hooper Inc. and Max Bonfeld of Young & Rubicam. Richard J. Montesano, RAB research director, was moderator.

Mr. Kudisch, reporting on a study launched by RAB and conducted by Schwerin, said it had been found that a single exposure to two different radio commercials produced an effectiveness score equivalent to that of similar TV exposures. And that three exposures to radio commercials produced scores appreciably higher than the average for

Computerized buying offered by CBS rep

CBS Radio Spot Sales is scheduled to put its new "computerized buying service" into operation today (June 16).

The free, 24-hour service to agency media directors, planners or buyers provides computerized rating and demographic data and station comparisons for proposed advertising campaigns on any radio stations in the 12 major markets represented by CBS Radio Spot Sales (BROADCASTING, May 19).

The service is available for stations in Boston, New York, Philadelphia, Washington, Miami, Cleveland, Minneapolis-St. Paul, Chicago, St. Louis, Kansas City, Mo., San Francisco and Los Angeles.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 1, 1969
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 1	Total dollars week ended June 1	1969 total minutes	1969 total dollars
	Week ended June 1	Cume Jan. 1-June 1	Week ended June 1	Cume Jan. 1-June 1	Week ended June 1	Cume Jan. 1-June 1				
Monday-Friday Sign-on-10 a.m.	\$ 12.0	\$ 16.9	\$ 111.2	\$ 2,489.7	\$ 370.6	\$ 7,515.0	98	\$ 439.8	1,856	\$ 10,021.6
Monday-Friday 10 a.m.-6 p.m.	1,385.3	31,318.6	2,635.8	60,942.2	2,112.2	52,824.9	933	6,133.3	19,954	145,085.7
Saturday-Sunday Sign-on 6 p.m.	508.1	22,835.2	741.8	24,314.9	583.5	13,986.8	272	1,833.4	6,283	61,136.9
Monday-Saturday 6 p.m.-7:30 p.m.	266.0	7,189.9	569.0	15,916.2	553.9	14,780.1	97	1,388.9	2,031	37,886.2
Sunday 6 p.m.-7:30 p.m.	106.7	3,140.7	158.5	4,965.8	240.0	5,189.9	21	505.2	472	13,296.4
Monday-Sunday 7:30-11 p.m.	4,278.8	112,691.0	5,838.8	151,998.9	6,519.4	151,926.8	445	16,637.0	9,469	416,616.7
11 p.m.-Sign-off	338.3	9,085.2	32.5	1,433.9	485.1	10,838.5	85	855.9	1,732	21,357.6
Total	\$6,895.2	\$186,277.5	\$10,087.6	\$262,061.6	\$10,864.7	\$257,062.0	1,951	\$27,847.5	41,797	\$705,401.1

similar TV spots viewed once each. "Because of the comparative costs of the two broadcast media," Mr. Kudisch said, "these early findings may hold considerable significance for advertisers."

Mr. Harvey reported on the expansion of a Hooper syndicated service measuring recall of radio commercials. He said Hooper research had found that in some cases recall scores for radio commercials were higher than those for TV and that, in total, recall of radio commercials averaged 16.8% during radio's prime time as against 19.4% for TV commercials in TV's prime time (BROADCASTING, March 17).

Mr. Bonfeld reviewed new survey methodology to evaluate commercials on the air in test markets before scheduling them in major campaigns, assuring his audience that successful on-air testing can be accomplished.

Miles David, RAB president, told the advertising executives that "RAB will continue its sponsorship of research into the impact of radio commercials and techniques for pre-testing commercials," and will "work with individual advertisers in tests designed to expand knowledge of what a radio commercial communicates and how to communicate most effectively."

Ratings services, independent time-buying services and computers were key topics of a timebuying panel, composed of Edward Fleri Jr., BBDO; Edward Barz, Foote, Cone & Belding; Victor Hawkins, Campbell-Ewald, and Walter Staab, Ted Bates & Co., with Gregory Lincoln of Liggett & Myers as moderator.

Mr. Barz suggested five points to follow in supplementing rating reports: (1) pay attention to program format, (2) watch retailers' use of various day parts, (3) encourage further methodo-

logical research, (4) encourage research on the personal characteristics of listeners, and (5) get information on exposures in the context of the program format.

Mr. Hawkins defended ratings, despite their sometimes conflicting statistics, saying that "we know their limitations" and there is no other better method. He emphasized that the measures were relative, and should serve only as a context for further evaluation. He cited a ratings system for commercials rather than for programs as the real need.

Mr. Fleri touched lightly on the subject of media-buying services, calling their competition productive in that they force agencies to re-evaluate the agency buying function. He noted that agency buyers still negotiate to get the maximum efficiency against the prime target audience, emphasizing "prime target audience." Mr. Fleri also tried to allay fears that computers would eliminate jobs. "We are incapable of utilizing all the data we get today," he said. "The computer aids us to cope with this information."

Mr. Staab advised the station executives in the audience to lay the groundwork on their stations for the buyers before a buying deadline was near, so they would then have to emphasize only one strong selling point.

Creative trends in commercials were explored by Wallace A. Ross, director of the American Television and Radio Commercials Festival, and Bob Landers, a familiar voice on radio and TV commercials. They offered an informal system for classifying radio commercials and at the same time pointed up the sales values of specific messages.

The luncheon session was turned over to Mr. Blore, whose presentation was devoted entirely to playing com-

mercials which he said showed radio's power to communicate today's ideas. One of the ideas to communicate was the "Do It on Radio" theme song.

Radio, Mr. Blore said, "can be captivating while it has a captive audience, and appeal to people's good sense, but it must appeal to today's vitality. Radio can be the most avant-garde form of advertising—its only limitation is in the extent of the user's imagination."

Mr. Blore played commercials that his firm produced, illustrating such points as "active intimacy, perpetual motion, involvement, parody, honesty (honest situation), strong audio idea." Mr. Blore also sought to involve the audience with radio's commercial "range" by showing how his company was able to impart the sound of a "TV special" in a one-minute message for AT&T and a personal, intimate mood in a 60-second spot for a politician.

RAB President David, who opened the workshop in conjunction with Thomas G. Phillips of Standard Brands, chairman of the ANA Radio Workshop committee, thanked the buyers for giving radio a 12% increase in spot billing in 1968. He also gave radio's pulling power a plug by pointing to this year's workshop attendance — about 50% higher than 1968's—and explaining that the only difference in promoting them had been the use of radio spots this year.

RAB distributed updated copies of its "Radio Facts Pocketpiece" to workshop participants, along with estimates of 1968 brand and corporate spending of the top-100 advertisers in spot radio and spot TV. Officials also reported that a new and expanded edition of RAB's "Radio Planner," detailing radio reach and frequency, has been developed and will be available shortly.

PKG drops two units; agency loses chairman

Post-Keyes-Gardner Inc., Chicago, has closed its New York and Hollywood broadcast offices. At the same time, Pre-View West and Pre-View East have been formed in Hollywood and New York by Talcott Jones, manager of PKG's Hollywood office. Dorothy Sonderland, manager of PKG in New York, is managing Pre-View East. The Pre-View units are offering broadcast services to all agencies. PKG is the new organization's first client. A third new unit, Selected Screen Services, also has been formed in Hollywood. It will provide casting and supervise production in Hollywood for eastern agencies. Henry Hull, TV producer at PKG

Hollywood, is president. Talcott Jones is secretary-treasurer of this company.

Meanwhile at Chicago headquarters of PKG, the agency's board chairman, Carl Post, has submitted his resignation and plans to pursue personal business interests in Florida and elsewhere. He helped build the agency in part through mergers over the past decade. PKG bills about \$50 million, largely in TV.

New commercial outfit

KGW-TV Portland, Ore., has established its own commercial production unit to produce and create film and video-tape TV commercials.

Kenneth F. Yandle, program director of KGW-TV, has been appointed manager.

Interpublic signs deal on Dataplan

The Interpublic Group of Co.'s, has completed negotiations for sale of 70% interest in Dataplan Inc., New York, to Informatics Inc., Sherman Oaks, Calif.

Dataplan, which supplies computer services in the marketing communications field, will be jointly operated by Informatics and Interpublic, which retains a 30% interest, and for which Dataplan is contracted to provide data processing and computerized marketing services.

Agreement for the joint operation of Dataplan, first announced last November, calls for payment by Informatics of \$1.6 million.

Programming

30 straight hours from the moon

That's heavy schedule the TV networks plan for Apollo 11 mission

The three television networks are bracing to present an unprecedented 30 hours of continuous coverage when the first man lands on the moon next month or in August.

ABC, CBS and NBC announced last week that they will pre-empt more than a day of regular TV programming during the peak of man's most audacious exploratory venture. It will be the longest continuous coverage of a planned event in the history of television.

Newsman plan to swing into uninterrupted coverage four days into the eight-day flight of Apollo 11. Continuous broadcasting—which will be in addition to the usual launch coverage, in-flight reports and other routine aspects of space reporting—is to begin just before the Apollo lunar module separates from the command module to begin its descent to the moon's surface.

The networks will stick with the first men on the moon throughout the 22 hours that astronauts Neil A. Armstrong and Colonel Edwin E. Aldrin Jr. are scheduled to spend on the lunar soil.

Exact network plans for the 30 hours—still unsettled in many details—must remain unresolved in part until the National Aeronautics and Space Administration makes a firm commitment to the launch date for the flight. That decision

is expected some time this week, possibly today (June 16) or Wednesday.

Although NASA announced Thursday (June 12) that it is tentatively going ahead with the planned July 16 launch, network news officials believe there remains "a 50-50 chance" that it still may shift to the alternate launch date of Aug. 14.

If the space flight lifts off from Cape Kennedy at 9:32 a.m. (EDT) Wednesday, July 16, CBS and NBC plan to swing into continuous, live color coverage of the moon exploration from about noon Sunday, July 20 to 6 p.m. Monday, July 21. (ABC tentatively plans to go on from about 11 a.m. Sunday to 4:30 p.m. Monday.).

If, however, the alternate launch time of 7:51 a.m. Thursday Aug. 14, is used, then the live continuous coverage would begin about 10 a.m. Monday, Aug. 18, and run until late afternoon Tuesday, Aug. 19.

For the flight, the Apollo 11 crew is to carry a black-and-white television camera in the lunar module and broadcast pictures from the surface of the moon—including live coverage of man's first steps there.

Although NASA has not made an official decision, it also is expected that a color television camera—similar to the one used on the Apollo 10 flight—will be carried in the command module to provide live color pictures similar to those from last month's flight.

With virtually all news personnel of all three networks involved in planning for some phase of the exhaustive coverage, among problems posed by the continuing uncertainty over the launch date, one network employee said, is the fact

that "absolutely no vacation requests are being processed for the time being."

And among myriad conflicts posed by the proposed flight pre-emption is the fact that should the launch be made Aug. 14, the continuous coverage would knock out the scheduled premier of CBS's new late-night *Merv Griffin Show*, set for Monday Aug. 18.

Network newsmen as of last Thursday remained unwilling to reveal, or were unsure of, how they will fill the entire 30 hours of airtime during the historic Moon adventure.

A CBS spokesman maintained that network is drafting an equally unprecedented series of special coverage events, but refused to reveal any of them "until it's too late for the other networks to catch up with us."

At the same time, a newsman at another network jokingly admitted that they might be reduced to "showing our commentators taking naps on cots" to fill the long night while the astronauts wait 10 hours on the moon's surface before astronaut Armstrong actually steps out of the module sometime early in the morning.

Tentative plans of the major radio networks for Apollo 11 remain in the now-established pattern of cutting in and out live and continuing for major events throughout the flight as they happen.

ETV's want local reins on educational networking

Educational-television station managers feel that programs on public controversy, news analysis, children's programs and adult education are "prime

local responsibility."

From national sources, the stations want additional news analysis, cultural programs and programs about and from other nations.

These and other sentiments are a distillation of a closed meeting on educational TV programming held in New York on April 9 and made public last week by Chalmers H. Marquis, executive director of Educational Television Stations division of the National Association of Educational Broadcasters.

The ETV managers did not express a desire for straight news programs from national sources, the report noted. Many asked why ETV should duplicate commercial TV.

Throughout discussions on interconnection, the 200 station managers pointedly asserted that networking must be the servant, not the master of the stations' programming needs. They called for station control of the interconnection service.

But, they urged more interconnection capability to allow greater flexibility in bringing to their viewers "the window on the instant. . . ."

Two broad problems were noted by the educational station representatives: public relations and research-evaluation. Too often, they said, the public

does not see ETV programs because it doesn't know about them. And proper research, they said, might enable ETV stations to reach all the people in their communities.

Group asks balance in campus coverage

The news media report the controversy on campuses, rather than the "peaceful progress," the National Commission on the Causes and Prevention of Violence said last week.

In its first official statement since it was formed a year ago, the 11-member commission called for better understanding of campus rebellions and related them to the frustrations of U.S. society as a whole.

The commission, established by former President Lyndon B. Johnson after the murder of Senator Robert F. Kennedy, declared that faculty leaders and administrative officers "need to make greater efforts to improve communications both on the campus and with alumni and the general public."

The commission noted that campus disorders are aggravated by misinformation and misunderstanding, fed by rumor or incomplete information. "Alumni and the general public receive in-

complete, often distorted accounts of campus developments," the statement read. "The communications media, on and off the campus, concentrate on controversy. Much of the peaceful progress of our colleges and universities is never communicated to the outside world. Campus authorities have the responsibility to see to it that a balanced picture is portrayed."

The violence group, which is headed by Dr. Milton S. Eisenhower, president emeritus of Johns Hopkins University, is due to submit its final report in October.

Wimbledon matches go to NBC-TV for 3 years

NBC-TV has purchased exclusive U.S. television rights to the Wimbledon Open Tennis championships for the next three years for an estimated total of \$100,000.

The 1969 finals in men's and women's singles and men's doubles matches will be broadcast by satellite from England, July 5, 12:30-2 p.m. and 5-6 p.m.

The program will be produced for NBC Sports by Dick Auerbach, directed by Ted Nathanson and reported by Jim Simpson.

ABC-TV carried the tournament last year but did not seek the 1969 matches.

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.



Emmy honors the spurned series

Presentation has dramatic moments of its own as some winners air their grievances

A parade of rejected series to the winner's podium marked the 21st annual Emmy awards presentation of The National Academy of Television Arts and Sciences. During one segment in the presentation event, shown on June 8 as a two-hour color telecast (half-hour longer than scheduled) on CBS-TV, top performance awards were announced for principals in *Judd for the Defense*, *Get Smart* and *The Ghost and Mrs. Muir*. All three series were dropped by their originating network, the first named cancelled off the air, the remaining two being picked up by other networks subsequently.

In addition, *The Dick Cavett Show* daytime series, another cancelled program, picked up an Emmy (Mr. Cavett now has an evening series), and a small army of comedy writers were honored for their work on *The Smothers Brothers Comedy Hour*, which was cancelled by CBS-TV amidst a swirl of controversy that still continues.

In all, the 21st Emmys were sparked by unusual technical competence—with the switching between the East Coast-West Coast originating points of the presentations (Carnegie Hall in New York City and Santa Monica Civic Auditorium in Southern California) handled without what had become accustomed embarrassing moments—and spiced by the traditional public airing of intramural grievances. Barbara Bain, the winner of her third Emmy as the leading lady of the *Mission: Impossible* team, but involved in a dispute with the production management of the series that probably will keep her off the program in the coming season, used her time on the winner's stand to alert the nation that "there are a couple of people I'd like not to thank."

Jack Benny, who came on as a presenter, chided one of the sponsors of the telecast, Philip Morris Inc.'s Marlboro cigarettes (other advertisers were Miles Laboratories Inc. and Kentucky Fried Chicken Corp.), saying: "I've learned one thing tonight—that if you're sitting on a horse, a cigarette won't hurt you." It poked a sensitive industry spot—the acceptance of cigarette advertising—before a national audience of millions at a time when the question is being debated in Congress.

George Lefferts, who won an Emmy for producing the season's "outstanding dramatic program," the *Hallmark Hall of Fame's* play "Teacher, Teacher," about a mentally retarded child, also used the occasion of his victory to

throw pointed darts. Obviously smarting because the television academy excluded a best-supporting award in the category of one-time appearance on a single program of a series or on a special after nominations in the category had been announced, apologized publicly to Bill Schulman, the mentally retarded boy featured in the play and who was nominated for the supporting-actor award. "I would have hoped, Billy," Mr. Lefferts said, "that you would have been permitted to compete and to win or lose with dignity. I want to say to you that I think many of us are retarded in many important ways, and we will try as hard as we can to make things better."

What Mr. Lefferts apparently did not know was that the National Academy planned the presentation of a special trustee plaque to the teen-age boy. It was awarded to him almost immediately after Mr. Lefferts made his angry acceptance speech.

Still, the decision to present "no award" in the supporting-actor category and in another category, that of "outstanding directorial achievement in comedy, variety or music" (a first-time option of the blue ribbon jury of the TV academy), generated threatening rumbles in the television industry that were heard on both coasts before and after the presentations event ("Closed Circuit," June 9). Talent unions in Hollywood, among other organizations and individuals, threatened protest action, and late last week, the Hollywood chapter of the national academy announced a "membership colloquium" for June 24 at which Peter Cott, national executive director of the TV academy, and Lee Schulman, chairman of the national awards committee, would be present to answer questions about possible inequities of the categories and the voting.

NBC-TV, among the commercial and noncommercial networks and other programming sources competing, won the greatest number of awards that were revealed for the first time and presented during the national telecast, the focus on which was on achievements in entertainment. In all, NBC-TV took away 13 Emmys—five for programs, eight to individuals—including honors for the outstanding dramatic program, variety series, variety or musical special, and comedy series. CBS-TV had a total of nine winners in the entertainment categories, all to individuals. ABC-TV was awarded a total of six Emmys for en-

tertainment achievements, two for programs, four to individuals. One Emmy each in entertainment was awarded to achievements of the National Educational Television network and the syndication field.

Unlike other years, no single program or series dominated the proceedings. "The People Next Door," a presentation of the *CBS Playhouse*, received three Emmys, more than any other production. The *Get Smart* series; ABC-TV's coverage of the *19th Summer Olympics*; and "Male of the Species," from NBC-TV's *Prudential's on Stage* series, each won two Emmys. The program with 11 nominations—the largest number—*Rowan and Martin's Laugh-In* was able to convert only two of those nominations into winning awards.

News and documentary award winners, announced to the public prior to the telecast, on May 25 (BROADCASTING, June 2), were given their Emmy statuettes on stage during the telecast in two separate segments. Coretta King, widow of Dr. Martin Luther King, presided over one of the news awards segments. CBS-TV won a total of 10 awards in the news and documentary categories as compared to NBC-TV's three awards and one award to NET. ABC-TV did not win any awards in this prize area.

In another highlight of the awards event, a special award was given to the astronauts of the Apollo VII, VIII, IX and X space missions "for sharing with the American public and the rest of the world the incredible experience of the unfolding of the mysteries of outer space and the surface of the moon via live television." Thomas B. Stafford, Eugene A. Cernan, and John W. Young, the Apollo X astronauts, were on hand in New York to accept the award.

The annual television academy "trustees award" was presented posthumously to William R. McAndrew, the late president of NBC News. Special citations, these in engineering, were given to the Eastman Kodak Co. for its ME-4 process of color film development, and to CBS for the development of the digital control technique used in the Mincam miniaturized TV color camera.

Presentation of the 1968-69 Emmy awards was for achievements broadcast between March 7, 1968, and March 16, 1969. The presentations were presided over by Bill Cosby in California

and Merv Griffin in New York.

Following are the Emmy award winners and their networks:

Outstanding comedy series

Get Smart, NBC. Arne Sultan, executive producer; Burt Nodella, producer.

Outstanding dramatic series

NET Playhouse, NET. Curtis Davis, executive producer.

Outstanding dramatic program

"Teacher, Teacher," *Hallmark Hall of Fame*, NBC. Henry Jaffe, executive producer; George Lefferts, producer.

Outstanding variety or musical series

Rowan and Martin's Laugh-In, NBC. George Schlatter, executive producer; Paul W. Keyes and Carolyn Raskin, producers; Dan Rowan and Dick Martin, stars.

Outstanding variety or musical program

The Bill Cosby Special, NBC. Roy Silver, executive producer; Bill Hobin, Bill Persky and Sam Denoff, producers; Bill Cosby, star.

Outstanding single performance by an actor in a leading role

Paul Scofield, "Male of the Species," *Prudential's On Stage*, NBC.

Outstanding single performance by an actress in a leading role

Geraldine Page, *The Thanksgiving Visitor*, ABC.

Outstanding continued performance by an actor in a leading role in a dramatic series

Carl Betz, *Judd for the Defense*, ABC.

Outstanding continued performance by an actress in a leading role in a dramatic series

Barbara Bain, *Mission: Impossible*, CBS.

Outstanding continued performance by an actor in a leading role in a comedy series

Don Adams, *Get Smart*, NBC.

Outstanding continued performance by an actress in a leading role in a comedy series

Hope Lange, *The Ghost and Mrs. Muir*, NBC.

Outstanding single performance by an actress in a supporting role

Anna Calder-Marshall, "Male of the Species," *Prudential's On Stage* (1/3/69), NBC.

Outstanding continued performance by an actor in a supporting role in a series

Werner Klemperer, *Hogan's Heroes*, CBS.

Outstanding continued performance by an actress in a supporting role in a series

Susan St. James, *The Name of the Game*, NBC.

Outstanding writing achievement in drama: a single program of a series or a special program

JP Miller, "The People Next Door," *CBS Playhouse* (10/15/68), CBS.

Outstanding writing achievement in comedy, variety or music: a single program of a series or a special program

Allan Blye, Bob Einstein, Murray Roman, Carl Gottlieb, Jerry Music, Steve Martin, Cecil Tuck, Paul Wayne, Cy Howard and Mason Williams, *The Smothers Brothers Comedy Hour* (2/16/69), CBS.

Outstanding directorial achievement in drama: a single program of a series or a special program

David Greene, "The People Next Door," *CBS Playhouse* (10/15/68), CBS.

Outstanding achievement in musical composition: a single program of a series or a special program

John T. Williams, *Heidi* (11/17/68), NBC.

Outstanding achievement in art direction and scenic design: a single program of a series or a special program

William P. Ross, art director; Lou Hasley, set director, "The Bunker," (Parts I and II), *Mission: Impossible* (3/2, 3/9/69), CBS.

Outstanding achievement in cinematography: a single program of a series or a special program

George Folsey, *Here's Peggy Fleming* (11/24/68), NBC.



A TV news pioneer remembered

The special trustees award of the National Academy of Television Arts and Sciences was presented to the late William R. McAndrew (above). It was accepted by his daughter, Mary McAndrew, now on the staff of NBC News in New York. The citation reads:

"William R. McAndrew, 1914-1968, who shaped television news to be his permanent memorial by imposing on it early the American news tradition—honesty, bravery, and public enlightenment. Television journalism took giant strides in its first two decades under the dedicated leadership of a newsman motivated by his experience and his personality to lift its standards ever higher while magnifying its public usefulness. As reporter, editor and finally president of NBC News, Bill McAndrew was always a newsman, always an innovator, and always a gentleman."

Outstanding achievement in electronic camerawork: a single program of a series or a special program

A. J. Cunningham, technical director; Nick DeMos, Bob Fonarow, Fred Gough, Jack Jennings, Dick Nelson, Rick Tanzi, Ben Wolf, cameramen, "The People Next Door," *CBS Playhouse* (10/15/68), CBS.

Outstanding achievement in film editing: a single program of a series or a special program

Bill Mosher, "An Elephant in a Cigar Box," *Judd for the Defense* (2/28/69), ABC.

Outstanding achievement in daytime programming

The Dick Cavett Show, ABC, Don Silverman, producer.

Outstanding achievement in sports programming

19th Summer Olympic Games (10/12/68 to 10/27/68), ABC. Roone P. Arledge, executive producer; Bill Bennington, Mike Friedman, Mac Hemion, Robert Riker, Marv Schlenker, Andy Sidaris, Lou Volpicelli, Doug Wilson, directors.

Outstanding program achievement (special classification)

Firing Line with William F. Buckley Jr., syndicated, Warren Stelbel, producer. *Mutual of Omaha's Wild Kingdom*, NBC, Don Meier, producer.

Outstanding individual achievement (special classification)

Arte Johnson, variety performance, *Rowan and Martin's Laugh-In*, NBC. Harvey Korman, variety performance, *The Carol Burnett Show*, CBS.

Outstanding individual achievement in music

Mort Lindsey, musical director, *Barbra Streisand: A Happening in Central Park* (9/15/68), CBS.

The trustees award

William R. McAndrew, 1914-1968. Apollo VII, VIII, IX and X space missions. Apollo VII astronauts Walter Schirra, Donn Eisele, Walter Cunningham; Apollo VIII astronauts Frank Borman, James A. Lovell Jr., William A. Anders; Apollo IX astronauts James A. McDivitt, David R. Scott, Russell L. Schweickart; Apollo X astronauts Thomas B. Stafford, Eugene A. Cernan, John W. Young. For sharing with the American public and the rest of the world the incredible experience of the unfolding of the mysteries of outer space and the surface of the moon via live television.

Outstanding achievement in engineering development

Award, Eastman Kodak Co. For the ME-4 process, making it possible to develop color film with greater speed and sharper images than ever before, materially facilitating the presentation of news and other programs.

Citation, CBS. For the development of the digital control technique used in the Minicam miniaturized television color camera, which provides a new degree of mobility by permitting control via a substantially smaller and more mobile connecting cable or, alternatively, a single wireless channel.

News and documentary awards had been previously announced (BROADCASTING, June 2).

Coverage panels set for RTNDA regional

Newsman will discuss radio station news coverage at an eastern regional meeting of the Radio Television News Directors Association in New York June 21.

A panel featuring news directors George Deitrich, WEMD Easton, Md.; Robert Caulfield, WHDH-AM-TV Boston; Frank George, WINS New York, and Sherman Bazell, Kaiser Stations, San Francisco, will explore "How We Cover News" at the meeting. Tom Frawley, WHIO-AM-TV Dayton, Ohio, will be the moderator.

Another panel will explore news coverage from a different aspect—that of "The Nixon Administration—Is There a Difference?" On this panel are Tom Jarriel, Roger Mudd and Robert Asman, Washington correspondents for ABC, CBS and NBC, respectively, and Frank Cormier, AP White House correspondent. J. W. (Bill) Roberts, Time-Life Broadcast, Washington, will moderate.

Edwin Spievak, legal counsel to FCC Commissioner H. Rex Lee, will talk to the news directors on "The FCC—What Now?" Also on the agenda is a speech by Eddie Barker, KRLD-AM-TV Dallas and RTNDA national president.

AP will be host to the RTNDA regional meeting, with sessions held in its building at Rockefeller Center.

Accord is reached on KTAL-TV renewal

Station agrees to discuss programing monthly with Negro-backed committee

KTAL-TV Texarkana, Tex., and a group of black community organizations which had petitioned to deny license renewal because of alleged failure to serve Negro viewer needs have reached accord in an unusual station-audience agreement. As a result, the group has withdrawn its petition and has asked that renewal now be granted.

The agreement was announced June 10 by the Rev. Dr. Everett G. Parker, director of the office of communication of the United Church of Christ, which furnished advice and legal counsel to the black groups.

In their petition, the groups had charged the KTAL-TV neglected Negro viewers by failing to carry programs of special interest to them, failing to consult black leaders as to community needs and interests, and excluding Negroes from news broadcasts and programs featuring local residents. They also charged that the station had denied Texarkana of a primary source of local service by shifting its program emphasis to Shreveport, La. (BROADCASTING, Jan. 13, March 3).

In a reply filed with the FCC, KTAL-TV countered that it was endeavoring to meet the needs of all viewers in the area and that its programing was designed to serve black and white residents equally.

A 13-point policy statement, part of the new pact, sets forth specific measures KTAL-TV says it will undertake to insure equal service to all viewers.

The station promises to air all sides of controversial issues on regular programs, using both black and white participants. It agrees to consult "all segments of the public" on programing, and, in a key provision, to meet monthly to discuss program policy with a committee designated by the Negro groups. It further agrees to observe all laws and government policies regarding equal employment, and plans to hire a minimum of two full-time Negro reporters who will appear on-camera, one each in Texarkana and Shreveport.

In recognizing its obligation to Texarkana, its city of assignment, it also proposes to maintain a toll-free telephone line from Texarkana to its Shreveport studios; in addition, it will assign a color TV camera to its main Texarkana studios.

Other points in the pact include regular announcements that all area stations must consult with all substantial community groups on tastes and needs; a

reaffirmation of existing policy to make no unessential reference to race; soliciting public service announcements from local groups and organizations; publicizing poverty problems and the rights of the poor to relief; carrying a full spectrum of religious broadcasting; refraining from pre-empting network programs of particular interest to any substantial group without advance consultation with the group, and the airing of a regular, local magazine-type program with participation from the entire service area.

The agreement also provides for FCC oversight of the pact.

Dr. Denzer Burke, A Texarkana dentist and a spokesman for the black groups, hailed the agreement as a "triumph of community action." The black community was "protecting the rights of everybody in the Texarkana-Shreveport area," he said.

Program notes:

New Version of oldie ■ Triangle Stations and Stokey Enterprises are co-producing a mod version of a pioneer TV game show, *Stump the Stars*, which will begin on the six Triangle TV outlets this summer and be offered for syndication. The celebrity charade series will have Mike Stokey as host and will consist of 130 half hour programs in color.

Hurricane report ■ Aetna Life and Casualty Corp., Hartford, Conn., is offering to TV stations and interested organizations a 27 minute safety-educational film—"Hurricane." The color film was sponsored by Aetna and jointly produced by Aetna and the Environmental Science Services Administration (ESSA) of the Dept. of Commerce. "Hurricane" traces the life and death of a tropical storm and it is designed to help save lives and property.

Schools take note ■ A local documentary produced by KPLR-TV St. Louis has sparked unusual interest among area educators. Prints of the program *The Spanish International Pavilion*, were requested by all St. Louis City and County Public Schools, St. Louis City and County Public Libraries, and St. Louis City and County Archdiocesan Schools. The KPLR-TV telecast details the history of the Spanish influence in St. Louis, the dismantling of the Pavilion from the New York World's Fair and the reconstruction, piece by piece, in downtown St. Louis.

Evolution and Man ■ Man's position on earth and the significance of his role in nature will be the subject of a one-hour color special, *The Natural History of Our World: The Time of Man*. Metromedia Producers Corp. and The American Museum of Natural History will produce the special to be telecast Thursday, Sept. 18—8-9 p.m. (EDT) on CBS-TV.

Stanton sees threats to news

He projects insipidity as inevitable end of government intrusion

News men were warned last week by Dr. Frank Stanton, president of CBS Inc., of growing pressures to restrict their coverage.

He told a session at the International Press Institute's annual meeting in Ottawa on Wednesday (June 11) that this pressure is particularly manifest in reporting of violence on the campus, in the city and on the battlefield.

"As presently discussed," Dr. Stanton stated, "these restrictions would take the form of a code, administered—either directly or indirectly—by the government through a federal agency, through a group of civic-minded citizens or possibly through industry officials appointed by the government. We at CBS categorically reject any such idea."

In explanation for this stand, Dr. Stanton said that if the agency were related to the government—no matter how distantly related—"honest journalism could not long survive." He noted that broadcast journalism would be "particularly vulnerable," since the renewal of broadcast licenses in the U.S. is at the discretion of government officials every three years.

"And these officials would now be armed with a set of rules that, at the very least, would act as a Damocles sword," he claimed. "Inevitably, the licensee would tend to play it safe to avoid endangering his license—and his very livelihood. The result could be only an homogenized version of the news—bland, sanitary and utterly devoid of social significance or purpose."

Dr. Stanton said he was not implying that newspapers or broadcasters should be free of external influence and criticism. He observed that the media, particularly broadcasting, are "feeling healthy, outside pressures of an unprecedented variety and volume."

Dr. Stanton stressed that the general public has confidence in television's news function. He referred to the latest Roper survey which, he said, shows that "television's credibility as a news medium stands at an all-time high." The same survey also indicates, he reported, that TV coverage of urban disorders and campus violence "ranks far down the public's list of possible causes of increased violence," and that 76% of the over-all sampling was opposed to possible government involvement with TV news broadcasts (BROADCASTING, March 31).

"What this nationwide sampling tells us is very important," Dr. Stanton com-

mented. "It tells us the public recognizes what many government officials and other critics ignore or overlook—the fact that violence is part of our culture and our civilization, and that no matter how much we abhor it, violence will more than likely always be with us.

"It also tells us that the public also recognizes the inseparable bond between journalism and the highest purpose of civilization and, therefore, journalism's responsibility to report and comment on violence—so long as it maintains the highest standards of fairness and objectivity."

Dr. Stanton's speech made no reference to the Supreme Court's decision two days earlier upholding the FCC's fairness doctrine (see page 21). CBS officials were still studying the decision late last week.

13 to put CPB funds into program projects

Corp. for Public Broadcasting grants totaling \$494,683 will be used by 13 noncommercial stations to develop programs for the coming season.

The 13 awards announced last week were chosen from 103 projects submitted by 83 stations. Grants of \$50,000 went to KVIE(TV) Sacramento, Calif., for five half-hour films exploring the unity of man and nature, and WTVI(TV) Charlotte, N. C., for five half-hour programs on black folklore. WTVI is supplying \$20,956 toward the project.

Other recipients were WTHS-TV Miami, \$32,884 for two half-hour films on Cuban immigrants; WYES-TV New Orleans, \$49,927 for five half-hour programs on Acadian life; WMEB-TV Orono, Me., \$37,162 for three half-hours on Maine humor; KTCA(TV) St. Paul, Minn., \$48,504 for three one-hour programs on the Populist movement; WBGU-TV Bowling Green, Ohio, \$36,243 for four programs on small towns; WITF-TV Hershey, Pa., \$49,980 for three 90-minute programs exploring man's control of man.

Also, KLRN(TV) Austin, Tex., \$28,075 toward five half-hours on underground and above-ground cinema, to which the station will contribute \$13,395; WHA-TV Madison, Wis., \$49,597 for four one-hour programs on the National Youth Music Institute in Madison this summer; WMVS(TV) Milwaukee, \$15,000 for a television ballet filmed in wilderness locations; KEBS-TV San Diego, \$22,308 for four programs titled *Four Scientists and Mankind*, and WCNY-TV Syracuse, N. Y., \$25,003 for two 90-minute programs on parent-child relationships.

Another grant announced by CPB last week was a \$9,996 contribution to KCET(TV) Los Angeles for a feasibility study on establishing a national film

animation center in Los Angeles. Animator Lawrence L. Kilty will conduct the study.

'Paradise' crosses northern border

Four organizations, two of them station groups, are cooperating in the production of a new dramatic series, *Strange Paradise*, which stations will strip-program Monday through Friday starting in the fall.

Production costs of *Strange Paradise*, for which 260 half-hour episodes are to be made in the first year, will come to some \$2 million. The groups involved in the project are Metromedia Television, which will program *Paradise* on its five stations, and Kaiser Broadcasting Corp., whose English-

The other two firms are Canadian Broadcasting Corp., whose English-language network will carry the series, and Krantz Films Inc., New York, TV production subsidiary of Vikoa Inc., Hoboken, N.J., CATV manufacturer and system operator.

Krantz will begin taping *Paradise*, a modern-day drama played against a voodoo background, in Ottawa next month. Initial signings also include KDNL-TV St. Louis and WOAD-TV Rock Island-Moline, Ill., with the total stations at 51 in the U.S. and Canada.

Klein called helpful on broadcast news

The Nixon administration's broadcast relations got an interim score card from the president of ABC News last week. Elmer W. Lower concluded that "the record to date shows that the administration has thus far kept the lines of communication to newsmen fairly wide open, although it is not—as Mr. Nixon promised during his campaign—a completely open administration."

Mr. Lower was to make the assessment before the Montana Association of Broadcasters in Glacier Park, Mont., on Friday (June 13).

The news executive told the broadcasters that the office of the White House director of communications, Herbert Klein, is being called "the super ministry of propaganda" by some "cynics" and that there is "carping by some who claim he is playing the role of communications czar."

However, Mr. Lower said that "from the broadcasters' point of view, there have been some constructive changes with the creation of Mr. Klein's communications office. His department has devoted much time and attention to making the new cabinet secretaries and the heads of independent agencies available for television and radio interview programs."



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THE DAY AND THE HOUR
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Wrecking crews hit cable compromise

McClellan only advocate as onslaught is launched against NAB-NCTA pact

Heavy opposition was closing in last week on the proposed broadcasting-CATV compromise on cable regulation. The objective was a vote by the National Association of Broadcasters board, which meets this week, to kill the tentative agreement reached by the staffs of the NAB and the National Cable Television Association.

In a series of letters and memos, the Association of Maximum Service Telecasters, ABC Radio, ABC-TV, the All-Channel Television Society, attorney Louis Nizer (representing copyright owners) and the National Association of Theater Owners either announced or amplified their criticisms of the agreement worked out in May by the NAB and National Cable Television Association staffs. BROADCASTING, June 2 et seq).

The comments were overtly aimed at persuading the NAB board, meeting this week in Washington, either to drop the agreement entirely or at least direct the NAB staff to continue talks keeping in mind the arguments being offered by the various groups.

The lone proponent of the agreement in last week's mail was Senator John L. McClellan, chairman of the Judiciary Committee, which has been trying for several years to develop a new copyright law. The Senate subcommittee working on that law and the Congress

generally, the senator said in a letter to NAB President Vincent T. Wasilewski, "have displayed considerable forbearance in delaying action on copyright-law revision and cable-television regulatory legislation in the hope that the parties could achieve substantial agreement on these issues."

In politically couched language, which urged the NAB board either to use the staff agreement as the basis for substantive future talks or be prepared to take whatever kind of copyright bill the subcommittee comes up with, Senator McClellan said he was "concerned" to hear that this week's board meeting "may not produce a definitive statement" on the proposed agreement.

He noted that the present copyright law is "archaic" and that the subcommittee has been criticized by some as "being dilatory" in its consideration of the legislation.

"Under these circumstances," he continued, "I believe the subcommittee is entitled to have a definite decision by your board as to whether the joint CATV statement, subject to necessary clarification and agreement on appropriate statutory language, provides the basis for a reasonable resolution of the differences between conventional broadcasters and cable operators. . . . At a time when the broadcasting industry faces a number of significant challenges,

a prompt resolution of this question would appear to be in the best interests of your industry, as well as the viewing public."

Although the senator was opting for "prompt resolution," his voice was a solo in an opera of discord that found Richard L. Beesemyer, ABC-TV vice-president-affiliate relations, and the network's TV board representative, openly telling the ABC-TV affiliates that he would "vote to reject the proposed . . . agreement as unacceptable."

Walter A. Schwartz, ABC Radio president, and that network's radio board representative, in an open letter to his affiliates, attacked the staff agreement as one that holds "serious adverse consequences for radio."

Both ABC representatives stated that "in these matters, of course, the public interest should control." And both expressed concern over the agreement's proposal to allow CATV's to originate programming and sell time on one channel.

The ABC executives, in their letters dated June 10, noted how the staff agreement differs from past NAB policy—as approved by the NAB board—towards CATV. That policy, they said, had been spelled out in the association's comments before the FCC on the general CATV inquiry.

Allowing CATV's to originate "mass-



Senator McClellan



Mr. Lindow



Mr. Beesemyer



Mr. Schwartz

appeal" programs, Mr. Beesemyer said, "will siphon free television's program fare, erode its economic base, force reduction in its news and public affairs programming, stifle the growth of UHF, result in less rather than more diversity, and develop ultimately into a system of unrestricted pay television with service denied the urban poor and the rural resident. In short while unlimited CATV originations can seriously undermine free TV, unsponsored CATV originations of a local public service orientation can contribute meaningfully to community needs."

Mr. Schwartz's letter to affiliates stressed the increased competition local radio stations would face—under the agreement—if there was "unlimited importation of multiple distant radio signals" and from "permitting advertising originations" on CATV's.

He noted that in the marginal-profit markets and in all smaller markets "regardless of present viability," radio could face "adverse consequences from the further carving up of the available advertising dollar."

Both ABC executives suggested their affiliates make their feelings known by writing to the board members. Mr. Schwartz also urged the radio affiliates to contact their state associations and the National Association of FM Broadcasters so that they can "effectively express the collective views of radio people on these important matters."

The AMST "urgent" letter of June 9, sent to the entire AMST membership at the direction of its board by Lester W. Lindow, executive director of the organization, was a direct appeal to scuttle the proposed agreement.

The covering communication called

on AMST members to read the two enclosures "quickly but carefully" and then to "communicate your views to all members of the radio and television board of the NAB with whom you are acquainted."

Time is of the essence, the notification read, calling attention to information from the NAB that action is likely during the middle or latter part of this week.

The two documents consisted of an analysis of the proposed agreement worked out by the staffs of the NAB and the NCTA and "of NAB's comparison memorandum." This was the document sent to NAB members two weeks ago by that organization's Washington headquarters. The AMST analysis is critical in part of the NAB's comparison document, particularly of what it claims are omissions.

The other was a memorandum that developed in detail the AMST's position that the proposed compromise agreement contained many pitfalls as well as "ambiguities" and "vague provisions." It covers much the same ground as points and questions raised by broadcasters following the NAB's executive committee meeting and the AMST board meeting two weeks ago (BROADCASTING, June 9).

In its analysis of the proposed agreement and the NAB's comparison memorandum, the AMST found the distant signal proposals "worse" than either the FCC's present regulations or proposed regulations.

AMST noted that the NCTA board had already "backed away" from the no-leapfrogging provision; that the provision providing CATV's with the right to carry three network and three inde-

pendent stations really means "three plus three plus all other grade B signals, plus as many educational stations as the CATV desires, plus . . . another 'television station' on wire." This last refers to the NAB-NCTA provision that would permit a CATV system to use one channel for sponsored entertainment-type programming.

The AMST document also noted that the grandfather provision would permit a CATV system to expand throughout the community it was serving at the time of legislation or FCC rule, even though at that time the system was only serving a portion of that community.

The AMST analysis also contended that the U. S. Supreme Court decision on CATV copyright applied only to channels used for TV signals picked off the air; it did not, AMST stated, rule on copyright liability where signals are imported "hundreds of miles," where microwave is used, or where cable television also engages in program origination.

In discussing the interconnection provision, AMST cautioned: "It would be shortsighted to predicate approval . . . to any significant degree on the so-called prohibition of CATV interconnections," calling attention to reports of government objections and CBS opposition. There is no assurance that the ban could be maintained, AMST said. And, the association continued, direct interconnection may not be necessary for CATV at all—or at least for some years. "It seems much more likely," AMST said, "that CATV's will look to 'bicycling' rather than interconnection for networking purposes for the next few years until an extensive wire system can be erected throughout the

WPIX renewal fate hinges on FCC probe

The question of whether Forum Communications Inc., will get into a contest with WPIX-TV New York for the occupancy of channel 11 could be decided by the results of a commission investigation that was underway in New York last week.

Commission investigators were checking into allegations that the New York station had distorted newscasts. Present and former members of the station's staff were being questioned about charges that the station, among other things, had used old film clips to illustrate current news (BROADCASTING, June 9). The complainant, who has not been identified, was questioned also.

Commission officials said that if any

substantiation of the charges is found, the commission would set aside the controversial renewal that the staff had granted the *New York Daily News* station. Since the grant was made on May 22, the 30 days within which the commission can take that action runs out on Saturday (June 21).

And if the grant is set aside, there will likely be no barrier to the commission accepting the competing application that Forum, composed of New York area businessmen, community leaders and television personalities, has tendered twice.

It was tendered the first time on the same day that the staff had routinely granted the renewals of WPIX and 174 other New York and New Jersey stations. Since commission rules state that competing applications may be filed

no later than the day before the commission acts on a renewal, the Forum application was returned.

However, the coincidence in timing caused an uproar in which Commissioner Nicholas Johnson and Forum accused the commission's staff of acting with unusual haste in granting the WPIX renewal. Forum retendered its application two weeks ago, along with a petition to the commission asking that the WPIX renewal be set aside.

The filing of the allegations against WPIX also figured in a coincidence of timing. Officials will not say when the complaint arrived in the commission, or to whom it was addressed. But it reached the Broadcast Bureau, which is responsible for processing such matters, on May 22, a few hours after the WPIX renewal was granted.

country."

The concluding paragraph of the AMST analysis reads: "In summary, the interstaff compromise recedes from many of the present or proposed limitations on CATV activities without exacting sufficient meaningful alternative restrictions. Acceptance of the compromise would open the door to widespread CATV distant signal carriage in almost all markets throughout the country. The proposal is unacceptable without major changes."

The All-Channel Television Society's June 12 letter to Mr. Wasilewski portended a setback of "UHF development and growth for many years—if [it does] not stunt it permanently" if the staff compromise agreement is "implemented in its present form."

Martin E. Firestone, ACTS general counsel, called for the NAB board not to endorse, adopt or implement the proposed agreement until there are further discussions "in which all interested broadcast and CATV parties participate."

If the compromise agreement is adopted in its present form, he said, NAB will "be turning its back on the future development" of UHF and "on the public in the smaller communities desiring to receive effective, free, over-the-air service." Adopting the agreement, he warned, would put NAB in the position "of relegating the residents of smaller communities and rural areas

to permanent reliance on a form" of pay television.

Mr. Nizer, who represents a number of motion-picture firms and others who own copyrights to entertainment material, was critical of the NAB for negotiating the staff compromise without notifying the copyright owners. "The submission of the joint statement to Senator McClellan," he said, "came as a surprise to us especially as it contained concessions to positions of the NCTA which we had been led to believe by your staff were not acceptable to the broadcasting industry."

He noted that as the copyright holders had adopted their positions in their continuing negotiations with NCTA "we have kept your staff informed of the progress of our negotiations. In adopting our own positions we took into consideration the comments and desires expressed by your staff."

Additionally, Mr. Nizer said, the copyright owners had understood that even if there were separate negotiations, "no over-all compromise could be reached which would sacrifice the vital interests of one party in return for concessions granted by the second party to the third party."

He maintained that the proposed agreement "will not do justice to the legitimate interests of the copyright owners, their customers—the broadcasting industry—or the public."

Mr. Nizer also urged expanded talks

on the proposed agreement and noted "my clients welcome the opportunity to work with any committee which your industry may appoint, together with other interested parties in order to find an accommodation which the parties would be able to recommend to Congress as legislation fair to all concerned."

The National Association of Theater Owners, long-time opponents of pay television and CATV, reiterated its position in a resolution passed by the NATO board at its spring meeting in Colorado Springs. The NATO resolution comes out flatly "opposed to the tentative agreement . . . because . . . [it] permits a form of and encourages the establishment of pay TV which is against the public interest and is contrary to the announced position by NATO with regard to pay TV."

Walbridge in line for NAB chairmanship

Although much of the action at this week's meeting of the National Association of Broadcasters board of directors in Washington will be taken up with CATV agreements (see page 44) and cigarette advertising (see page 26), the board will still have to elect new leaders for the upcoming year.

At the first joint board session on Tuesday (June 17), Willard E. Walbridge, KTRK-TV Houston, will be pre-

Pioneers' center closer to reality

Project, in new NAB building in D.C., is hoped to be finished by year's end

The Broadcast Pioneers reference center planned for the ground floor of the new National Association of Broadcasters headquarters building in Washington may be opened before the end of this year.

G. Richard Shafto of the Cosmos Stations said last week that fund-raising for the project is approaching the point where contracts can be awarded for finishing, decorating and equipping the interior of the center. Mr. Shafto is president of Broadcast Pioneers Educational Fund, which is directing the fund-raising.

He said after a meeting in New York that the center is not likely to be completed before November but that leaders hoped it would be ready then or shortly thereafter.

Latest major contributors to the fund, he said, were \$100,000 by NBC

("Closed Circuit," June 9) and a \$35,000 gift authorized last week by Broadcast Music Inc. Prior major contributions have included \$50,000 by Westinghouse Broadcasting, and \$30,000 by WGN Continental Broadcasting, among others, in addition to smaller earlier contributions of "seed money" by a large number of broadcasters.

Mr. Shafto also reported that the fund-raising organization on a national basis had been completed with the appointment of seven regional chairmen, plus chairmen for all states.

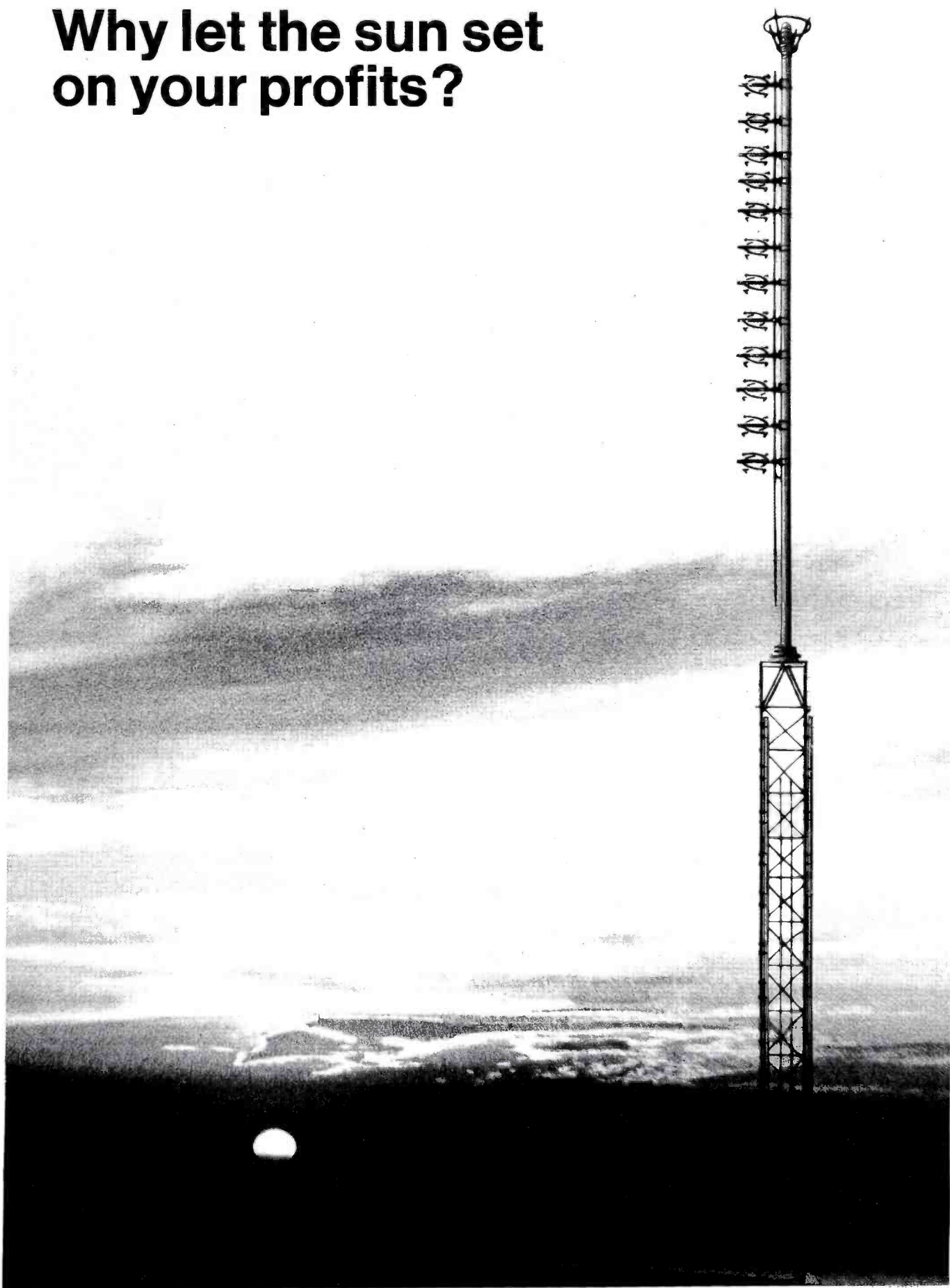
The regional chairmen: Reid L. Shaw, General Electric Co. stations, North Atlantic region; A. Louis Read, WDSU-AM-TV New Orleans, South Atlantic; Payson Hall, KING-AM-TV Seattle, Northwest; John F. Dille Jr., Communicana Group, Middle West; Mike Shapiro, WFAA-AM-TV Dallas, South-

west, and Edmund C. Bunker, KFI Los Angeles, West.

The collection of documents, interviews, tapes and similar materials for the Broadcast Pioneers history project, to be an integral part of the reference center, has added some 50 documents and other materials within the last few months, bringing the total to 507. William S. Hedges, retired vice president of NBC, is director of the history project.

The Broadcast Pioneers Educational Fund is a nonprofit organization created by Broadcast Pioneers. It is seeking funds to establish the reference center and operate it for seven years. Roger W. Clipp, president of Broadcast Management Inc. and retired head of Triangle radio and TV stations, and Ward L. Quaal, president of the WGN Continental stations, are co-chairmen.

**Why let the sun set
on your profits?**

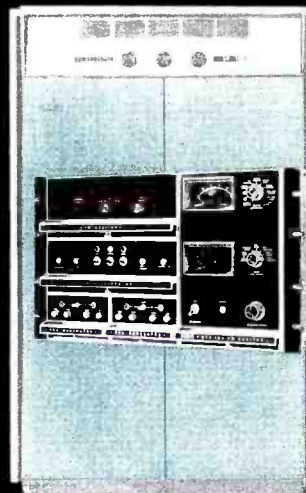


The night is filled with money

Does your money-making potential end with sunset? GO FM, and night is the start of a new day's programming. GO FM, and you can increase your money-making potential day and night. But go with RCA. For a number of very practical reasons. Your technical problems will be solved by the world's most experienced broadcast equipment manufacturer. RCA will plan your entire station, from microphone to tower. RCA will help you sustain your station. Whether you need a replacement part, or a new transmitter, one phone call to your local RCA man means immediate service!

You will also enjoy the convenience of single-source purchasing, as well as the technical advantages of completely matched systems. Today, as it has been for years, RCA is the *only* complete source of everything you need to produce the finest FM (and AM) signals possible. For greater value when you buy—and lower operating costs for years to come—be particular. Insist on RCA.

New BTE-15A Stereo/SCA Exciter System to increase your FM profit potential!



Add Stereo and SCA and you're in the total FM business! Buy any of the new RCA FM transmitters and all you need is the optional stereo and SCA generator. Or plug the entire BTE-15A system into many previous-generation transmitters! Another reason why *anti-*obsolescence is "standard equipment" in RCA!

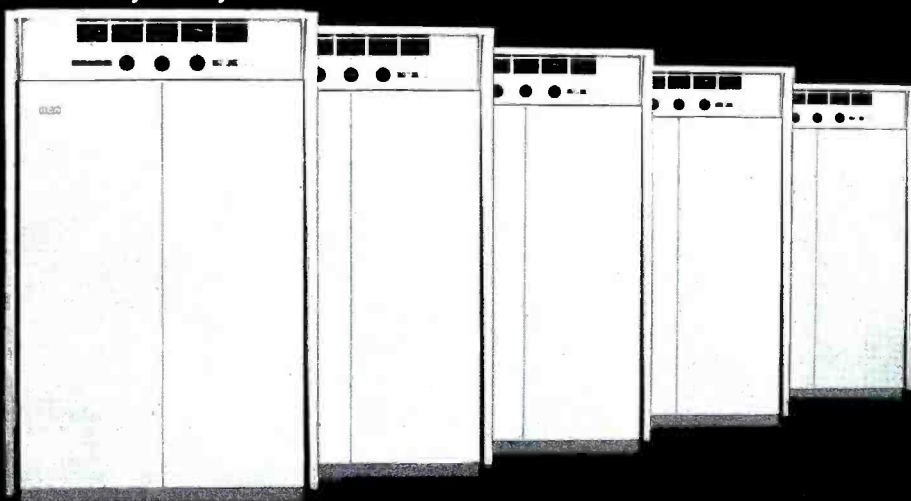
and RCA FM can help you make the most of it.



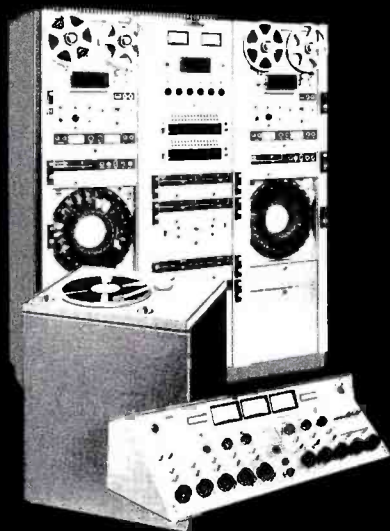
New FM transmitters for the sound that says "today".

Once again, RCA has advanced the "state of the art". RCA's new FM transmitters are engineered to take full advantage of today's sound and feature—in every model—the only FM exciter with integrated circuitry (IC) and complete instrumentation!

The new line includes: Five solid state transmitters (1-KW to 40-KW) for mono or stereo operation, all with built-in facilities for remote control. Most models offer in-the-field power-expansion facilities. Most models are designed for "non-stop" parallel operation.



RCA has everything you need to make FMoney.



Everything. From microphone to towers. And everything matched for excellent performance and economical system expansions. Shown here are but a few recent additions to the audio line.

The new BC-17 Three-Channel Console for AM and FM. Features completely solid state design, will handle AM-FM, FM-Stereo and SCA audio switching... plus the upcoming new "Galaxy" series of microphones.

The New Audio Automation System. Designed to run a full day's programming for you. It switches between many preselected audio sources and sequences them automatically in any preset pattern.

See the man from RCA for the best of everything in radio. Ask him about our new antennas, reel and cartridge tape recorders, turntables, pickups, microphones.

And be sure to send for our new Station Planning Literature for everything you want to know on how to make floor plans, choose and maintain your equipment! Write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.



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sented as the recommendation of the nominating committee for joint board chairman. Last week Charles Tower, Corinthian Broadcasting, New York, present TV board chairman and the only other announced candidate for the joint chairmanship, announced his withdrawal from the race. He formally withdrew in a telegram to Donald Thurston, WMNB North Adams, Mass., nominating committee chairman. Grover Cobb, KVGB Great Bend, Kan., outgoing joint board chairman, has served in the post for two years.

The TV board posts are expected to go to Harold Essex, WSJS-TV Winston-Salem, N. C., for chairman, and Hamilton Shea, Gilmore Stations, Harrisonburg, Va., for vice chairman. Both men

are so far unopposed.

The radio board has a race for chairman between Richard Chapin, KFOR Lincoln, Neb., and Ray Livesay, WLBH Mattoon, Ill. Running for radio board vice chairman is James Caldwell, WAVE Louisville, Ky.

In addition to its other activities and meetings, the joint board will take part in the formal dedication of the NAB's new headquarters building where the meetings will be held. The dedication ceremonies for the new headquarters building set for today (June 16) will find Mr. Cobb, NAB President Vincent Wasilewski and Clair McCollough, Steinman Stations, chairman of the building committee, taking prominent roles.

WHBF

the call letters of public service since 1925



Maurice
Corken, *vice pres. & gen. manager*

"Serve is the key word in our motto. It challenges us to provide the best in entertainment, news and public service that our many years experience can provide."



Bob
Sinnett, *vice president, engineering*

"Superior service demands superior equipment like our radar weather system, full color studio and control rooms, film labs and complete backup equipment."



Bud
Elsen, *national sales manager*

"Our philosophy of advertising investment, as opposed to just time sales, makes staff involvement in community affairs the keystone to media service."

WHBF

CBS for the No. 2 market in
Illinois-Iowa (Rock Island,
Davenport, Bettendorf, Moline)

Another major merger falls apart

Metromedia, Transamerica call it off on signs of disapproval from government

The third proposed giant communications-industry merger was cancelled last week, again at least partially because of fears of government disapproval.

By mutual consent, Metromedia and Transamerica Corp. Tuesday (June 10) called off the union which they had been attempting since last fall.

The failed bid thus joined the scrapped fusion plans of ABC and International Telephone & Telegraph, abandoned Jan. 1, 1968 (BROADCASTING, Jan. 8, 1968), and Westinghouse Electric Corp. and MCA, dropped April 24 of this year (BROADCASTING, April 28). Both the ABC-ITT and MCA-Westinghouse mergers also expired because of inability to obtain prompt approval from government agencies.

In a joint statement issued shortly before 6 p.m. Tuesday, John W. Kluge, Metromedia president and board chairman, and John R. Beckett, Transamerica Corp. board chairman, were quoted as saying that "both Metromedia and Transamerica have demonstrated excellent records of growth and expansion in recent years. To continue attempts to complete the merger for an extended period could adversely affect future growth plans of each organization."

Subsequently, a Metromedia spokesman added: "Metromedia took this action upon receipt of opinion of outside counsel that the current and growing opposition of federal government agencies to large mergers in the radio and television industry makes the successful consummation of the proposed merger with Transamerica Corp. very remote."

At the time the merger plans were announced (BROADCASTING, Oct. 14,

1968), the union would have involved an exchange of stock valued at about \$300 million, with three-fourths of a share of Transamerica common stock exchanged for each outstanding share of Metromedia. (A subsequent two-for-one Transamerica stock split would have doubled the shares exchanged for the Metromedia shares.)

In the ensuing months of waiting for Internal Revenue Service, FCC and Justice Department approval, Metromedia prices had fallen significantly, primarily on the basis of sharply curtailed first-quarter earnings (BROADCASTING, April 21).

At the time of the merger announcement, Metromedia was trading at 53¼ a share. On the afternoon the merger was called off, it had closed at 30¼. Thus the market value of Metromedia had declined about \$100 million from the time the merger terms were originally set, and industry observers said the reduction in Metromedia value and the poor first quarter probably were major factors in the decision to give up the merger attempt.

Both the ABC-ITT and MCA-Westinghouse merger tries were curtailed by similar extreme stock value changes during the waiting periods for regulatory approval. When originally announced in December 1965, the ABC-ITT merger would have involved an exchange of stock worth \$379 million. But by the time the merger plan was cancelled by ITT, stock values had shot the price up to \$661 million.

When the \$360 million MCA-Westinghouse mating was announced July 31, 1968, MCA's stock value was \$342 million, but by the time the merger was abandoned, MCA's market val-

ue was down to \$274 million.

The collapse of the Metromedia-Transamerica pact further battered Metromedia stock prices. On the two days following the announcement, Wednesday and Thursday (June 11, 12), Metromedia's price fell to new lows for the year. Wednesday it tumbled 3½ points, to 26¾, and Thursday it closed at 25⅞ after dipping to a low of 25⅞.

Transamerica was less seriously affected by the merger halt. At the time of the merger announcement (and before its two-for-one stock split), Transamerica was trading at 67½.

Tuesday, before the merger halt was announced, it closed at 34, up 1¾ for the day, and Wednesday it fell back by exactly the same amount, to close at 32⅞, still slightly above the year's low of 32.

On May 15 the Internal Revenue Service notified Metromedia and Transamerica that there would be no income tax levied on the merger transaction, one of the contingencies of the merger plan. However, there had been no ruling on the proposed union by either the FCC or Justice Department.

Mr. Kluge told the annual Metromedia stockholders' meeting May 13 that the Justice Department had "made inquiries to which we have responded" but that there had been no word from the FCC. He added that the company expected "the FCC to look to Justice



Mr. Kluge

for their action" before making any comment, probably some time within the current year (BROADCASTING, May 19).

At that time, Mr. Kluge said of government approval for the merger: "If we didn't think there was a chance, we wouldn't have gone ahead with negotiations." At the same time, he noted: "We are operating the company with

the idea of going ahead whether the merger goes through or not. . . . If the merger does not go through, we are not going to fall on our face."

When the merger cancellation was announced, a one-page memo from Mr. Kluge was distributed to all Metromedia employees saying that both firms had "come to the conclusion that it is to our best interests to go our separate ways . . . to avoid possible detrimental effects of a protracted delay."

Mr. Kluge further wrote: "Let me make one point crystal clear to every member of the Metromedia family: Now that the proposed merger with Transamerica is behind us, this company is going to surge forward in every sector of its activity and become an even more aggressive marketing and entertainment entity in American life. We will reaffirm our proud identity. We will cross frontiers others hesitate to envision. I am deeply appreciative of your tireless efforts during this sensitive period.

Had the merger gone through, Mr. Kluge would have become the largest individual stockholder in Transamerica, a diversified service company with assets of over \$3 billion, including United Artists, film production subsidiary. Mr. Kluge's more than 450,000 shares of Metromedia would have converted into almost 700,000 shares, or more than 1% of the authorized stock of Transamerica ("Closed Circuit," June 2).

The U's that are still available

FCC count finds 81 commercial channels left in top-100 markets

The FCC last week issued a summary of channel allocations in the top-100 TV markets showing their utilization as of May 31. The summary showed that all of the 264 commercial VHF allocations were occupied and on the air. Of the 298 commercial UHF's allocated in the top-100 markets, 105 were on the air, 93 had been authorized, but not yet on the air, 19 were applied for, leaving 81 commercial channels still available, 26 in the top 50 and 55 in the second 50. Reservations were made for 37 VHF's and 137 UHF's for allocation to educational noncommercial stations; of these, 34 UHF's and 54 VHF's were on the air.

The study also indicated that only two noncommercial and one commercial VHF channels were applied for.

Available channels, all UHF, follow:

ARB Rank	Market	Available channels		
4	Philadelphia (Burlington, N.J., Wilmington, Del.)	1*	57 San Antonio, Tex.	1*
12	St. Louis	1*	58 Tulsa, Okla.	1*
14	Providence (New Bedford, Mass.)	1*	59 Salt Lake City-Ogden-Provo, Utah	4, 1*
18	Indianapolis (Bloomington)	3, 1*	60 Salinas-Monterey, Calif.	1*
20	Miami (Fort Lauderdale)	1, 1*	61 Phoenix (Mesa)	1, 1*
22	Seattle-Tacoma	1*	62 Davenport, Iowa-Rock Island-Moline, Ill.	2, 1*
24	Milwaukee	1*	63 Portland-Poland Spring, Me.	2, 1*
26	Houston (Galveston, Rosenberg)	2*	64 Rochester, N.Y.	1
27	Dayton (Kettering, Springfield, Ohio)	2*	65 Orlando-Daytona Beach, Fla.	1
28	Columbus, Ohio	1*	66 Richmond, Va. (Petersburg)	1
29	Johnston-Altoona, Pa.	2, 2*	67 Roanoke-Lynchburg, Va.	1, 1*
32	Memphis	1*	68 Shreveport, La. (Texarkana, Tex.)	2, 2*
33	Charlotte, N.C. (Rock Hill, S.C.)	1, 1*	69 Wilkes-Barre-Scranton, Pa.	2
35	Toledo, Ohio	1	70 Green Bay, Wis.	1, 1*
36	Portland, Ore.	1, 1*	71 Little Rock, Ark.	1
37	Wheeling, W. Va.-Steubenville, Ohio	1, 1*	72 Champaign-Decatur-Springfield, Ill. (Danville, Urbana)	4, 1*
38	Grand Rapids-Kalamazoo, Mich. (Battle Creek)	1, 2*	73 Mobile, Ala.-Pensacola, Fla.	4, 1*
39	Denver (Boulder)	1*	75 Cedar Rapids-Waterloo, Iowa	2, 1*
40	Birmingham, Ala.	1*	76 Spokane, Wash.	1
41	Nashville	1*	77 Knoxville, Tenn.	1, 1*
42	Albany-Schenectady-Troy (Amsterdam)	1, 2*	78 Des Moines (Ames, Iowa)	2, 2*
43	New Orleans	1*	80 Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	1, 1*
44	Greenville-Spartanburg, S.C.-Asheville, N.C.	3	81 Columbus, Ga.	1
45	Greensboro-Winston Salem-High Point, N.C.	2, 2*	82 Youngstown, Ohio	1*
46	Flint-Saginaw-Bay City, Mich.	2, 1*	83 Columbia, S.C.	1
47	Louisville	2, 1*	84 Baton Rouge	1*
48	Charleston-Huntington, W. Va. (Beckley, W. Va., Ashland, Ky.)	2, 1*	86 Greenville-Washington-New Bern, N.C.	1
49	Lansing, Mich. (East Lansing, Parma)	3, 1*	88 Madison, Wis.	1
51	Oklahoma City	1, 2*	89 Lincoln-Hastings-Kearney, Neb. (Albion, Grand Island, Superior)	2, 1*
52	Raleigh-Durham, N.C.	1, 1*	92 Evansville, Ind.	1
53	Norfolk-Portsmouth-Newport News-Hampton, Va.	1*	93 Sioux Falls, S.D.	2, 1*
54	Manchester (Concord) N.H.	2	94 South Bend-Elkhart, Ind.	1
55	Omaha	1*	95 West Palm Beach, Fla.	1, 1*
56	Wichita-Hutchinson, Kan.	2, 2*	96 Ft. Wayne, Ind.	1, 1*
			97 Rockford, Ill. (Freeport)	1, 1*
			98 Peoria, Ill.	1*
			99 Augusta, Ga.	1
			100 Terre Haute, Ind.	1, 1*

* noncommercial availabilities.

* noncommercial availabilities.

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[illegible]

Boston WEEI New York WCBS Philadelphia WCAU
Washington WTOP Miami WKAT Cleveland WERE
Minn.-St. Paul WCCO Chicago WBBM St. Louis KMOX
Kansas City KCMO San Francisco KCBS Los Angeles KNX

Hart turns to last-ditch helpers

Resisting 'failing newspaper' bill,
he calls Milwaukee mayor, KRON accusers

Milwaukee Mayor Henry W. Maier called for a print "counterpart of educational television," and two opponents of the Chronicle Publishing Co.'s alleged San Francisco "communications monopoly" urged wide-open mass-media competition, during the latest round of hearings on a Senate "newspaper preservation" bill last week.

Neither approach, however, seemed especially to startle or sway advocates of the bill, which would exempt from antitrust action newspapers that enter into joint operating and sales agreements, if one of the newspapers is in financial difficulty.

The bill is in the final stages of consideration before the Senate Antitrust and Monopoly Subcommittee, under the chairmanship of Senator Philip A. Hart (D-Mich.). The senator, a vigorous opponent of the bill, won three days of further hearings from the parent Judiciary Committee earlier this month as a last opportunity to amass evidence in support of his contention that the bill is unnecessary ("Closed Circuit," June 9).

A central argument against the measure brings broadcast angles into play. Opponents charge that newspapers with radio-TV properties use broadcast profits to back their anticompetitive practices; nevertheless, the argument runs, these same papers could claim "failing newspaper" status, and consequent antitrust exemption, on the basis of the newspaper's financial situation as a single enterprise.

These charges led Senator Hart to produce two of the voices previously raised in opposition to Chronicle Pub-

lishing's multi-media holdings: Albert Kihn, the former KRON-TV cameraman whose complaint of managed news was a factor in the FCC's decision to designate that station's license renewal for hearing, and Bruce B. Brugmann, editor and publisher of the *San Francisco Bay Guardian*, a small monthly which takes frequent potshots at the Chronicle communications complex (dubbed "Superchron" by the *Guardian*).

It was Milwaukee's Mayor Maier, however, who offered the most unusual proposal. The mayor, who has charged that the Journal Co. communications empire in his city runs a monopoly, and has threatened to file an antitrust suit (BROADCASTING, May 12), argued that government subsidy rather than joint operating agreements would be the best way to save failing newspapers and enhance competition.

"I believe, as other witnesses have stated," Mayor Maier said, "that the growth of the monopoly press in this nation is a subversion of the First Amendment. When the Constitution was written, if you didn't like the newspaper you were reading, you could start another." Today, he said, only "entrenched interests" can start a paper—"and even then the going is impossible if you try to invade monopoly territory."

The solution, he said, might be a "publicly owned, but not politically controlled, educational press—a kind of counterpart of educational television."

The Milwaukee mayor rejected the newspaper preservation bill as "unsound" because, he claimed, it would encourage monopolies and control of

opinion.

Senator Hart agreed. "I can't imagine a more ultimate subsidy than a state-approved monopoly," he said.

But Senator Everett Dirksen (R-Ill.), a backer of the bill, took prompt exception to the "educational press" proposal. "What virtue would there be in publishing a newspaper under these restrictions?" he asked Mayor Maier. The senator also wondered what the mayor would propose as an immediate alternative to the pending bill.

"I'd put this bill on ice, and then I'd go out and find ways to subsidize competition in the United States," Mayor Maier answered.

In response to questioning by Senator Hiram Fong (R-Hawaii), the mayor offered another alternative: In some cases, he said, the Small Business Administration might subsidize struggling newspapers.

The two witnesses who have been fighting the Chronicle complex chose to emphasize competition rather than subsidy as a remedy.

Mr. Kihn, who reiterated his charges that a detective agency retained by the Chronicle has followed his every move since he locked horns with the company, stated his case this way: "Antitrust exemption asks that we institutionalize the property right (and the corporate considerations) of certain mass producers of mass communication, and that we sanction and justify the manipulations of a [communications] complex, guaranteeing them immunity under a cloak of First Amendment protection."

The statement was in reference to operation of the *San Francisco Chronicle* on a joint basis with the city's only other daily, the *Examiner*, and to the company's ownership of KRON-FM-TV and CATV interests. Mr. Kihn has charged that when he worked for KRON-TV, station personnel were instructed to



Mr. Kihn



Senator Hart



Mayor Maier

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In Los Angeles: Ken Gross, 6404 Wilshire Boulevard, 90048, 213-563-7733.

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suppress news that might be unfavorable to the Chronicle Co.'s corporate interests (BROADCASTING, March 24 et seq).

Mr. Kihn said that his involvement in the KRON-TV case has cost him regular employment. For example, he said, a job with a Los Angeles station fell through after what the station called "trouble in the legal department."

He also charged: "No one employed

in broadcasting imagines for a minute that he can speak out on such matters with impunity. The industry has a history of dealing with those that do."

Mr. Brugmann launched a sharp attack on "crybaby millionaire lawbreakers" who, he charged, have used private detectives to harass witnesses (he said his *Guardian* verified the connection between the *Chronicle* and a pair of detectives said to be trailing Mr. Kihn).

He also said that the *Chronicle-Examiner* "secret" operating agreement violated existing law. This charge is a factor in a civil antitrust suit now pending against the Chronicle Co.

As an alternative, Mr. Brugmann said: "Competitive papers don't guarantee delicately balanced coverage or a two-fisted champion for every point of view, but they do increase the chance to give everybody some choice."

Justice parts company with FCC on cable

McLaren tells court CATV should not be stopped from originating programs, accepting advertising

The Department of Justice, which has been urging the FCC to take a less restrictive approach to its regulation of CATV, last week spread some of its differences of opinion with the commission on the record of a pending court case.

The department, in a memorandum signed by Richard W. McLaren, assistant attorney general for antitrust, said it took exception to the commission's assertion of authority to prohibit CATV systems from originating advertising.

The memorandum, filed in the case in which both broadcasters and CATV systems in San Diego are appealing the commission's order establishing a regulatory scheme for CATV in that market, was unusual. Normally, the department simply signs the briefs the commission files in appeals cases.

But with Justice increasingly urging the commission to permit CATV to offer competition to television (BROADCASTING, April 14), that routine procedure could not be followed in the San Diego case, at least as the commission's opinion related to CATV-originated advertising. Justice, in comments in the commission's rulemaking proceeding, said "CATV should not be prevented from originating program material and accepting advertising."

The memorandum, however, reflected a desire to smooth over the differences. It said the questions of authority that the department was raising need not be resolved in the pending case, in view of the current rulemaking proceeding in which the commission is considering a complete overhaul of its CATV rules. The department suggested that the court continue the case until the rulemaking is concluded.

"Perhaps, as a result of that proceeding," Mr. McLaren wrote, "the restrictions in this case on the origination of advertising may be removed, or far less stringent restrictions may be adopted." He noted that one of the proposals being considered would permit original commercials at natural breaks in pro-

gramming.

The commission, in its order in the San Diego case, authorized the systems to originate programming—one of the points prompting KFMB-TV and KCSR (TV), both San Diego, to appeal. But it said the cable operators who originate advertising would not be permitted to carry any television signals.

The CATV systems that appealed the order—Mission Cable TV Inc. and

Examiner proposes to take AM's license

Denial of an application by Nick J. Chaconas for renewal of the license of WHMC Gaithersburg, Md., was recommended last week in an initial decision by the FCC's chief hearing examiner, Arthur A. Gladstone.

The examiner found that Mr. Chaconas had "demonstrated a willful and calculated effort to deceive the commission," and "could not be relied upon to fulfill the responsibilities imposed upon him as a licensee."

The examiner concluded that Mr. Chaconas falsified entries in the operating logs of WHMC, misrepresented or concealed facts, was lacking in candor in his statements to the commission. Mr. Chaconas also was admonished for his "negligent, careless and inept" management and operation of WHMC. Mr. Gladstone commented that "the ingenious explanations and alibis of [Mr.] Chaconas as to every item of embarrassing inquiry strain credulity to the breaking point." He said that Mr. Chaconas had "made no effort at the time of his personal appearance on this record, to express contrition for those violations which he admits, or to give any promise of future compliance or initiation of appropriate actions to 'clean house'."

WHMC operates on 1150 kc with 1 kw daytime and 500 w nighttime.

Southwestern Cable Co.—argued that this restriction amounts to a violation of their constitutional right to free speech. The department, in its memorandum, does not accept that argument.

"What we are concerned with is the scope of the commission's jurisdiction in this field and with the effect on competition which follows from the total restrictions adopted," Mr. McLaren wrote. He said those questions are at issue in the case.

Martin-Trigona suit dropped

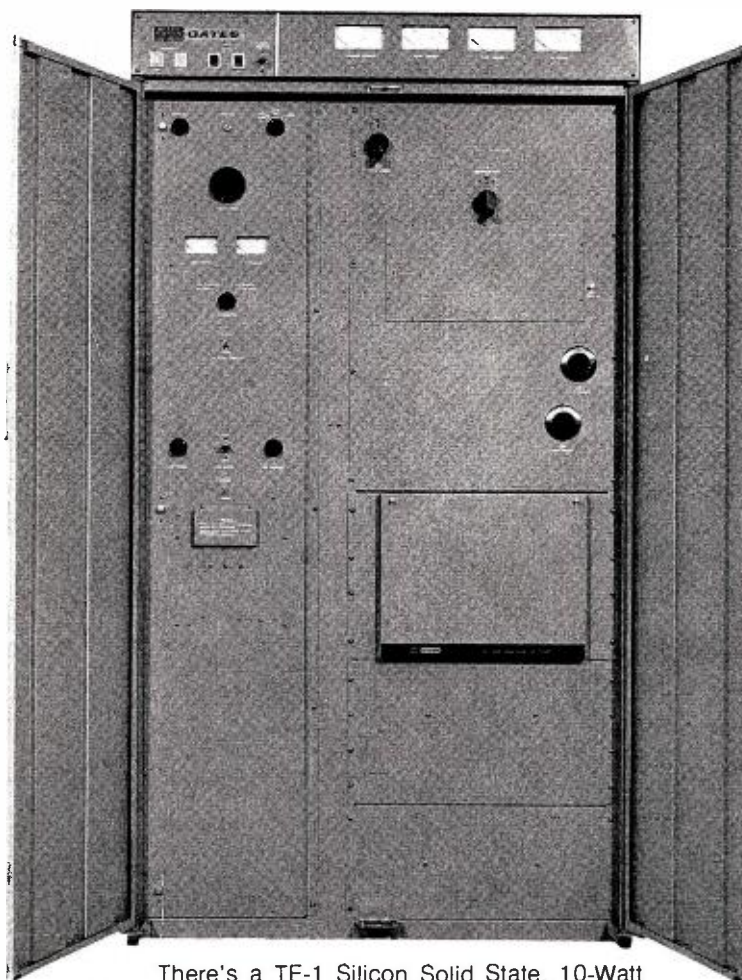
Anthony Martin-Trigona's suit against ABC Inc. in the U.S. District Court in Chicago has been dismissed upon the motion of ABC and with the consent of Mr. Martin-Trigona, the court docket disclosed last week. The plaintiff, chief owner of suspended WTAF-TV Marion, Ind., earlier was turned down by the court in his request to force postponement of the ABC Inc. annual meeting and to block ABC's airing of the institutional campaign, "We're not quite as simple as ABC" (BROADCASTING, May 19, 12).

FTC's Nicholson wants merger brake

Federal Trade Commissioner James M. Nicholson last week urged the government to impose an 18-month stay on mergers between conglomerate corporations whose acquisitions, he said, could "work permanent political changes . . . and ever larger economic concentrations" of power. He made the suggestion in a Manchester, N.H., speech before the New England Council.

Commissioner Nicholson proposed that no companies with assets over \$250 million be permitted to acquire firms with more than \$10 million in assets unless such acquisition are approved either by a controlling regulatory agency or the Justice Department. The 18-month stay, the commissioner said, would serve as "a respite to enable more

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thoughtful consideration and study of economic concentration and the merger movement." That respite, the commissioner indicated, was sorely needed because, at the current pace of conglomerate acquisitions, by 1975 "the nation's 200 largest firms will control more than 70% of all (the nation's) assets."

The government should question these acquisitions, Commissioner Nicholson said, as well as "challenge preferential treatment which favors our most prestigious entrenched firms—firms which have hardly been laggards in the use of false, deceptive and slyly misleading advertising." Although no specific conglomerates were named, the commissioner singled out those firms which are members of the industrial-military complex, and "old-line companies in basic metals, autos, office equipment, electronics, and drug and food."

Cox wants a Banzhaf to get youth views on air

FCC Commissioner Kenneth A. Cox thinks the Smothers brothers-CBS controversy may point up the need for another John Banzhaf. A "young and aggressive" type like Mr. Banzhaf, who pushed the commission into applying the fairness doctrine to cigarette advertising, might find a way to require the networks to make time available for

the viewpoints of the young, he says.

The commissioner expressed his view on the now-fading controversy and its implications in a speech delivered at Oregon State University, at Corvallis last month and printed and made available last week.

Commissioner Cox did not say the government has a role to play in the controversy which involved CBS's cancellation of the Smothers brothers show amid charges by the entertainers that their material was being censored and CBS's assertion it is responsible for all the programs it carries. He said that if the CBS network's deletion of material did amount to censorship the network was within its legal right. "Only censorship by government is forbidden," he said.

But he also said that the young—whom the Smothers brothers claimed to be serving—"are entitled to be served by television in some degree, at least." And a John Banzhaf, he said at another point, might be what is needed to "find a way to apply the fairness doctrine here, too."

"If the television networks are not adequately reflecting the views of young people who are concerned about our society but who have not—at least yet—gotten to the stage of burning college buildings or draft cards," he added, "perhaps someone can find a way of

enforcing opportunities for them to counter opposing views on the issues which trouble them." He said this might be done even in entertainment programming, "since the points of view with which the young disagree often find expression there."

Mail break offered for tape

Senator Ted Stevens (R-Alaska) has introduced a bill (S.2340) that would permit the shipping of video tapes under fourth-class mail rates. He said existing law "discriminates against video tapes because video tapes were not in use when the law was enacted." He noted that 16-mm film, which is "of a narrower weight but approximately the same weight," may be shipped under fourth-class rates.

Changing Hands

Announced:

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

■ WJTV-TV Newark-Linden, N. J.: Sold by Henry P. Becton, Fairleigh S. Dickinson Jr. and others to Columbia Pictures Inc. for about \$8 million (see page 62).

■ KNEB-AM-FM Scottsbluff, Neb.: Sold by Russell M. Stewart and others to George H. Haskell, Wayne L. McIntosh and Leslie A. Proctor for \$250,000. Mr. Haskell is general manager, Mr. McIntosh is program director and Mr. Proctor is chief engineer for those stations. KNEB is full time on 960 kc with 1 kw day and 500 w night. KNEB-FM is on 94.1 mc with 6.6 kw and an antenna height of 61 feet above average terrain.

■ WAUC Wauchula, Fla.: Sold by Royce D. and Sara S. Plummer to Samuel L. and Richard C. Rosenberger for \$65,000. Samuel Rosenberger is employee of Kentucky Bell Telephone Co. and Richard Rosenberger is with the Department of Defense. WAUC is a daytimer on 1310 kc with 500 w. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 72):

■ WMWM Wilmington, Ohio: Sold by Francis Stratman and Gene Seehafer to Daniel W. Burton, Carl A. Cook, William McKinney and Ruth Haupt for \$237,500. Buyers have interest in WBRJ Marietta, Ohio. WMWM is a daytimer on 1090 kc with 1 kw.

■ WFTR Front Royal, Va.: Sold by Mr. and Mrs. Kenneth Gordon and others

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to Charles B. Britt and Donald L. Pelkey for \$200,000. Buyers own WIRY Plattsburgh and WTRD Lake Placid, both New York. WFTR is full time on 1450 kc with 1 kw day and 250 w night.

Mutual again attacks ABC's four networks

Mutual Broadcasting System has asked the FCC to reconsider its May 9 opinion approving the continued operation of ABC's four-network service. At the same time, it asked that the commission review its action of May 28 granting renewal of licenses for ABC's KABC-AM-FM-TV Los Angeles, and KGO-AM-FM-TV San Francisco.

Mutual expressed disappointment in the commission's response to its original petition, filed Oct. 30, 1968, requesting rescission of the waiver granted ABC to operate its four-network service. It said the commission's discussion of the issues raised by Mutual were dealt with in a "most summary fashion," and that in many instances dispositions were unsupported by reasons or explanations. It also argued that the commission ignored one of the basic themes in Mutual's pleadings—that ABC had not fulfilled promises it made in 1967 to persuade the commission to allow its experimentation with the multi-network operation—and concentrated instead on the question of ABC's compliance with the rules and applicable law.

Mutual charged that it was "impossible" to reconcile the commission's opinion of May 9 with that of December, 1967, authorizing the four-network service. It maintained that under the provision for review of performance at the end of one year in the authorization, Mutual had brought to the commission's attention instances of anticompetitive activities, but that these had been "virtually ignored," or else remedial action was deferred.

MBS also found a "complete reversal of position" in connection with the selling of ABC's four networks in combination. The commission's original position, it pointed out, was that ABC's promise to sell each network separately under its individual rate card "effectively foreclosed" anticompetitive practices. But in its May 9 statement, Mutual argued, the commission did an about-face and offered the caveat that when the "combined rate offered the advertiser is the total of rates for the individual networks," and he can purchase any single network, there is no anticompetitive feature in such group sales during the period when none of ABC's networks have national coverage.

Mutual reiterated its charges that ABC had violated the commission's chain-broadcasting rule—prohibiting a network from feeding programming to more than one station in a market si-

multaneously—and in one instance it had discovered 10 violations of the rule in a 12-hour period in New Orleans.

In asking the commission to set aside the renewals of ABC's Los Angeles and San Francisco stations, Mutual said that its original request that the then-pending renewal applications be deferred (pending the outcome of its request for rescission of the four-network service) was seemingly ignored. As FCC action granting renewal came "on or before" the time for requesting reconsideration had elapsed, MBS said, it is seeking to restore the situation to status ante quo with its latest petition.

Storer shores up radio, affirms AM status

Storer Broadcasting Co., Miami Beach, Fla., last week announced realignment of executive personnel in its radio division and in Washington.

Lionel Baxter, who was vice president of the radio division, was named vice president of Washington operations. The move was said to be a prelude to expansion of Storer's operation in Washington "both from a news and government-relations standpoint."

In an expansion of responsibility for one of its Midwest executives, the company broadened the duties of James P.

Storer, regional vice president, to include the radio markets of Toledo, Ohio, Detroit and Cleveland. The firm's radio outlets in those markets are WSPD-AM-FM Toledo, Ohio; WJBK-AM-FM Detroit and WJW and WCJW (FM) Cleveland.

Mr. Storer will report directly to Bill Michaels, president of Storer Broadcasting, as will the management of the other outlets in the group's radio division. The other stations include WHN New York, WJBG-AM-FM Philadelphia, WGBS and WJHR(FM) Miami, and KGBS-AM-FM Los Angeles.

The changes announced last week were in the company's radio division. Terry Lee remains vice president of the television division, which includes WJBK-TV Detroit, WSPD-TV Toledo, Ohio, WJW-TV Cleveland, WAGA-TV Atlanta, WITI-TV Milwaukee, and WSBK-TV Boston. Peter Storer remains executive vice president of the corporation.

Bill Michaels, president of the company, also sought to dispel "unsubstantiated rumors floating around the industry that we were disposing of all our radio stations."

Mr. Michaels explained the firm's position in detail: "We have no foreseeable intention of selling any of our current AM properties. What we have been doing for several weeks and are still doing is going through a complete

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analysis and appraisal of the economic and philosophical desirability of operating AM and FM in the same markets."

He said Storer Broadcasting would come to an "orderly" decision on whether to retain some or all of its FM stations. "Our executive committee is carefully weighing the matter, including the attitude of the FCC, but as yet come to no final decision. . . ."

Mr. Michaels said that although he did not know the source of the rumors, they had been circulating ever since Storer sold WIBG Philadelphia to Buckley Broadcasting Corp. (BROADCASTING, Feb. 17). Storer retains WIBG-FM in the deal.

FCC defends its antilottery stand

Disputes allegations made by broadcasters appealing New York State decision

The FCC's general counsel's office has asked a New York appeals court to uphold a commission ruling prohibiting broadcasters from promoting New York State's legalized lottery.

In a brief filed with the U.S. Court of Appeals for the Second District, the general counsel's office argued that the commission's action is in accord with long established national antilottery policy, affirmed by both Congress and the courts, and that it does not abridge First Amendment freedoms.

Broadcasters appealing the ruling have claimed that denial of access to radio and television for advertising and disseminating news and information about the legalized lottery has prevented the lottery from operating successfully. They argue that the commission's action was unconstitutional in stifling information about an authorized function of the state, the proceeds of which are designated for education. But, in its brief last week, the general counsel's office twice took pains to note to what extent free speech is accorded the broadcast press.

The court appeal was taken by the New York State Broadcasters Association and Metromedia Inc. after the commission last September issued, on their request, a declaratory ruling on its lottery-ban regulations (BROADCASTING, Sept. 30, 1968). As expected, the commission held that its rules, which are designed to implement the U.S. Criminal Code, prohibit broadcasters from promoting the lottery because the code "makes no distinction as to the sponsorship, and on its face indicates a clear congressional intent to cover all

lotteries, whatever their source, because of their harmful effects upon the public." (Funds accrued under the New York lottery are earmarked for the state's public school system.)

The commission further declined, as a matter of "practicality," to find that administrative sanctions of fines and imprisonment under the code would not be imposed on 10 specific types of lottery-related material that might be aired by New York broadcasters—an omnibus request posed by NYSBA and Metromedia. Instead, it issued generalized guidelines that would permit the broadcast of "ordinary news reports and licensee editorials" concerning lottery legislation and public debate on state policy relating to the lottery.

NYSBA and Metromedia sought an appeal of the commission's ruling, claiming that it constituted restrictions on the freedom of speech and press. The petitioners argued that the vagueness of the ruling would make broadcasters more hesitant to say anything with regard to lotteries, that licensing stations "in the public interest" does not give the commission the right to prevent the broadcast of material it deems harmful, and that the commission's position that the nature of the broadcast medium allows some invasion of the freedom of broadcast speech is unconstitutional (BROADCASTING, March 31).

In dismissing these arguments last week the general counsel's office bluntly noted the strictures under which the broadcast "press" operates. "The licensing scheme of the [Communications] Act, which would be plainly repugnant to First Amendment freedoms if applied in other fields, is the very cornerstone of radio regulation . . . which has invariably been proof against diverse constitutional attacks since its inauguration," it said.

(The commission's brief was filed June 9, on the same date the U.S. Supreme Court rendered its landmark opinion affecting broadcasting regulation [see page 21].)

But the general counsel's office maintained that the commission's prohibition against the dissemination of lottery information, "given the long history of antilottery legislation," is "part and parcel of our governmental fabric and raises no substantial First Amendment question." The rules which the commission interprets "seek to achieve none of the general speech inhibiting ends attributed to them by the [petitioners]," it said, "but seek rather only to prevent the promotion of existing lotteries, a promotion which Congress has determined to be so far from the kind of high public interest concern suggested by the [petitioners] as to constitute a criminal act."

This national antilottery policy which

was first instituted by Congress 142 years ago, the general counsel's office noted, has been "judicially affirmed through 70 years of constitutional attack and legislatively reiterated as recently as 1967." At that time, it said, Congress passed a law precluding federally insured banks in New York and other states with legalized lotteries from sales of lottery tickets "in order to extend the national public policy to refrain from using federal facilities in the promotion and advertisement of lotteries."

NYSBA and Metromedia had contended before the court that if the lottery proceeds were designated for a worthy cause, it would be unconstitutional to prohibit such advertising. But the general counsel's office claimed that "state lotteries, almost by definition, are intended to raise revenues for worthy purposes. Those purposes are not within the competence of Congress to question. Rather it is the means of their achievement which Congress has invariably and historically abhorred and in which it has ever been unwilling to participate."

It also noted that the constitutional question which the petitioners raised before the court had not been argued before the commission and that "judicial practice" would "exclude it as an appropriate consideration on appeal." Since the petitioners had not broached the applicability of the criminal code to the New York lottery—the "only question properly before the court"—the general counsel's office claimed that there is nothing substantive in the case upon which the court can rule.

Media reports:

CPB grant ■ The Corp. for Public Broadcasting has announced a \$2,000 grant to help support a summer broadcasting workshop for Washington high school juniors. The five-week instructional program for about 40 students will begin July 28 at American University. The remainder of the projected budget of \$9,355 will be sought from other sources.

Up from the ashes ■ WTOB and WKLR-FM, Toledo, Ohio, will dedicate a new \$200,000 studio-office-transmitter building in mid-July on the same site as the stations' former home. A March 1968 fire had destroyed the old plant.

Politics and TV ■ The Twentieth Century Fund has announced a new study on "The American Party System." Among the subjects to be reviewed are the role of television and the changing art of political communication. Later this year, the fund also plans to issue a separate report of a commission headed by former FCC Chairman Newton Minow on the "High Cost of Political Campaigning in the Electronic Era."

Pay TV: only for the affluent?

That's theater owners' argument in appeals court, but it draws strong rebuttal from Zenith, FCC

The plight of the nation's impoverished blacks was invoked by counsel for the country's theater owners last week in urging the U.S. Court of Appeals for the District of Columbia to overturn the FCC order authorizing the establishment of pay television as a permanent system.

If pay television is established, Marcus Cohn, counsel for the National Association of Theater Owners, told the court, the scrambled signals that will be received on the television sets of the poor will be saying: "Not for you, you poor black man. These signals are only for the affluent."

He said pay television will serve as a constant reminder of the conclusion of the Kerner Commission report on civil disorders that there are two societies, separate and unequal, one white and one black.

"For the federal government to do this, to take away from the poor what they have [in the way of free television], raises a serious constitutional question." He has argued that it violates the rights of the poor to equal protection of the law.

However, counsel for pay-TV interests argued that television would lower barriers between rich and poor rather than raise them. "I'd be more impressed by the theater owners' argument if I didn't have to pay \$3 every time I wanted to see a movie," said Harold Cohen, counsel for Zenith Radio Corp. and its affiliated company, Teco Inc. The two companies are the prime movers in the 17-year effort to have the commission establish a pay-television system.

Considering the parking costs and baby-sitting fees, he said, "there probably aren't many poor people who can go to the movies." He acknowledged that families earning less than \$3,000 annually probably could not afford to subscribe to a pay-television system. But he also noted that in the recently concluded test of pay television on WHCT-TV Hartford, Conn., 43% of the subscribing families had incomes of between \$4,000 and \$7,000, while 85% had incomes of \$10,000 or less.

Mr. Cohen said it was "misleading" to suggest that the commission is taking something away in providing pay television. The system devised by the commission, he said, would "provide a beneficial supplement to free television." It would also give the public a choice between going to the movies or staying

home to watch film on television, he said, and added: "We can't survive unless we can bring attractions people would have to go outside to see."

Judge Harold Leventhal, who heard the case along with Judges Edward A. Tamm and Roger Robb, also appeared to take some exception to the discrimination argument. He agreed that poor people's awareness that they were not receiving what others were getting on television "might be a vexing problem." But he said, "this happens every time they don't have the money for a long-distance telephone call or to take a taxi."

The pay-television rules, adopted by the commission on Dec. 12, 1968, were to have become effective on June 12 (BROADCASTING, Dec. 16, 1968). The six-month delay was intended primarily to give Congress, whose committees have over the years blocked commission action on pay television, to consider legislation allowing such service to

permit time for judicial review. Congress has yet to move on the matter.

However, in view of the appeal taken by the theater owners, the commission last month said it would defer any authorization of pay-television service until 60 days after a decision is handed down (BROADCASTING, May 26). Another reason for the delay is the failure of the commission thus far to adopt technical standards for pay television.

The pay-TV rules are designed to permit free television the kind of programming it now provides. Movies to be carried would, with some exceptions, have to be less than two years old. Sports events could be used only if they had not been on free television in the previous two years. And series-type programs with interconnected plots could not be carried.

But to assure some cultural-type programming of the kind pay-TV backers once said would provide the backbone of their service, the commission would



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prohibit subscription television stations from devoting more than 95% of the subscription time per month to sports and movies.

To Mr. Cohn, these regulations constitute censorship—and thus, violation of the Constitution and the Communications Act.

But Daniel Ohlbaum, FCC deputy general counsel, who represented the commission, said if the free-speech argument is to be made, it should be presented by a person who wants to provide a pay-television system. He said it was "not appropriate" to resolve the constitutional rights of persons not involved in the case.

He also found it ironic that the theater owners should make the argument. He noted it was they "who urged us to impose these restrictions—if the commission authorized pay television."

The fundamental dispute between the theater owners and the commission on the issue is whether the agency has the authority to act. Mr. Ohlbaum argued that court decisions over the years have made it plain that "the commission has full authority to license any use of radio in the public interest."

He also said he believed the appeals court settled the issue in 1962, when it denied an appeal by the theater owners and upheld the commission action authorizing the pay-TV test in Hartford.

Judge Leventhal, however, indicated he wasn't convinced of that. He suggested that the statute might authorize the commission simply to hold a test of a service without authorizing it to establish a permanent system.

This is the position the theater owners have pressed. In addition, Mr. Cohn said the absence of any language in the Communications Act relating to pay-TV rate regulation "strongly indicates the commission doesn't have the statutory authority to authorize pay television."

He also said it was "arbitrary and capricious" on the part of the commission to have failed to provide for rate regulation. Mr. Cohn, noting that the rules would permit the establishment of only one pay-TV station in a market, said the commission would be granting monopolies that "would allow the public to be gouged."

Mr. Ohlbaum, however, said pay-television stations would face competition from other television stations in the market. Furthermore, he said, while "the commission found it wasn't necessary to impose full common carrier rate regulation, it did say it had authority to protect the public from abuse." He referred to the commission's responsibility for reviewing broadcaster's "stewardship" of pay-TV operation at license-renewal time.

Columbia acquires fifth TV station

**\$8 million is tab
for Spanish-language
WNJU-TV Newark-Linden**

An agreement has been reached in principle for the acquisition of WNJU-TV Newark-Linden, N.J., by Columbia Pictures Inc. CPI will acquire all the stock of the New Jersey Broadcasting Corp. at a price in excess of \$8 million.

The agreement is subject to FCC approval and the execution of a formal contract satisfactory to both parties. WNJU-TV, a channel 47 independent, is primarily a Spanish-language station and will be operated by CPI's Screen Gems broadcasting division.

The Screen Gems stations are WAPA-TV San Juan, P.R.; KCPX-AM-FM-TV Salt Lake City, WYUE(TV) New Orleans, and one-third of WOLE-TV Aguadilla-Mayaguez, P.R.

Principals of New Jersey Broadcasting include Henry P. Becton and Fairleigh S. Dickinson Jr. (each 26%). Mr. Becton is chairman of the executive committee of Becton, Dickinson & Co., East Rutherford, N. J., a manufacturer of surgical supplies. Mr. Dickinson is president and board chairman of that company and is a Republican state senator representing Bergen county, N. J. Mr. Dickinson's father was founder of Fairleigh Dickinson University, which has campuses in Rutherford and Teaneck, N. J.

Negotiations for the sale were handled by Edwin Tornberg & Co.

Cox is given degree for service to church

The Chicago Theological Seminary presented FCC Commissioner Kenneth A. Cox with an honorary doctor-of-laws degree Thursday for bringing into his work "a high ethical standard on behalf of the general public in the field of mass communication."

The Chicago Theological Seminary is affiliated with the University of Chicago although not a part of it. The seminary has no official church tie but says its historic roots are with the United Church of Christ, Mr. Cox's denomination.

The United Church of Christ has been active in litigation before the FCC (see "A Look at those Broadcast Reformers," BROADCASTING, May 5). Last week the Rev. Dr. Everett C. Parker, director of the church's office of communications, announced a settlement of a dispute with KTAL-TV Texarkana, Tex. (see page 42).

Dr. Parker was said by a seminary

official to have proposed Commissioner Cox for the honorary degree.

Commissioner Cox, key speaker at the school's commencement, urged graduates to use broadcasting as an "indispensable tool" for achieving social progress. He said radio-TV should not be limited to traditional forms of church broadcasting of hymns and sermons. He encouraged the graduates to engage in controversial programming despite the probable resistance of station management. He explained that stations enjoy a public franchise and therefore are obligated to serve the public interest.

"Our problems have become so complex and interrelated," he said, "and our situation at times seems to be deteriorating so rapidly, that we must attach special importance to those devices which maximize speech and reach of communication."

The school's presentation noted that "in the rugged and sometimes venal struggle to manipulate the mind of the hearer and viewer, Commissioner Cox has consistently fought for what is basically human and in the best interests of the nation. Individuals and groups seeking special privilege have vehemently opposed him. He has not flinched."

WDHO-TV plugs into ABC-TV

WDHO-TV (ch. 24) Toledo, Ohio, joined ABC-TV as a prime affiliate, effective Sunday (June 15). The station, which previously carried programming of the three TV networks, is owned by D. H. Overmyer.

FCB gets Menlo Park grant

FCB Cablevision, CATV division of Foote, Cone & Belding, has been granted a franchise in Menlo Park, Calif. Construction of the proposed 24-channel system is expected to begin within 90 days. Potential customers in Menlo Park total about 10,000 households. FCB Cablevision holds five other franchises in California and one each in New York and Colorado.

Ohio student aids Taft with public service

Robin D. Fisher, a graduate of Ohio University begins a summer job today (June 16)—helping Taft Broadcasting Co., Cincinnati, with its public service programming problems.

Mr. Fisher was selected from Ohio students invited to identify the industry's long-range problems and to offer original solutions to them. The challenge was issued by John L. McClay, Taft vice president.

After a summer of looking at FCC license renewal policies, which are partly based on public service presentations, M. Fisher will submit his report to Taft.

A link to those blue-chip food advertisers

The food broker is emerging more and more as the knowledgeable right hand of the radio-TV sponsor

In the marketing chain of food products there's a middleman who may represent increased advertising billings for radio and television and who has been receiving more careful attention from broadcasters. The middleman is the food broker—that shadowy figure who stocks the shelves of supermarkets with those products that meant over a half billion dollars worth of radio-TV business last year.

But he's a tricky customer to pursue. Even though he often is inarticulate in the language of the media man, he is conscious of media trends and serves as the veritable right hand of the manufacturer he represents and as a valuable source of grassroots market information for that manufacturer.

Through brokers' hands passes a good part of a national grocery bill that was estimated in 1966 to be in excess of \$82 billion for home consumption alone. What that means for radio and TV billings is a \$301,274,100 tab in spot-TV expenditures in 1968 by manufacturers of food and food products (exclusive of candy and soft-drink products), according to Leading National Advertisers/Television Bureau of Advertising figures—more than was spent by any other product classification. TV network spending for these products was slightly lower — \$242,821,000 — says LNA/TVB.

While food advertisers spend in radio only one-tenth of the sum they put into television, food advertising still accounts for 10.8% of total spot radio and 12.7% of network radio. Thus, food ranks second after automobiles as the biggest spender in radio.

The food broker's job is to persuade the wholesale buyers in chain and independent food markets to stock the brands of his clients, or "principals," as the trade calls the food manufacturer. Unlike jobbers or wholesalers, the food broker never owns the product; he is not concerned with trucking or warehousing. He functions solely as an independent sales arm for his principals—and, unlike a salaried sales staff, the broker receives only a commission. Nor is he restricted to one principal. He may represent any number of different food producers.

More food manufacturers are turn-

Radio spending by food advertisers in millions (includes coffee, tea, confections, soft drinks)

Spot by quarters	1967	1968	% Change
1st	\$13.1	\$13.2	+ 0.8%
2d	18.9	18.3	- 3.2%
3d	17.6	19.3	+ 9.7%
4th	14.3	17.5	+22.4%
Year total	63.9	68.3	+ 6.9%

Network Total	1967	1968	% Change
	\$15.5	\$10.6	-31.2%

SOURCE: RAB/Radio Expenditure Reports

ing to these independent sales representatives, saving nearly one-third the cost of an internal sales force. The number of brokers in 1960 was estimated at 3,300; today, they number approximately 3,900. Currently, an estimated 40% of food producers with annual sales of over \$100 million work through brokers, and 60% to 70% of manufacturers with sales from \$1 million to \$100 million sell to retailers through a broker. Accordingly, the volume of business the food broker handles has risen 55% from 1959 to 1964.

Shrewd brokers know their sales territories and feed vital market data back to the manufacturers they represent. Since the bulk of a broker's principals are small to medium-sized manufacturers, who are often unfamiliar with local-market conditions and without ranks of advertising and marketing personnel of their own, a broker is frequently called upon to provide these added marketing services.

Historically, the food broker has been very influential in the formation of advertising plans for his principals, often functioning as a time and space buying service, placing advertising on local media (although instances of such in-

volvement are now rare). That influence is still current, according to knowledgeable trade sources, who claim that few of the largest of principals would undertake a new product introduction without consulting his broker.

Yet, for all this vaunted influence, a broker can either be at the top of a station's time salesman's contact list or neglected altogether.

Ray Muro, Jr., general sales and promotion manager for WWL New Orleans, estimates that he gets from \$25,000 to \$30,000 worth of business through food brokers every year; that is, instances where "the broker was instrumental in getting me a budget." Mr. Muro says he has four regular account men calling on brokers continually and sees a trend in New Orleans to do so even more frequently. He credits aggressive salesmanship for switching the emphasis among food advertisers from print to broadcast in his market. WWL offers the brokers merchandising aids such as contests and sales incentive schemes, and will frequently lend station personnel for in-store point-of-sale promotions.

Radio has a much better grip on the food broker than any other media because of these aids, says Mr. Muro. "I've spent 11 years in television, so I speak with authority. We are much more promotion-minded," he asserts. Radio has wrested power away from the newspapers, traditionally closer to the broker than the broadcast media, he claims. "In New Orleans I find the food broker closer to radio than any other media by a wide margin."

(Radio seems to have a special kinship with the brokers that TV does not enjoy. Food brokers often feel their job is that much easier when a food manufacturer has put his money into a

TV spending by food advertisers (000)

Quarters	Spot TV		Network TV		Total TV	
	1967	1968	1967	1968	1967	1968
1st	80,321.8	81,717.8	76,661.1	72,867.3	156,982.9	154,585.1
2nd	77,210.9	81,609.4	57,086.1	51,596.9	134,297.0	133,206.3
3rd	63,477.8	63,077.0	54,858.2	45,531.3	118,336.0	108,608.5
4th	75,206.6	74,869.9	75,969.6	72,825.5	151,176.2	147,695.4
Year	296,217.1	301,274.1	264,575.0	242,821.0	560,792.1	544,095.1
		+1.7%		-8.2%		-3.0%

SOURCE: LNA/TVB

The big food spenders in radio

Top food advertisers in network radio by brands (including confections), 1968

Rank among all advertisers	Expenditures
12. American Home Products E. J. Brach Div.-Candy	\$ 145,000
14. Campbell Soup Co. Campbell Soups Pepperidge Stuffing	1,008,000 118,000
16. Kellogg Co. Cereals	973,000
18. Abbott Labs. Sucaryl Pream	450,000 398,000
20. Morton Salt Co. Morton Salt	820,000
22. Wm. Wrigley Jr. Co. Wrigley Gum	731,000
24. Del Monte Corp. Del Monte Foods	645,000
31. Armour & Co. Frankfurters	510,000
33. Borden Co. Wyler Div.-Soups Instant Potatoes None Such Mince Meat	258,000 175,000 44,000
38. National Biscuit Co. Toastettes Premium Saltines Frozen Baked Goods	215,000 158,000 38,000
40. General Foods Sanka Maxwell House Coffee	219,000 184,000
46. Rich Products Coffee Rich	348,000
55. Norton Simon Inc. Hunt's Tomato Sauce Hunt's Ketchup	270,000 44,000
55. Standard Brands Fleischmann's Margarine	314,000
60. Kraftco Kraft Foods Div.- Gravy & Sauces Kraft Music Hall Promotion	175,000 111,000
68. J. M. Smucker Co. Smucker Jams & Jellies	237,000
74. Pillsbury Co. Food products & juices	206,000

79. Watkins Products Vanilla	29,000
90. Kitchens of Sara Lee Frozen cakes	161,000

Top food advertisers in national regional spot radio by brands (includes confections), 1968

Rank among all advertisers	Expenditures
5. Coca-Cola Co./Bottlers Minute Maid-Snow Crop Citrus Juice Duncan Foods-Butternut Coffee	\$ 205,000 1,000
6. Pepsico Inc./bottlers Mrs. Cubbison's Dressing Crispys Fritos Lays Potato Chips Rold Gold Pretzels	20,000 14,000 9,000 4,000 4,000
8. American Home Products (American Home Foods Div.) E. J. Brach Div.-Candy Chef Boy-Ar-Dee Foods Luck's Inc. Div.-Canned Foods	180,000 50,000 6,000
9. R. J. Reynolds (R. J. Reynolds Foods Co. Div.) Chun King Foods My-T-Fine Puddings Brer Rabbit Syrup	64,000 36,000 15,000
10. Bristol-Myers Nutrament Metrical	1,081,000 137,000
22. Wm. Wrigley Jr. Co. Wrigley Gum	3,253,000
24. Liggett & Myers (National Oats Div.) Cream of Oats	4,000
28. Campbell Soup Co. Campbell Soups Pepperidge Farm Bakery Products Bounty Products Pepperidge Farm Soups Swanson's Pouch Tray	1,402,000 610,000 235,000 194,000 164,000

Franco-American Gravy Campbell Tomato Juice Quick Sandy Campbell Beans	29,000 22,000 9,000 3,000
32. General Foods Maxim Maxwell House Coffee Sanka Coffee Jell-O Orange Plus Kool-Aid Post Cereals Good Morning Birds Eye Foods Pizza Sticks	768,000 571,000 566,000 111,000 107,000 88,000 32,000 29,000 12,000 6,000
44. Nestlé Co. Decaf Nescafe Taster's Choice Nestle Tea Nestle Cocoa Crosse & Blackwell Coffee Nestle Candy Crosse & Blackwell Tea	1,484,000 175,000 121,000 25,000 16,000 6,000 5,000 3,000
51. Lever Bros. Imperial Margarine Lucky Whip (Thos. J. Lipton Div.) Lipton Tea Pa. Dutch Brand Noodles	75,000 8,000 984,000 13,000
53. Standard Brands Fleischmann's Margarine Royal Gelatin Blue Bonnet Margarine Peanut Crisp Fleischmann's Yeast Chase & Sanborn Coffee	365,000 282,000 231,000 212,000 93,000 16,000
58. American Brands (Sunshine Biscuit Div.) Cookies & Crackers	12,000
60. Squibb, Beech-Nut Beechnut Chewing Gum Life Savers Tetley Tea Martinson's Coffee Table Talk Pies	788,000 172,000 91,000 83,000 3,000
62. Florida Citrus Commission Florida Citrus Fruit, Juices	1,057,000
69. Southland Corp. Harbison Dairy Adhor Dairies Embassy Dairy Spreckel's Dairy	53,000 34,000 8,000 2,000
73. Beatrice Foods Dannon Yogurt	316,000

promotion-minded radio station, one that will offer merchandising aid.)

Joe Ewell, a New Orleans food broker who represents such brands as Green Giant, Starkist and Mrs. Paul's, is enamored of the broadcast media and prefers his principals to put money into local spot. "We realize that national is an advantageous purchase. They can buy it with one stroke of the pen," he concedes, but Mr. Ewell believes local buys offer his principals more for their money. The merchandising aid he gets from a spot buy is most welcome.

Mr. Ewell says he often makes media recommendations to his principals. He outlines as his biggest headache getting principals to pay as much attention to the fringe of their markets as to the markets themselves. The geography of supermarket chains does not always conform to delineations of a market in media terms. "They will run an ad in New Orleans, but they don't think about Baton Rouge," Mr. Ewell says.

Unhappily, broker-station relations are not always as harmonious as they

are in New Orleans. Many food brokers never see a representative from a local station until after a contract is signed. In many markets the broker is not considered as a way to drum up new business.

Wilson C. Keim, president of Brown-Keim Brokerage Co. in Albuquerque, N.M., represents A. E. Staley Manufacturing Co. and Clorox Co., both big users of broadcast. Mr. Keim finds local stations very helpful after the advertiser has been signed to a schedule, but Mr. Keim seldom entertains hopeful salesmen. "Mainly the thing is cut and dried before we even get a hand in it," says Mr. Keim. He believes if both advertisers and media paid the broker more heed, it would be to the principal's advantage.

The sales director of a Los Angeles radio station says he seldom calls on brokers unless an advertiser is already committed. A visit to a broker for the sake of new business he describes as the exception, not the rule.

A Seattle television station executive

contacts brokers through its merchandising department, not sales. Says the station executive: "75% of our work with brokers takes place after the sales have been made." Only one out of four contacts with brokers are for the purpose of new business.

The executive believes the broker's powers to be minimal. "As a general rule, he can make a lot of noise, and they tend to want to make you believe they have a lot of influence," he says. The executive knows of only one case in which a broker had a station contract canceled. "A local broker is often swayed by a hokey merchandising thing, but he doesn't understand reach and cost-per-thousand," he continues. He says he would prefer to sell his station on its qualifications, and then offer merchandising aid, but the brokers "don't understand media. They only understand contests."

He accuses radio stations of succumbing more frequently to "junk store" merchandising, especially when they are in trouble. "I spent five years in radio

Rosarita Foods	110,000
Bond Pickles	45,000
La Choy Foods	33,000
Lambrecht Pizza	30,000
Aunt Nellie's Foods	17,000
Burny Bros. Div.	12,000
Clark Candy	5,000
Ma Brown's Pickles	2,000
Meadow Gold Dairies	1,000
79. John Morrell & Co.	
Morrell Meats	429,000
Red Heart Dog Food	270,000
Broadcast Brand Meat Products	117,000
Hunter Meat Products	12,000
Mauer-Neuer Meat Products	5,000
80. Pillsbury Co.	
Gorilla Milk	697,000
Cake Mixes	10,000
Sour Cream Potatoes	4,000
Flour	2,000
Tart 'N Tangy	1,000
83. National Biscuit Co.	
Cookies	324,000
Cream of Wheat	174,000
Shredded Wheat	154,000
Wild One Candy	32,000
Milbrook Bread	29,000
Saltines	4,000
85. McCormick & Co.	
Spices	684,000
87. American Sugar Co.	
Domino Sugar	671,000
91. Stouffer's Foods	
Stouffer's Frozen Foods	642,000
92. Borden Co.	
Dairy Products	295,000
Realemon	143,000
Ice Cream	85,000
Wylar Soups	12,000
Family Treat	9,000
Big Ten Biscuits	5,000
Lite Line	4,000
Calo Pet Foods	3,000
Wise Potato Chips	1,000
93. Intl Coffee Organization	
Coffee Promotion	636,000
94. General Mills	
Cereals	466,000
Chip-O's	64,000
Morton's Snacks	46,000
La Pina Flour	34,000
Drifted Snow Flour	3,000
Betty Crocker Mixes	2,000

and three years in TV," he explains; in radio, "there are more stations and there is more scrambling."

A major Seattle food broker is just as sour on the subject of local broadcast media. "The radio and television stations here in Seattle think they have it made," he says.

He describes the merchandising aid he gets from local stations as very limited and adds, "we've never even had anybody bring a projection machine and show us a commercial—never in 20 years." While he claims to have substantial influence over his principals—"mostly in the form of suggestions," he says—the broadcast media have studiously ignored him. "We were for years here with one TV station, and you can imagine what we got from them. That set the pattern," he says bitterly.

Much of this misunderstanding between station and broker has been attributed to a communications gap. Unschooled in the language of the media, the broker is accused by some of being promotion-happy and infatu-

ated with TV. The brokers, in turn, claim that promotion is their bread and butter, and that it is the merchandising advantages that make local spot so attractive.

The brokers say that their infatuation with big-budget media comes from the buyers. Laments one food broker in upstate New York: "If you walk up to a buyer, he asks, do you have TV advertising? If you say no, they say come back when you have TV."

The same broker mourns that his principals don't take his suggestions. "Usually our backers will ask us what we think and then go ahead and do what the advertising agency says. I don't know what a fellow in New York City knows about Albany."

Jerome Black, national sales manager, WSBT-TV South Bend, Ind., who also looks upon the food broker as something less than vital to his business, says he calls on brokers "occasionally, but not very often." While he concedes that it is merchandising that attracts the broker to local spot, his television station offers merchandising "reluctantly," because he finds it more trouble than it is worth.

The food broker, Mr. Black suggests, is an unsophisticated advertiser. Some 90 miles away is the Fort Wayne, Ind., market with twice the population and many more brokers than the city in which his station is situated. Brokers are interested only in their immediate market because "there they sit and they like to see it on the air," he says.

Broadcasters also complain that they must overcome the strong historical bond between the local food trade and the newspapers. Leonard Rapoport, a broker serving the New York metropolitan area, speaks for many food brokers when he says he likes newspaper advertising because "I can walk around and show it physically."

Mr. Rapoport admits that brokers often carry tape recorders to play back radio spots for buyers, but argues that buyers are not apt to give the time to listen. The food trade's mistrust of broadcast media relates to what one broker calls "the most vital thing in this business"—the cooperative tie-in. When retailers and manufacturers combine forces and finances to advertise, the medium is traditionally newspapers, although radio has made some inroads. And while most food brokers are dissatisfied with coupons and discourage their use, historically, coupons bind the food trade to print.

Marvin Astrin, vice president and national sales manager of WGN Chicago, says the station started going after the food broker five years ago. According to Mr. Astrin, he has "senior men" on the food-broker accounts and believes

"several hundred thousand dollars of our business has been generated" by attention to the food broker. Mr. Astrin says WGN has a sales presentation just for brokers and adds, "we belong to every food club in Chicago—at least two of our men and as many as four."

Vita Food Products Inc., New York, currently in the process of setting up a network of brokers, has bought radio on a broker's advice. Vita, which spends about 95% of its ad budget in radio, asked its broker in a new market to recommend stations. Most principals lean more heavily on their broker when they are new to a market or when they are introducing a new product.

Beatrice Foods Co., Chicago, spent \$889,000 in spot radio; \$4,102,300 in spot TV, and \$7,077,200 in network TV last year. According to a Beatrice marketing executive, "we depend on our local brokers very much for guidance."

Beatrice's unique corporate structure makes the broker very important. The company is composed of 45 nearly autonomous manufacturing and sales companies, resulting in a highly decentralized operation. The local food broker is Beatrice's total sales force, and the company claims "three times as many food brokers as many other manufacturers." Beatrice's television is on a national basis and is left almost entirely to its ad agency. The element most frequently discussed with the broker is the timing of a Beatrice campaign.

Adequate lead time is of the greatest importance to the food broker, and when there is a communications breakdown between broadcaster, broker and principal in this regard, disaster can result.

A vice president at a Boston brokerage house tells of a successful television campaign that led to a sales faux pas. Bishop Industries' Plus White toothpaste "had been sitting on the shelf gathering dust" in Boston supermarkets, the vice president notes. The principal launched a major television campaign but failed to inform the broker. Sixty-five percent of the retailers in the Boston area soon found themselves out of stock, he says.

An executive of Abbott Laboratories, Chicago, believes that relationships between food brokers and media sales representatives should be fostered by the manufacturer. "Our brokers are well versed in their markets," he says. "Occasionally we go to them for advice. Often we will adjust our weight or programing or timing at their suggestion."

Abbott utilizes food brokers to get its noncaloric sweetener and powdered coffee creamer into supermarkets. The company, like a number of food producers, has a broker advisory board. Seven or eight member brokers from

all over the country meet twice a year with the principal. The purpose of such gatherings, says the Abbott spokesman, is "to help us finalize our marketing plans on specific products, rather than say 'this is our plan, now you spread the word'."

H. W. Gibbs is president of Callerman Co., a Chicago brokerage firm. In advising his principals, Mr. Gibbs says his first priority is point-of-purchase guidance. He has attended a number of seminars and councils organized by principals for their brokers—meetings which he describes as "a principal picking the brains of his sales force," but not always in a fruitful manner. "I have seen some of these things turn out not to be beneficial," he says.

Mr. Gibbs is one of that conservative breed of broker, who admits he discourages media salesmen from calling. But there are doubtless more brokers eager to talk to salesmen, agencies and principals than there are brokers who get the opportunity. Many brokers complain of an iron curtain between ad agency and food broker.

In some cases, relations between broker and agency break out into open warfare. There is "no love lost" between him and his principals' agencies, says one West Coast broker. Agencies resent any infringement on their sphere



Food brokers rely on radio-TV to move products off the store shelves, but it's not necessarily a one-way arrangement. Stations more and more find that there's quite an opportunity for promotion in the crowded grocery-store aisles. Here Bill Cardille, WJIC-TV Pittsburgh personality, discusses his new stereo album with a young customer in a Kroger store.

of responsibility, he claims; they are a very skittish bunch. "Principals change ad agencies more often than they change brokers," he adds.

Western food brokers tend to feel neglected by an eastern advertising establishment. Even brokers close to New York can feel remote and discriminated against. A Philadelphia broker claims that his experience with agencies has taught him that they are interested only in national media. When one of his principals bought 52 weeks in a national magazine, the broker warned the agency "they were putting all their eggs in one basket." His advice went unheeded, says the broker, with the result that the company suffered a real sales decline.

But rumors persist that there are brokers so powerful, they can almost dictate to their principals the advertising back-up they want in their markets. WGN's Astrin tells of an instance where a Chicago broker got a new product and instructed the principal to buy WGN. The principal's agency refused. According to Mr. Astrin, the broker then told the principal, "if you don't like it, get another broker." "We got the order," Mr. Astrin notes.

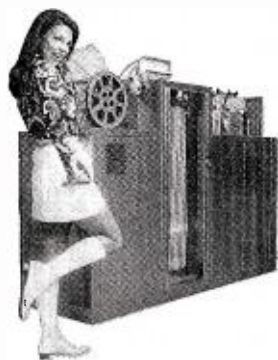
But the food broker holds no terror for Robert Hagen, general sales manager of WBZ-TV Boston. He does not call on brokers at all. "You tend to go where the action is," he explains. Even if the broker has something to say, Mr. Hagen asserts, "by the time it filters down to the agency, the broker would have to be so strong that he could say either put your business on WBZ or I won't handle your line." Mr. Hagen adds that he has never heard an agency media buyer say, "I have to buy this because the client says so."

A Midwestern food broker says that although he is visited frequently enough by broadcast sales people, "it's not effectively done." He believes he does not receive the presentation another prospective client might. "The approach is, 'if your principal asks, will you recommend us?'" he says.

Ralph Becker, sales manager for KNEW-TV San Francisco, says too many sales representatives assume the broker is a media expert. "You can't go in there and say I hope you can do something for me," says Mr. Becker. You have to give the broker the full treatment, being careful to explain the basics "diplomatically without talking down." He recommends broadcasters learn more about the broker's business, "don't just go there and talk availabilities."

The food broker is a tough customer to pursue. His influence is ephemeral, and as a businessman he is often conservative. Cultivating the food broker can be difficult, but, as the potential conduit for \$82 billion worth of goods, he dare not be overlooked.

(The foregoing special report was written by Caroline H. Meyer, staff writer, New York.)



New Houston Fearless Mini-Color Processor costs less than \$10,000

"Mini" means small, or compact. And Mini-Color is all of that—in size and price. "Color" means it processes every type of Ektachrome color film including the new "Super 8" and 16 mm film.

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WORLD'S LARGEST MANUFACTURER OF FILM PROCESSING EQUIPMENT AND TV BROADCAST EQUIPMENT

Boards sanction Kinney, W7 merger

The previously announced acquisition of Warner Bros.-Seven Arts Ltd., Toronto, by Kinney National Service Inc., New York (BROADCASTING, Feb. 3 et seq.), was approved last Tuesday (June 10) by stockholders of both companies at separate meetings.

The Kinney shareholders, meeting in New York, also approved an amendment to the company's certification of incorporation, increasing the authorized common stock to 40 million shares from 20 million shares and increasing the authorized preferred stock to 20 million shares from 5 million shares.

In the Kinney proxy statement it was pointed out that the additional shares are required for the W7 acquisition. The transaction is being made on the basis of 0.81 of a share of a new \$1.25 convertible preferred stock and 0.8 of a share of a new series C preferred of Kinney for every common share of W7.

In reply to a Kinney stockholder's question, Steven J. Ross, president of the corporation, said the Justice Department has sent Kinney the "normal questionnaire," but he added that "we don't see any reason why there is anything the Justice Department would object to" regarding the mergers.

The transaction has been estimated to be worth from \$350 million to \$400 million in an exchange of stock.

The acquisition was approved by stockholders of Warner Bros.-Seven Arts at a meeting in Calgary, Alberta.

Who traded stock during May

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for May (all common stock unless otherwise indicated):

- Atlantic States Industries—G. R. Fritzinger sold 12,500 shares, leaving 167,344.
- Bartell Media Corp.—S. H. Chalf bought 100 shares.
- John Blair & Co.—John P. Blair sold 80,400 shares, leaving 112,150 held personally, and 1,000 held by wife, Jack W. Fritz sold 13,600 shares, leaving 34,000 held personally and 6 held as custodian. Joseph G. Rose Jr. sold 8,600 shares, leaving 32,000 held personally and 20 held by minor son, Harry Smart sold 20,000 shares, leaving 24,720 held personally and 18,000 held by wife as trustee. Edward Whitely sold 20,000 shares, leaving 31,800. All transactions were part of a secondary offering. James Theiss sold 8,000 shares, leaving 20,000.
- Capital Cities Broadcasting—K. M. Johnson bought 500 class A shares, giving him a total of 11,100 class A shares. Mr. John-

son's children bought 60 class A shares, giving them a total of 104 class A shares.

- CBS—F. A. Kallinski bought 1,000 shares.
- Chris-Craft Industries—Herbert J. Siegel bought \$2,818,200 of 6% convertible subordinated debentures. Mrs. Herbert J. Siegel bought \$25,300 of 6% convertible subordinated debentures and as guardian bought \$20,200 of 6% convertible subordinated debentures.

- Commonwealth United—B. F. Breslauer exercised option to buy 1,200 shares, giving him a total of 13,700. P. Gettinger sold 4,000 shares, leaving 118,043.
- Corinthian Broadcasting—H. A. Watkins bought 1,600 shares, giving him a total of 1,700.
- Cypress Communications—David Graham through trading account bought 5,109 shares and sold 3,115 shares, giving him a total of 50,860.

- Walt Disney Productions—Commingle Trust Fund bought \$5,100,000 of 5% convertible subordinated debentures.
- Doyle Dane Bernbach—Lore Parker sold 500 shares, leaving 200. John Pansuti sold 400 class A shares, leaving none.
- Filmways Inc.—A. C. Greenberg sold 400 shares, leaving 100.

- Foote, Cone & Belding—A. W. Schultz sold 2,500 shares, leaving 20,651 held personally, 1,250 held by wife and 4,187 held by trusts. Louis E. Scott sold 300 shares, leaving 23,290.
- Fuqua Industries Inc.—James A. Goese bought 100 warrants.
- General Tire & Rubber—M. G. O'Neil's children bought 2,500 shares, giving them a total of 66,105. Mr. O'Neil holds 258,051 shares and Mrs. O'Neil has 15,258 shares. W. E. Zisch exercised option to buy 1,000 shares, giving him a total of 4,023.

- Grey Advertising Inc.—Alan B. Fendrick exercised option to buy 100 shares. Robert L. Humphreys sold 3,500 shares, leaving 10,000.
- Gross Telecasting—D. E. Simpson through trading account bought 2,300 shares and sold 1,090 shares, giving him a total of 605 held through trading account and 100 held personally.
- LIN Broadcasting Corp.—Frederic Gregg Jr. exchanged \$50,000 of 5½% convertible notes and \$15,000 of 6% convertible notes for 40,064 shares; bought 9,650 shares and sold 90,211 shares, leaving 3,450.

- MCA Inc.—John Findlater sold 3,350 shares, leaving 3,013. A. A. Dorskind bought 2,500 shares, giving him a total of 16,355 held personally and 450 held by family members.
- Memorex Corp.—F. M. van Eck through company sold 5,500 shares, leaving 147,600 held through company and 12,810 held personally.
- Metromedia Inc.—B. Gimbel Jr. sold 200 shares, leaving 21,924.
- MGM—J. T. Wanamaker bought 100 shares.

- National General—Herbert A. Allen through one trust sold 3,300 shares, leaving 4,900 held through that trust, 1,500 held through two other trusts, 10,000 held through one partnership and 5,000 held personally. Mr. Allen as another partnership sold 15,100 shares and 10,000 warrants for common shares, leaving none. Nathan Kates bought 34,000 shares, giving him a total of 39,000.
- A. C. Nielsen Co.—G. E. Blechta sold 100 shares, leaving 1,251. A. C. Nielsen made a capital contribution of 315 class A shares, leaving 461,804 class A shares held personally, 92,437 class A shares held through trust and 1,250 class A shares held by wife.
- Outlet Co.—M. A. Trowbridge exercised option to buy 200 shares, giving him a total of 1,600.
- RCA—M. E. Karns bought 1,372 shares, giving him a total of 5,237.
- Reeves Broadcasting—E. L. Gluckner sold 700 shares, leaving 103,652. Dolores J. Russell exercised option to buy 3,000 shares, giving her a total of 4,030.
- Rollins Inc.—John W. Rollins sold 12,500 shares, leaving 927,140 held personally, 7,494 held as custodian and 3,250 held by wife. R. Randall Rollins exercised option to buy 19,125 shares, giving him a total of 147,125 held personally, 65,386 held as custodian, 2,274 held by wife and 54,800 held through charitable foundation. O. Wayne Rollins sold 12,700 shares, leaving 3,351,840. G. Russell Chambers exercised option to buy 12,750 shares, giving him a total of 75,724.
- Rust Craft Greeting Cards—Mrs. Louis Berkman bought 300 shares, giving her a total of 10,938. Mr. Berkman holds 88,227 shares personally, 194 through trust, and 360,700 held through companies.
- Storer Broadcasting—James P. Storer

Networks mum on Justice's interest in major mergers

Spokesmen for CBS and ABC declined to comment last week on a suggestion that the government might move to block either of them from merging with any of the nation's 200 largest manufacturers or with any company of "comparable size" in other industries.

The implication was in a report on a speech by Attorney General John Mitchell in the *Wall Street Journal* last Monday (June 9).

Mr. Mitchell was quoted as saying the Justice Department "may very well" file suit to block mergers of companies falling into those categories, and "will probably" do so to prevent mergers of any of the 200 biggest manufacturers with any "leading producer in any concentrated industry." Regardless of the size of the companies involved, he said, the government will "of course" continue to oppose mergers that may substantially lessen "potential" competition or "develop a substantial potential of

reciprocity."

The *Journal* said Mr. Mitchell did not specify which companies would be subject to strict merger control. However, the paper printed *Fortune* magazine's ranking of the 200 largest industrial corporations, based on 1968 assets, and noted that several others—CBS and ABC among them—were not classified by *Fortune* as industrial corporations, but nevertheless had 1968 assets at least equal to those of the 200th largest on the industrial list.

RCA, parent of NBC, was ranked 27th among the top 200 industrials.

ABC officials have made no secret of their interest in merging if the right partner and right conditions are found. ABC's proposed merger with International Telephone & Telegraph Corp.—a deal that started out as an exchange of stock worth \$379 million and rose to \$661 million—foundered on Justice Department opposition and was finally called off by ITT on Jan. 1, 1968. CBS has been engaged in an active acquisition program, but there have been no recent reports of merger talks.

sold 200 shares, leaving 26,850 held personally and 600 held by wife.

■ Taft Broadcasting Co.—Robert E. Slaughter sold 100 shares, leaving 700.

■ Time Inc.—R. M. Clurman sold 400 shares, leaving 6,400. Henry Luce III through trusts bought 1,714 shares, giving him a total of 123,738 held through trusts, 120,067 held personally and 11,535 held as co-executor.

■ 20th Century-Fox Film Corp.—David Brown bought 200 shares, giving him a total of 4,004. Paul Miller bought 200 shares, giving him a total of 300. William H. Mulligan bought 100 shares.

■ Vikoa Inc.—Arthur Baum sold 4,000 shares, leaving 109,506 held personally. 205,599 held as trustee, 60,766 held as co-trustee and 128,221 held by wife.

■ Walter Reade Organization—W. H. McElnea Jr. through trading account bought 2,400 shares and sold 2,580 shares, leaving him 180 short through trading account and 500 shares held personally.

■ Westinghouse Electric—J. L. de Cubas exercised option to buy 2,400 shares, giving him a total of 4,344. Thomas P. Jones exercised option to buy 1,750 shares, giving him a total of 2,998. R. J. Sargent received 131 shares as compensation, giving him a total of 2,677 held personally and 66 held through investment plan. John W. Simpson received 1,052 shares as compensation, giving him a total of 4,437.

■ Wometco Enterprises—R. F. Wolfson bought 10 shares and sold 200 shares, leaving 7,157 held personally. 6,000 held

as trustee. 901 held by wife, 1,108 held as custodian. 100 held through foundation and 18,272 held through companies.

Company reports:

Ampex Corp., Redwood City, Calif., reported sales rose 27% and net earnings increased 79% for the fiscal year ended May 3:

	1969	1968
Earned per share	\$1.35	\$0.80
Net sales	296,319,000	233,400,000
Net income	13,702,000	7,665,000
Shares outstanding	10,172,185	9,600,827

Commonwealth United Corp., Beverly Hills, Calif., engaged in field of entertainment and leisure time products, among other interests, reported revenues and earnings per share off for the first quarter ended March 31:

	1969	1968
Earned per share	\$0.15	\$0.16
Revenues	36,510,000	38,796,000
Net earnings	1,825,000	1,489,000
Shares outstanding	12,428,000	9,193,000

Notes: Results for 1968 include earnings of Seeburg Corp. and other companies that

were acquired. Revenues for 1969 do not include figures of Rexall Drug Co., acquisition of which is still subject to approval. First quarter of 1969 reflects provision for federal income tax payment of \$1.4 million, or 11 cents per share, which is still under discussion with Securities and Exchange Commission.

Rollins Inc., Atlanta, diversified company and group broadcaster, reported a 27% increase in pretax income, an 18% gain in net income and an 11% increase in revenues for the year ended April 30:

	1969	1968
Earned per share*	\$1.05	\$0.89
Revenues	106,257,236	95,979,100
Pretax income	17,503,061	13,770,092
Net income	8,452,642	7,140,141
Average shares outstanding	7,938,299	7,891,396

* Adjusted to reflect 2-for-1 stock split.

H & B American Corp., Los Angeles, group CATV systems operator, reported a 41% increase in unaudited net income

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 12	Closing June 5	Closing May 29	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Broadcasting									
ABC	ABC	N	62	68½	68½	76½	56½	4,709	\$ 324,300
Atlantic States Ind.		O	8	8½	9	15½	8½	1,798	16,200
Capital Cities*	CCB	N	34½	37½	73	37½	34½	2,811	205,200
CBS	CBS	N	54½	54½	55½	59½	44½	24,138	1,339,700
Corinthian	CRB	N	26½	28½	31	37½	25½	3,384	104,900
Cox	COX	N	44½	45½	48	59	42½	2,884	138,400
Gross Telecasting	GGG	A	20½	21	24	24½	17½	798	19,200
Metromedia	MET	N	25½	31½	33½	53½	25½	5,408	180,500
Pacific & Southern		O	17	19½	19½	25½	16½	1,616	31,500
Reeves Telecom	RBT	A	21½	23½	22½	35½	18½	2,091	47,000
Scripps-Howard		O	27½	27½	27	31½	27	2,589	69,900
Sonderling	SDB	A	41½	40½	43½	47½	32½	963	42,000
Taft	TFB	N	36	38	38½	43½	34½	3,363	129,900
						Total		56,552	\$ 2,648,700
Broadcasting with other major interests									
Avco	AV	N	28½	30½	30½	49½	28	12,535	\$ 383,900
Bartell Media	BMC	A	13½	16½	16½	22½	13½	2,101	34,400
Boston Herald-Traveler		O	32	32	30	71	28	574	17,200
Chris-Craft	CCN	N	16½	19½	20½	24½	16½	3,132	65,000
Cowles Communication	CWL	N	13½	14½	15½	17½	13½	3,620	55,200
Fuqua	FOA	N	40½	43	43	47	34	5,073	218,100
Gannett	GCI	N	38½	40½	40½	42	35½	5,322	214,200
General Tire	GY	N	22	23½	24½	34½	21½	17,402	419,800
Gray Communications		O	10	10	10½	12½	9	475	4,800
Lamb Communications		O	5½	5½	5½	10	5	2,650	14,600
Liberty Corp.		N	15½	16½	17	23½	15½	7,036	119,600
LIN		O	10½	12½	13½	33	10½	1,415	18,600
Meredith Corp	MDP	N	48½	51½	52½	59½	47½	2,762	144,300
The Outlet Co.	OTU	N	21½	23½	23½	30½	21	1,229	28,900
Plough Inc.	PLO	N	70½	70½	70½	72½	62½	6,761	476,700
Post Corp.		O	NA	23	22½	40	17	566	12,700
Rollins	ROL	N	35½	36½	37½	38½	30½	7,942	297,800
Rust Craft	RUS	A	31½	32½	33	38½	29½	1,169	38,600
Storer	SBK	N	37	38	39	62	37½	4,194	163,600
Time Inc.	TL	N	57½	59	63	100½	55½	7,211	454,300
Wometco	WOM	N	20½	22	22½	23½	19½	5,723	128,800
						Total		98,892	\$ 3,311,100
CATV									
Ameco	ACO	A	11½	12½	13	14½	10½	1,200	\$ 15,600
American TV & Communications		O	14½	14	13½	15	11½	1,775	24,400
Cable Information Systems		O	4½	4½	4½	5	4½	955	4,100
Columbia Cable		O	13½	14	13½	15½	13½	580	8,000
Cox Cable Communications		O	19½	21½	21½	21½	16½	2,500	53,400
Cypress Communications		O	14½	14½	15	23	12	808	12,100
Entron		O	5	5½	5	10	4½	607	3,000
H & B American	HBA	A	16½	18½	18½	20½	13½	4,973	93,900
Sterling Communications		O	9½	10½	10½	10½	6½	500	5,300
Teleprompter	TP	A	64½	63½	68½	70½	46½	995	68,200
Television Communications		O	18½	18½	17½	20	12½	2,090	36,600
Vikoa	VIK	A	30½	30	31½	33½	23½	1,795	56,800
						Total		18,778	\$ 381,400

and a 17% increase in revenues for the nine months ended April 30:

	1969	1968
Earned per share	\$0.19	\$0.14
Revenues	10,364,324	8,840,963
Pretax income	1,315,397	930,522
Net income	8,628,993	4,881,289
Shares outstanding	4,972,589	4,877,184

Notes: 1968 figures are restated to include the accounts of Jack Kent Cooke Inc. and Continental Cablevision Inc. on a pooling of interests basis. 1968 pretax income, net income, and earnings per share are before extraordinary credit of \$738,613, or 15 cents per share, from sale of CATV system plus tax benefit due to use of loss carry-forward.

Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, reported a 42% increase in net income and an increase in revenues for the nine months ended March 31:

	1969	1968
Earned per share	\$2.50	\$1.78
Revenues	99,652,555	87,129,117
Net income	8,628,993	4,881,289
Shares outstanding	2,762,182	2,738,571

Notes: 1969 earnings per share and net income are restated to reflect surtax applicable to third fiscal quarter. 1969 earnings per

share and net income are before extraordinary item of \$1,711,000 or 62 cents per share, primarily from sale of 50% of Meredith-Avco Inc., CATV systems operator, in January 1969. All figures are unaudited.

Metromedia to offer 311,000-plus shares

Metromedia Inc., New York, has filed with the Securities and Exchange Commission, seeking registration of 311,227 shares.

The shares were issued—or are to be issued—to five institutional investors upon exercise of common-stock purchase warrants and conversion of 5% and 5½% convertible subordinated notes issued by Metromedia. The shares may be offered for sale at \$33.50 per share maximum.

Massachusetts Mutual Life Insurance Co. proposes to sell 78,003 shares; The Mutual Life Insurance Co. of New

York, 242,144; Fidelity Fund Inc., 58,111; Puritan Fund Inc., 58,111, and Kuhn, Loeb & Co., 19,367.

Of the shares being sold, 144,509 were the subject of a registration statement last year (BROADCASTING, June 10, 1968).

Financial notes:

■ Mullins Broadcasting Co., Denver-based group broadcaster, has purchased Thomas J. Barbre Productions, Denver film production company. The Mullins broadcast properties are KBTU(TV) and KBTU, both Denver, and KARK-AM-FM-TV Little Rock, Ark.

■ Visual Electronics Corp., New York-based manufacturer of electronic equipment, has purchased Audio-Lab Educational Systems Division Inc., Cambridge, Mass., for an undisclosed number of Visual common shares.

	Stock Symbol	Ex- change	Closing June 12	Closing June 5	Closing May 29	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	32	34½	33½	42	29½	5,113	\$ 173,200
Commonwealth United	CUC	A	11½	12½	13½	24½	11½	10,627	140,800
Disney	DIS	N	76	79½	80½	86½	69½	4,346	348,800
Filmways	FWY	A	30½	31½	32½	38½	28½	1,079	34,800
Four Star International		O	3½	4½	4½	10	3½	666	2,800
Gulf & Western	GW	N	28	29½	30½	50½	27½	15,700	476,900
MCA	MCA	N	31½	35½	34½	44½	31½	8,059	280,100
MGM	MGM	N	33½	35	34	44½	29½	5,762	195,900
Transamerica	TA	N	32½	34½	33½	38½	32	60,937	2,064,200
Trans-Lux	TLX	A	27½	31	32½	58½	27½	856	26,000
20th Century-Fox	TF	N	25	28½	30	41½	24½	7,072	212,200
Walter Reade Organization		O	9½	10	11½	15½	10	2,248	25,000
Warner-Seven Arts	WBS	A	50½	53	53½	64½	39½	3,816	204,200
Wrather Corp.		O	12½	14	14½	22½	13	1,760	25,100
						Total		128,041	\$ 4,204,000
Service									
John Blair		O	26½	29½	28½	30	22½	2,271	\$ 64,700
Comsat	CQ	N	45½	50½	49½	55½	41½	10,000	495,000
Creative Management		O	14	14½	14½	20½	13	581	8,400
Doyle Dane Bernbach		O	26	29	29	31½	28	2,104	61,000
Foot, Cone & Belding	FCB	N	13½	14½	14½	15½	13½	2,159	31,600
Grey Advertising		O	16½	18½	18½	18½	14	1,199	22,200
Movielab	MOV	A	8½	9	9½	14½	7½	1,407	13,000
MPO Videotronics	MPO	A	13	13½	14	22½	13	536	7,500
Nielsen		O	36	36½	36	37	31½	5,240	188,600
Ogilvy & Mather		O	30	34	34	34½	21½	1,090	37,100
Papert, Koenig, Lois	PKL	A	20½	19½	19½	30½	10½	721	14,300
Wells, Rich, Greene		O	13½	14	15½	18	13	1,501	22,900
						Total		28,809	\$ 966,300
Manufacturing									
Admiral	ADL	N	16½	17½	19	21½	15	5,110	\$ 97,100
Ampex	APX	N	39½	43½	41½	44½	32½	10,571	442,700
General Electric	GE	N	89½	94	94½	98½	85½	90,578	8,537,000
Magnavox	MAG	N	46½	51½	53½	56½	46½	15,446	820,600
3M	MMM	N	103½	105½	107½	112½	94	54,110	5,803,300
Motorola	MOT	N	115	121½	125½	133½	102½	6,122	766,000
RCA	RCA	N	42½	43½	44	48½	41½	62,612	2,754,900
Reeves Industries	RSC	A	6½	7½	7	10½	6	3,415	8,600
Visual Electronics	VIS	A	16½	18½	20½	37	16½	1,233	25,000
Westinghouse	WX	N	59	62½	62½	71½	58½	38,239	2,380,400
Zenith Radio	ZE	N	46	48½	49½	58	45½	18,935	939,600
						Total		306,371	\$22,575,200
Grand total								637,443	\$34,086,700
Standard & Poor Industrial Average			107.58	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

Wind blows in favor of land mobile

**Eighteen witnesses are heard in Hill hearing;
only one backing broadcasters makes the scene**

The FCC, which is wrestling with a number of proposals to relieve the claimed congestion in the land-mobile spectrum, got a strong nudge from Capitol Hill last week on behalf of land-mobile users.

The push came during three days of hearings before Representative John D. Dingell (D-Mich.) and his Small Business Subcommittee on Regulatory Agencies. At one point, Mr. Dingell called on broadcasters to recognize the needs of land mobile and other users of the spectrum.

The hearings last week were a continuation of a series of proceedings last year, and, in the words of Mr. Dingell, were the culmination of the committee's interest in the allocation of frequencies and its effect of small business.

Last December in its report, the subcommittee found that "relief is long overdue for land-mobile users."

Of the 18 witnesses last week, only one represented broadcasters, three were FCC commissioners, and the remainder were from the land-mobile services.

The sole broadcast witness was Washington lawyer Martin Firestone, counsel for the All-Channel Television Society, representing UHF broadcasters.

The Association of Maximum Service Telecasters, believing it had been invited to testify, found itself frustrated by Mr. Dingell who ruled that AMST had testified at earlier hearings and was not eligible to testify again. But statements by Howard Head, Washington consulting engineer, and by the Kelley Scientific Corp. were inserted in the record. Kelley Scientific had performed a study of the land-mobile situation for AMST.

Last week's hearing had two special features: (1) a public news conference was held by Mr. Dingell during the morning of the third day during which some of the more sophisticated uses of radio (bus identification, emergency transmission of electrocardiographs, police dispatching) were shown, and for which the committee received an experimental-developmental license from the FCC, and (2) six of the seven FCC commissioners joined Mr. Dingell in committee seats during a half-day of

testimony. FCC Chairman Rosel H. Hyde presented the majority FCC statement; separate statements were made by Commissioners Robert E. Lee and Nicholas Johnson. Commissioner James J. Wadsworth was absent.

The FCC has under consideration two proposals to relieve claimed land-mobile frequency shortages: (1) to permit land-mobile services to share UHF television channels 14-20 in the top-25 markets, and (2) to give land-mobile users a portion of channels 70-83 in the upper end of the UHF television band. Final comments in these two proceedings were received by the commission April 30 (BROADCASTING, May 5).

Mr. Firestone devoted the bulk of his testimony to rebutting claims that much of UHF is little used.

There are 260 operating UHF sta-

tions today, and 320 other channels are under construction or have been applied for, he said. Within the next year or two, he noted, "at the very least" 50% of all UHF television allocations will be used.

In the top-25 markets, he observed, the 24 UHF channels in the channels 14-20 area are all spoken for—62.5% on the air; 33.3% being built and the remaining 4.2% with applications pending at the commission. And, he continued, in the top-100 markets, where there are 77 UHF allocations in the seven lowest channels, 51.9% are on the air, 26% are under construction and 5.2% are applied for. Only 16.9%, he said, are unsought.

Mr. Firestone also noted that at the end of 1968, UHF broadcasters had invested more than \$160 million in station facilities, and the public \$65 million in receivers. At the end of last year, he added, 23-million TV homes, 58% of the total, were capable of receiving UHF.

The high end of UHF, Mr. Firestone commented, was being used by 789 translators, with 58 applications.

In the next few years, Mr. Firestone said, there should be over 1,500 UHF channels being used by television stations and by translators.

If the entire seven lowest UHF channels were deleted from TV and allocated to land mobile, Mr. Firestone said, it would cause "massive disruption" of TV service to millions of viewers. One fourth of all TV stations in those bands, he said, would have to spend anywhere from \$167,000 to \$500,000 each to relocate.

Mr. Head in his unread statement claimed that the commission's proposal to permit sharing on channels 14 to 20 was based on "premature analysis and unfounded assumptions." And the suggestion that channels 70-83 be turned over to land mobile also has serious defects, he said.

He said that if channels 14-20 were to be deleted, substitute channels for those assignments would result in 14 cities losing a total of 15 assignments and eight cities losing their only channel.

The cost of relocating the 77 UHF



Representative Dingell

stations in the top-100 markets, he said, would run to an average of close to \$500,000. For all 77, he calculated the cost would run from \$13 million to \$39 million.

The Kelley Scientific Corp. statement, which was to have been read by Roy Easley of AMST, was also in a sense a rebuttal of challenges of its findings which were submitted by AMST to the FCC several months ago.

Kelley had recommended that the commission terminate its land-mobile proceedings and initiate a "fundamental" examination of policy and management, involving among other things "deficiencies and errors" in its base data as well as the monitoring of "actual" channel usage.

Responding to claims that its conclusions contradicted other studies it had made earlier for the President's Crime Commission and the President's Task Force on Communication Policy, the Kelley firm commented that in the other studies it had also recommended changes in the management and administration of the radio spectrum. But, it added, if there were no changes in the present organization and operation of the spectrum, then indeed "there is need for considerable additional public safety land-mobile radio spectrum."

Mr. Hyde principally presented a defense of the block allocations system whereby contiguous segments of the radio spectrum are allocated to specific usages. But, he continued, since 1958 the commission has been promoting regional sharing practices.

Mr. Hyde noted that more than 7,500 applications are processed monthly by the commission and that there are outstanding 250,000 assignments, dealing with 2.5-million transmitters. The problem, he emphasized, is lack of funds and manpower to undertake the proper research for better methods of managing the spectrum. He commented at one point that the FCC would require \$1.25 million just to study the methodology of administering the spectrum.

Last year, he noted, the FCC allocated 165 new, two-way frequencies to land mobile in the 450-470 mc band. This is where land-mobile services must move, he said, even though it's understandable that they would like frequencies near their present 150 mc band.

Mr. Hyde also gave an indication of the status of the FCC study several years ago of the possibility of land-mobile services sharing VHF channels. The study, he said, has taken longer than anticipated because of engineering problems. "The present conclusions of the tests," he concluded, "are not definite enough to calculate potential interference on a nationwide basis."

Mr. Lee, who has opposed any sharing or reallocation of UHF television frequencies, insisted that the problem

is "inadequate administration and management." He said he feels that the entire radio spectrum should be made the responsibility of the FCC.

Mr. Lee, a long-time friend of UHF television, warned that even if land-mobile users get more frequencies, the FCC will load up the channels until their use becomes intolerable.

He also noted that he has urged the abandonment of block allocation procedures for some time.

Mr. Johnson, repeating previously-voiced criticisms of the FCC for not undertaking long-range planning, asked Congress to require the commission to come forward with a 10-year plan.

The land-mobile argument before the subcommittee was perhaps best summed up by Max Guiberson, president of the Land Mobile Communications Council—which represents 22 organizations that use two-way radio.

Land-mobile users, he noted, presently have available 4.7% of the radio spectrum between 25 mc and 890 mc, with the number of licensed transmitters increasing from 86,000 in 1949 when the allocations were made, to approximately three million today. LMCC's own study, Mr. Guiberson said, shows that in 1980 there would be 10.8-million transmitters provided adequate allocations are available.

Mr. Guiberson also sounded a new note in behalf of the land-mobile users. Land-mobile usage, he noted, used to be almost solely concerned with communication with moving vehicles; today, he said, encompasses all person-to-person communications.

Responding to broadcaster attacks on the alleged wider utilization of the spectrum space now allocated to land mobile, the LMCC president asked why this should apply only to his group; better utilization and management, he added, should apply to all users of the spectrum, including broadcasters. This was a reference to previous land-mobile comments to the FCC that technological advances had made it feasible to reduce TV's present 6-mc channels to possibly 3 mc in width.

He closed his statement with a plea for the use of channels 14-20 (470-512 mc): "What is needed to meet the immediate and long term land-mobile requirements is a block of frequencies close to the existing land-mobile spectrum so that that equipment now in existence can be readily available with little modification."

Alan Novak, former executive director of the staff of the President's Task Force on Communications Policy, which recommended that spectrum allocation and management responsibilities should be lodged in an executive department, commented in answer to Mr. Dingell that he thought this might be the Department of Commerce,

"which has a strong telecommunications capability," or the newer Department of Transportation.

Lee views the value of UHF frequencies

He decries the tendency to place a dollar figure on television channels

FCC Commissioner Robert E. Lee, who is concerned about the efforts of land-mobile radio users to obtain for their use frequencies now allocated to UHF television, has warned against efforts to ascribe dollar values to television frequencies.

"The public interest is—and always will be—just elusive enough, just indefinable enough, to escape the crassness of the dollar sign," he said in remarks prepared for delivery on Saturday (June 14).

The commissioner, who was appearing at a Federal Communications Bar Association seminar at Williamsburg, Va., restated the opposition to reallocation of UHF channels that he had expressed earlier in the week at a hearing of a House Small Business subcommittee (see page 66D).

Focus of his remarks was the pending commission proposals to allow land-mobile users to share channels 14-20 and to turn over to them channels 70-83. The public's stake in these matters, he said, is literally inestimable. Yet, efforts at such estimates have been made.

A study by an FCC-sponsored committee of land-mobile radio users contained an analysis purporting to show that land-mobile radio produces greater economic benefits than television per unit of spectrum allocated (BROADCASTING, Dec. 4, 1967).

In rebuttal, an economic consulting firm retained by the Association of Maximum Service Telecasters concluded more recently that television produces consumer benefits the equivalent of \$101.6 billion annually. The firm, Robert R. Nathan Associates Inc., said television was perhaps the most efficient and productive element of the economy (BROADCASTING, May 5).

In support of his contention that estimating the value of television frequencies is a fruitless exercise, Mr. Lee said if a licensee makes no contribution through his service to the needs, social concerns or entertainment of the community there would be no way of assessing the value of the channel assignment.

He recalled the day when Washington television stations presented Krazy Kat cartoons in prime time. "Had we

estimated the present social value of these stations from that era," he said, "that guess would have missed the mark by as far as an estimate of their current dollar value."

"In short," he added, "I become impatient with those whose training or instinct requires them to attach dollar values and contributions to gross national product to the stations that are licensed by the FCC."

The commissioner also warned that acceding to the spectrum-space requests of land-mobile radio users could have far-reaching consequences. Rather than the sharing of channels 14-20 that has been proposed by the commission, land-mobile users have asked for exclusive use of them.

If this were granted, he said, "I have grave concern lest the entire UHF band would have to move. . . ." He said it would be inequitable to move a station "from channel 16 to 66 and permit its competitors to continue operation on channels 22 and 28, particularly when the stations on the lower channels, by and large, were the UHF pioneers."

Channel-sharing group stays

The FCC has extended the life of the Committee For Testing Sharing of TV Channels by Land Mobile Radio Service for another year, through June 19, 1970. The government-industry ad-

visory committee was formed in July 1966 to consider the feasibility of sharing channels 2-13 by land mobile stations. The commission said the committee had finished its field work and expects to complete its assignment within the year.

FCC plans to alter TV translator rules

The FCC last week proposed less stringent station-identification requirements for TV translators of more than 1 w power.

In a notice of proposed rulemaking the commission suggested translators use call-sign identification in International Morse Code either continuously or by frequency shift keying every hour within five minutes of the hour or at 30-minute intervals. Another alternative the commission said it would consider would be translator identification by the primary station at sign-on and sign-off.

The rulemaking was urged by the National TV Translator Association, which proposed that the translator call letters be included with the primary's identification at sign-on and sign-off. National said the timing and keying equipment needed to presently transmit the call letters is costly, mechanically far from perfect and a needless addition

to translator equipment.

In commenting on National's proposal, the Association of Maximum Service Telecasters proposed the use of frequency shift keying which involves transmitting dots and dashes by shifting the transmitted frequency of audio and video carriers. Use of this system would not interfere with the program transmitted by the translator, AMST told the commission, and would allow identification detection with a conventional narrow-band communications receiver, not discernible on a conventional TV receiver.

Comments are due by July 14 and reply comments by July 24.

IEEE discusses X-rays and pushbutton tuning

Advances in design of TV and broadcast receivers were explored in Chicago last week at the spring meeting of the Institute of Electrical and Electronics Engineers with TV tuners, X-ray radiation and color picture tubes among the chief topics. Nearly 2,000 engineers attended.

D. J. Nelson, consultant to the U. S. Bureau of Radiological Health, presenting a paper with D. R. Smith and H. J. L. Rechen, also of the bureau, said there is no reason why the TV industry should not plan to lower its present 0.5 milliroentgen-per-hour X-radiation limit by a factor of five within a reasonable period of time. He claimed the tighter limit is technically feasible now.

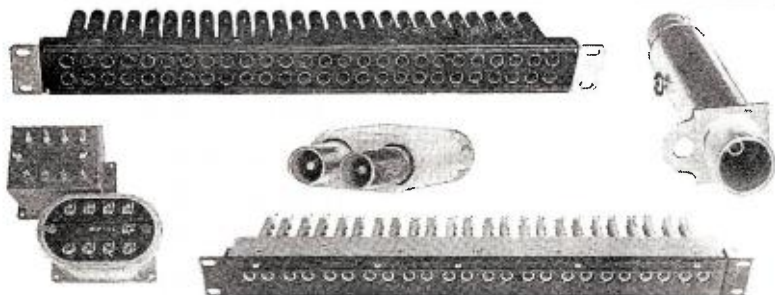
The bureau's division of electronic products is to call soon for a series of special measurement programs at each manufacturer's factory, it was explained. A final decision on legal parameters and procedures will rest with a standards committee now being formed under an advisory committee authorized recently by Congress in connection with Public Law 9602 on radiation control for the Health and Safety Act of 1968.

Pushbutton TV tuning may be one ultimate answer to the FCC's concern over ease of UHF tuning, a paper on future trends related. N. D. Doyle and T. B. Mills, Fairchild Semiconductor, Mountain View, Calif., told the meeting that varactor tuning will be on 95% of all European TV sets within the next year and electronic tuning already is to be found on some top-of-the-line sets in the U.S. for 1970, notably RCA and Electrohome.

British eye U.S. for HF CATV system

Paul Revere said it first, but cable TV operators attending the National Cable TV Association convention next week in San Francisco might take up the

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- Western Electric 111C, coils. 600- 600 ohm, 35 to 8,500 cps \$10.00
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cry: "The British are coming."

A British group, Rediffusion International Ltd., with a new approach to U.S. CATV, spent five days last week in Washington demonstrating its high-frequency system to almost 500 interested representatives of the cable-TV industry, broadcasters, the FCC and news media.

Rediffusion, which serves more than 800,000 subscribers in Britain and Hong Kong at \$2.16 monthly, uses a 9-10 mc carrier that culminates in a special TV receiver which, because it is without a radio-frequency tuner, is said to cost from 30% to 40% less than the conventional TV receiver (BROADCASTING, May 12). In Britain and in Hong Kong, the "wired TV receiver" is either leased or sold to subscribers.

The principal difference between Rediffusion's network and U.S. cable systems is that the former uses a double, balanced pair of .018 inch wires to tap into a customer's home, while present CATV in the U.S. uses coaxial cable. Six of Rediffusion's balanced pairs are connected to a junction box from which they are cabled to a program exchange that can serve about 300 connections. Programs are trans-

mitted to the 6×5×3-foot program exchanges by conventional coaxial cable or other over-the-air means. The system is said to be capable of handling 90 or more programs of two-way communications, or of increasing the resolution of the TV transmissions for special services.

NABET plans survey on its prospects in CATV

The National Association of Broadcast Employees and Technicians, the union for radio, TV and film workers, has ordered a survey of cable-television operations throughout the U. S. and Canada, the two countries where it has jurisdiction.

The survey, specifically ordered by NABET International President Timothy J. O'Sullivan, will be carried out by the NABET staff.

It will attempt to find such information as the number of community antenna TV operations, how many people work in the field, what other unions have gained footholds in cable TV operations, and what are the prospects for NABET organizations in this field.

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Broadcast advertising

Sheldon B. Satin, executive VP, VPI, New York commercial production firm, elected president. He succeeds **George G. Tompkins**, founder-president of VPI, elected to newly created position of chairman.

Lois Korey, creative supervisor, McCann-Erickson, New York, elected senior VP.

John Bowman, account executive, Byer & Bowman Advertising Agency Inc., Columbus, Ohio, named VP-administration; **Harold A. Gillespie**, production manager, named VP-graphics; **Charles K. Hartle**, VP-copy services, named VP-creative services; **Forest Miller** and **Ronald D. Foth**, account executives, appointed director, industrial group, and director, retail services, respectively.

Robert M. Davis, president, Davis, Johnson, Mogul & Colombatto Inc., Los Angeles, elected chairman of Western region of American Association of Advertising Agencies. Others elected: **John Sugg**, Cole & Weber Inc., Portland, Ore., vice chairman; **Louis E. Scott**, Foote, Cone & Belding, Los Angeles, secretary-treasurer.

Frank Howell, joins WCIX-TV Miami, as sales manager.

John J. Fenton, VP and management supervisor, Grey Advertising, New York, joins Sullivan, Stauffer, Colwell & Bayles there as VP and management supervisor.



Mr. Pennucci

Patrick J. Pennucci, account executive, WOR-TV New York, appointed retail sales manager.

Ron Gallina, account executive, WROK Rockford, Ill., appointed sales manager.

John Morris, local sales manager, WHWH Princeton, N. J., appointed general sales manager.

Ralph L. Stachon, VP and general sales director, Pepper and Tanner, Memphis, named senior VP and director of sales.

Arthur O'Connor, account executive, Television Advertising Representatives, New York, joins WATL-TV Atlanta, which has projected air date of mid-August, as general sales manager.

Donald Bange, associate research director; **William F. Cronin Jr.**, **B. W. Durham Jr.**, **James J. Perabo**, account supervisors; **David L. Gosnell**, creative

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supervisor; and **Walter B. Kirkman**, research director, Gardner Advertising, St. Louis, all named VP's.

John L. Dauer, account executive, Dodge & Delano, New York, named VP and account supervisor.

Robert J. Warner, account executive, CBS Television National Sales, New York, joins WCBS-TV there as national sales manager, newly created position.

B. Thomas Koon Jr., executive VP, Creative Consultants Inc., St. Louis, joins KDNL-TV there as VP and general sales manager.

Albert P. Molinaro Jr., president, Mead Johnson Nutritionals, joins Sudler & Hennessey, New York as senior VP and director of client services.

Richard Schutte, director of marketing, West Coast, Metromedia Television, San Francisco, joins Metro Radio Sales there in newly created position of VP-special projects, West Coast.

Programing

Edward C. Rasp Jr., executive VP and director, Contact Corp., New York program production firm, elected president.

Jerry Romig, director of program planning and production, WDSU-TV New Orleans, named VP.

Bob Hawkins, program director, KVI Seattle, appointed to newly created position of director of operations. **John Novak**, program director, KGA Spokane, succeeds Mr. Hawkins as program director.

W. Carroll Ward, program and public relations director, WJBF(TV) Augusta, Ga., joins WTVM(TV) Columbus, Ga., as director of programs and public affairs.

John Quigley, VP-program director, KMBC-TV Kansas City, Mo., joins WNAC-TV Boston as program director. He succeeds **George W. Cyr**, who joins WHCT(TV) Hartford, Conn., as general manager.

Gene C. Walz, formerly director, WLWT(TV), and supervisor of commercial productions, WCPO-TV, both Cincinnati, joins WCET(TV) there as manager of special projects.

Dick Cignarelli, Southwest division manager, ABC Films, Dallas, joins MCA TV, Philadelphia, as Northeast regional sales manager.

Tom Engeman, program manager, non-commercial KESD-TV Brookings, S. D., joins South Dakota ETV network and noncommercial KUSD-TV Vermillion, S. D., as programing director.

Owen G. Leach, production director, KDKA Pittsburgh, joins WIND Chicago as executive producer. Both are Westinghouse stations.

Jacob B. Albin, film distribution manager, CBS Enterprises Inc., New York, appointed manager, domestic operations, succeeding **Morton E. Fleischer**.

Phil Harmon, manager of special projects, NFL Films Inc., New York, appointed sales director.

Lindsley Parson Jr., **Roger L. Mayer**, and **Saul N. Rittenberg**, all executives for MGM Studios, Culver City, Calif., named group VP's of production, operations and administration, respectively, as part of major reorganization of production company.

Paul Piccard, VP-program development, ABC-TV, New York, joins MGM there as executive producer of MGM TV.

Virgil B. Wolff, director of broadcast operations, Atlanta Hawks Basketball Inc., Atlanta, joins MGM-TV's southern division there as sales manager.

Neil T. Evans, with GG Productions, Boston, elected VP.

Jean Shepard, producer, Public Broadcast Laboratory, New York, joins TV Stations Inc. there as consultant to station members on live broadcasting.

Media

James Maurer, KWMT Fort Dodge, Iowa, elected president of Iowa Broadcasters Association.

C. Scott Fletcher, consultant to National Association of Educational Broadcasters, Washington, elected president and chairman of executive committee of noncommercial WTHS-TV Miami.

Robert L. Bryan, assistant general manager, WPHL-TV Philadelphia, appointed general manager.

Kenneth H. Swanson, senior financial analyst, CBS Television Stations Division, New York, appointed manager of financial planning.

Wilner heads FCBA



Mr. Wilner

Morton H. Wilner, senior partner, Wilner, Scheiner & Grclley, Washington, elected president of Federal Communications Bar Association. Others elected by FCBA: **Howard C. Anderson**, first VP, **Thomas H.**

Wall, second VP, **Howard F. Roycroft**, secretary, **John P. Bankson Jr.**, assistant secretary, **Alan Y. Naftalin**, treasurer. **Paul Dobin**, **Eugene F. Mullin Jr.**, **Aloysius B. McCabe**, selected for executive committee. **J. Roger Wollenberg** named delegate to American Bar Association.

James T. Hite III, executive VP and general manager, KTVE(TV) El Dorado, Ark.-Monroe, La., joins Fuqua Industries, Atlanta, as director of market development.

Gary W. Crowder, chief engineer, WADK Newport, R. I., appointed assistant manager.

Neal A. Van Ells, general manager, WKYC-TV Cleveland, also named VP.



Mr. Groome
manager.

William J. Groome, general manager, WCCB-TV Charlotte, N. C., joins WUSN-TV Charleston, S. C., in same capacity.

Lloyd Spivey Jr., with WLLS Hartford, Ky., appointed general

Louis S. Simon, VP, West Coast, Westinghouse Broadcasting Co., elected president, California Broadcasters Association. Others elected: **David M. Sacks**, KGO-TV San Francisco, executive VP; **Ray L. Beindorf**, KNXT(TV) Los Angeles, VP-TV; **Harry E. Barker**, KQMS Redding, VP-radio; **Manning Slater**, KRAK-TV Sacramento, secretary-treasurer.

Promotion



Mr. Brown
known.

William P. Brown, VP, Scope Advertising, New York, joins Warner Bros.-Seven Arts there as VP-television and advertising publicity. He succeeds **Harvey Chertok**, who resigns with future plans un-

Donald R. Pettinelli, promotion director, WJXT(TV) Jacksonville, Fla., joins WBT(TV) Charlotte, N. C., as promotion manager.

Ruth Harmer, display and promotional advertising, Corpus Christi Caller-Times Publishing Co., Corpus Christi, Tex., joins KENS-TV San Antonio, Tex., as promotion director.

Sheldon Hechtman, manager, The Homestead, radio and TV mail order division of LIN Broadcasting, Nashville, joins Blue Ribbon Promotions Inc., New York, as director of marketing.

Kenn Moses, community relations consultant, Office of Economic Opportunity, New York, joins WNBC there as community relations manager.

Til Ferdenzi, VP, Myers-Fisher Co.,

New York, joins NBC press and publicity department there as coordinator, sports publicity.

News

Kenley Jones, newsman, WSB-TV Atlanta, joins NBC News, Saigon bureau.

Ed Planer, news director, WDSU-TV New Orleans, named VP.

Mary Ann Mascary, formerly news-writer, WBBM Chicago and UPI Radio, joins WLS Chicago as editorial and community affairs director.

Jim Irwin, sports director, WLUK-TV Green Bay, Wis., joins WTMJ-AM-FM-TV Milwaukee as sportscaster.

Byron Crawford, newsman, WAKY Louisville, Ky., joins WKYC Cincinnati, in same capacity. **Mike Fenwick**, newsman, WCXL(FM) Cincinnati, joins WKYC as newscaster.

Jack Etzel, news director, WFIE-TV Evansville, Ind., joins KMOX-TV St. Louis, as director of newly created Illinois news bureau.

Larry Miller, formerly assistant manager, KDUH-TV Hay Springs, Neb., joins KMA Shenandoah, Iowa, as news director.

Andrei Hamshay, with WSMS-TV Fort Lauderdale, Fla., appointed sports director.

Bob Kivelson, editorial director, WINS New York, joins WNEW there as community affairs director.

Simeon Booker, bureau chief, Johnson Publishing Co., Washington, joins Westinghouse Broadcasting Co., New York, as commentator.

Bob Gambacurta, news director, WPLO Atlanta, joins WSFA-TV Montgomery, Ala., as newscaster.

Robert Irvine, assistant director of news, KABC-TV Los Angeles, appointed news director. **Virgil Mitchell**, news director, returns to his former duties as editorial director.

Larry Attebery, veteran Chicago radio-TV newsman; **Ed Hart**, formerly with *Kiplinger Letter*; and **Jim Key**, news reporter for KGIL San Fernando, Calif., added to news department of KNX Los Angeles.

Henry Schnaue, senior news editor, WINS New York, appointed news director. He succeeds **Jack Smee**, who joins *New York Daily News*.

Dan Nelsen, news director, KMEG-FM Sioux City, Iowa, joins WOW-TV Omaha, as newscaster.

Ron Allen, news director, WIZE Springfield, Ohio, joins news staff of WHLO Akron, Ohio.

Joe Holstead, news director, KATC-TV Lafayette, La., joins KXOL Fort Worth,

Ten engineers appointed

Ten broadcast engineers have been appointed to National Association of Broadcasters 1969-71 Engineering Advisory Committee: **Albert H. Chismark**, Meredith Broadcasting Co., Syracuse, N. Y., chairman; **Eugene R. Hill**, Kaiser Broadcasting Corp., San Francisco; **George Hixenbaugh**, WMT-AM-TV Cedar Rapids, Iowa; **William B. Honeycutt**, KRLD-AM-FM-TV Dallas; **Leslie S. Learned**, Mutual, New York; **James D. Parker**, CBS Television Network, New York; **Royce LaVerne Pointer**, ABC, New York; **L. Keith Townsden**, KAYS-TV Hays, Kan.; **William H. Trevarthen**, NBC, New York; and **Benjamin Wolfe**, Post-Newsweek Stations, Washington.

in same capacity.

James Marshall, news producer/announcer, WTMJ Milwaukee, joins WBAY-AM-FM-TV Green Bay, Wis. as news manager.

David K. Cohler, newsman, WFLD-TV Chicago, joins WIND there in same capacity.

Max Robinson, faculty member, Federal City College, Washington, joins WTOP-TV there as newsman.

Jack O'Rourke, newsman, KYW Philadelphia, joins WNBC New York in same capacity.

Phil Hayes, news director, WIBG Philadelphia, joins KQV Pittsburgh in same capacity.

Engineering & equipment

Benjamin H. Oliver, VP-governmental communications, AT&T, Washington, elected national president, Armed Forces Communications and Electronics Association.

David B. Eccleston, production manager, noncommercial WAMU-FM Washington, joins National Association of Educational Broadcaster's national educational radio network when it moves to Washington from Urbana, Ill., this summer. He will oversee all technical and engineering aspects of network.

Edward R. Bott, with American Electronic Laboratories Inc., Colmar, N. J., appointed Mid-Atlantic states CATV specialist.

Gordon W. Bricker, manager, West Coast operations, RCA, Burbank, Calif., appointed manager of new professional electronics systems department there.

Gene K. Beare, president, Sylvania Electronic Products Inc., New York, elected executive VP-manufacturing,

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Deaths

H. Guthrie Bell, 55, president and principal stockholder of WLEX-FM-TV Lexington, Ky., and WCOV-AM-FM-TV Montgomery, Ala., and 12.5% stockholder in Florida Heartland Inc., applicant for channel 9 Orlando, Fla., died June 11 of cancer. He is survived by his wife, Mrs. Jean Bell, and two sons, Thomas Guthrie and William Allen.

Robert Taylor, 57, television and motion-picture actor, died June 8 at St. John's hospital in Santa Monica, Calif.

of lung cancer, Mr. Taylor appeared in television series *The Detectives* and, in 1966, he became host of *Death Valley Days*. He is survived by his wife, actress Ursula Thiess, and three children.

D. C. Summerford, 63, died on May 27 in Tallahassee, Fla. He was formerly technical director, WKLO Louisville, Ky.; president, WBEX Chillicothe, Ohio, and owner of WCCW Traverse City, Mich. He is survived by his wife, Dorothy, and two daughters.

Patrick H. (Patt) Barnes, 70, pioneer radio announcer, died in Milwaukee June 9 of heart attack. He was director of public affairs, WISN-TV Milwaukee,

which he had joined in 1955. Mr. Barnes started with KDKA Pittsburgh in 1921, later was with WGN in Chicago and in 1930 relocated in New York with WOR, WINS and WNBC. Among highlights of his career: He narrated the Tunney-Dempsey "long count" fight in twenties, and covered Lindbergh's return to U.S. after historic trans-Atlantic flight.

Edwin W. Miller, 48, director of technical operations for KNXT(TV) Los Angeles, died at his home of heart failure June 6. Mr. Miller joined CBS in New York in 1938 and transferred to Los Angeles in 1949. He is survived by his wife, Shelia, and five children.

ForTheRecord®

As compiled by BROADCASTING, June 4 through June 11 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

Initial decision

■ FCC gives notice that initial decision April 11 proposing grant of CP to Cleve L. Cotner, Mike Meyer, Carle Robbins, Ernest S. Stephens and Gilbert Forsgren, all Fort Smith, Ark., for new TV on ch. 24 became effective June 2 (Doc. 18047). Ann. June 11.

Other actions

■ Review board in Medford, Ore., TV proceeding, Docs. 17681-82, scheduled oral argument before panel of review board for July 15. Action June 11.

■ Review board in Tyler, Tex., TV proceeding, Docs. 18427-28, granted joint request for approval of settlement filed April 18 by Tyler Television Co. and Festival Broadcasting Co.; dismissed motion to enlarge issues filed Feb. 10 by Festival Broadcasting Co. Action June 6.

Actions on motions

■ Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, on examiner's own motion, continued hearing to July 22 (Docs. 18381-2). Action June 5.

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corp., TV 9 Inc.), TV proceeding, granted petition by TV 9 and accepted for argument reply to partial opposition of Mid-Florida Television; granted petition by TV 9 for leave to amend application to reflect death on March 15 of John C. McKellar, president and 7% stockholder, and election of Hugh F. McKean, 5% stockholder, as president on April 28, subject to condition against enhancement of comparative status similar to that expressed in memorandum opinion and order of March 11 (Docs. 11083, 17339, 17341-2, 17344). Action June 3.

Call letter actions

■ Marion Television Corp., Marion, Ohio. Granted WMOS-TV.

■ Reading TV Broadcasters, Reading, Pa. Granted WRPA-TV.

Existing TV stations

Final actions

■ KFRE-TV Fresno, Calif.—Broadcast Bureau granted CP to change ERP to 347 kw vis. and 61.7 kw aur.; change type trans. Action June 6.

■ WMAL-TV Washington—Broadcast Bureau granted CP to install alternate main trans. Action June 6.

■ WCIA(TV) Champaign, Ill.—Broadcast Bureau granted CP to install precise frequency control equipment for vis. trans. Action June 6.

■ *WMPB(TV) Baltimore—Broadcast Bureau granted mod. of CP to change type trans.; extend completion date to Dec. 9. Action June 9.

■ WRIV-TV Riverhead, N. Y.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 9; ERP to 41.8 kw vis., 6.3 kw aur.; change trans. location to approximately 2.7 miles southwest of center of Riverhead. Action June 9.

■ *WMHT(TV) Schenectady, N. Y.—Broadcast Bureau granted CP to make changes in transmission line. Action June 6.

■ WKPT-TV Kingsport, Tenn.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 9. Action June 9.

■ FCC granted application of Stauffer Publications Inc., licensee of KGNC-TV, Amarillo, Tex., for increase in ant. height to 1,420 ft. above average terrain and for other changes in authorized facilities of KGNC-TV. Action June 4.

■ KSL-TV Salt Lake City—Broadcast Bureau granted CP to change ERP to 33.9 kw vis., 6.78 kw aur., change type trans. of main trans. and ant.; change type trans. of auxiliary trans. and ant. Action June 6.

■ WXEX-TV Petersburg, Va.—FCC authorized to identify as Petersburg-Richmond; prior rule waiver for Richmond-Petersburg Identification rescinded. Action June 5.

Actions on motions

■ Chief, Office of Opinions and Review in Santa Maria, Calif. (Central Coast Broadcasters Inc. [KCOV-TV]), TV proceeding, granted petition by Central Coast Broadcasters Inc. and accepted application for review (Doc. 16430). Action June 4.

■ Chief, Office of Opinions and Review in Philadelphia (Bernard Rappaport [WGTT-TV]), TV proceeding, granted petition by Seven Arts Broadcasting Co. and extended to June 13 time to respond to Rappaport's petition for reconsideration (Doc. 18524). Action June 5.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE-TV]) and Eastern Idaho Television Corp., TV proceeding, granted petition by KBLI Inc. for leave to amend application to conform to proof of record by specifying proposed

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changes in programing, hours of operation, and staffing (Docs. 18401-2). Action June 9.

■ **Hearing Examiner Ernest Nash** in Philadelphia (Bernard Rappaport [WGTT-TV]), TV proceeding, scheduled date for exchange of exhibits for Aug. 6 and hearing for Aug. 11 (Doc. 18524). Action June 5.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Fajardo, P. R. (WSTE-TV Inc. [WSTE(TV)]), TV proceeding, scheduled further conference for June 11 (Docs. 18048-9). Action June 6.

New AM stations Applications

■ **Shenandoah, Iowa**—C & H Broadcasting Inc. seeks 920 kc, 500 w, 1 kw-LS, U. P.O. address: c/o Charles K. Hutchinson, 201 South 5th Street, Cherokee, Iowa 51012. Estimated construction cost \$32,371; first-year operating cost \$86,100; revenue \$83,000. Principals: J. Alan Cramer, president (75%), and Charles K. Hutchinson, secretary-treasurer (25%). Principals own KCHE Cherokee, Iowa. Mr. Cramer owns Wayne (Neb.) Herald; 66% of Denison (Iowa) Bulletin & Review; 50% of Auburn, Neb., newspapers; 33% of Detroit Lakes, Minn., newspapers and 50% of Moorhead (Minn.) Red River Scene. Ann. June 6.

■ **Shenandoah, Iowa**—Shenandoah Broadcasting Co. seeks 920 kc, 500 w, 1 kw-LS, U. P.O. address: c/o Bruce Rauma, 802 Harrison Street, Shenandoah 51601. Estimated construction cost \$42,000; first-year operating cost \$60,000; revenue \$96,000. Principals: Bruce L. Rauma, president, Peter V. Gureckis, vice president, John H. Gayer (each 32%), et al. Mr. Gureckis owns 11.1% of applicant for AM at West Derry, N. H., and owns engineering consultant firm. Mr. Rauma is general manager of KFNH Shenandoah. Mr. Gayer is chairman of board and owns more than 25% of Gering National Bank, Gering, Neb. Ann. June 6.

■ **Shenandoah, Iowa**—Buddy Tucker Evangelistic Association Inc. seeks 920 kc, 500 w, 1 kw-LS, U. P.O. address: 1910 Ingersoll, Des Moines, Iowa 50309. Estimated construction cost \$17,000; first-year operating cost \$42,500; revenue \$70,000. Principals: Theodore D. Tucker, president, D. Lavaughn Tucker, secretary-treasurer, David Lyndal Agee, vice president, Rachel Agee and Vern Poole (each 20%). Mr. Tucker is manager of KDMI-FM Des Moines. Buddy Tucker Evangelistic Association produces and distributes religious radio programs and provides religious evangelism crusades. Ann. June 6.

■ **Homer, La.**—Lark Broadcasting Co. seeks 1320 kc, 1 kw-D. P.O. address: 106 Progress Street, Many, La. 71449. Estimated construction cost \$26,383.90; first-year operating cost \$25,500; revenue \$28,320. Principals: Edwin T. Baldrige, Manson E. Elkins and Theodore Wayne Dumas (each 33%). Messrs. Elkins and Dumas are employees of KWLA Many. Mr. Baldrige is contract engineer for KWLA Many. Ann. June 6.

Start authorized

■ **WORV Hattiesburg, Miss.**—Authorized program operation on 1580 kc, 1 kw-D. Action June 5.

Initial decision

■ **FCC gives notice that initial decision April 11** proposing grant of CP to Cardinal Broadcasting Co., Jenkins, Ky., for new daytime AM became effective June 2 (Doc. 18035). Ann. June 11.

Other actions

■ **Review board in Boynton Beach, Fla.**, AM proceeding. Docs. 18310-12, granted motion for extension of time to file exceptions filed June 6 by Radio Boynton Beach Inc. and Boynton Beach Community Services Inc. Action June 10.

■ **Review board in East St. Louis, Ill.**, AM proceeding. Docs. 17256-57, scheduled oral argument before panel of review board for July 1. Action June 6.

■ **Review board in Pittsfield, Mass.**, AM proceeding. Docs. 18275, 18277, granted joint request for approval of agreement and other relief filed April 17 by Blue Ribbon Broadcasting Inc. and Taconic Broadcasters. Action June 4.

■ **Review board in Mankato, Minn.**, AM proceeding. Docs. 18075, 18078, scheduled oral argument before panel of review board for July 1. Action June 6.

■ **Review board in Carthage, Miss.**, AM proceeding. Docs. 18487-88, denied petition to

enlarge issues filed April 9 by Meredith Colon Johnston. Action June 4.

■ **Review board in Lawton, Okla.**, AM proceeding. Docs. 18392-94, granted motion for extension of time filed June 5 by Howard M. McBee and Allan Pratt Page. Action June 6.

■ **Review board in Cedar City, Utah**, AM proceeding. Docs. 18458-59, granted to extent indicated and denied, in all other respects petition to enlarge and modify issues filed March 28 by New Era Broadcasting Co. Action June 6.

Actions on motions

■ **Chief, Office of Opinions and Review** in Sumiton and Cullman, both Alabama (Sumlton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, granted request by Hudson Millar Jr. and James Jerdan Bullard (Intervenor) and extended to June 19 time to file application for review of review board's memorandum opinion and order (Docs. 18204-5). Action June 6.

■ **Hearing Examiner Basil P. Cooper** in Norristown, Pa. (WNAR Inc.), AM proceeding, review board by memorandum opinion and order of May 27 having substituted WNAR Inc. as applicant in proceeding in lieu of Norristown Broadcasting Co., and enlarged issues and having remanded proceeding to hearing examiner for further hearing and preparation of supplemental initial decision, ordered prehearing conference June 11 (Doc. 14952). Action June 3.

■ **Hearing Examiner Millard F. French** in Blue Ridge and Clarksville, both Georgia (Click Broadcasting Co. and R.-J. Co.), AM proceeding, granted petition by applicants and continued prehearing conference to June 19 (Docs. 18526-7). Action June 4.

■ **Hearing Examiner Forest L. McClenning** in Sioux Falls, S. D. (Sioux Empire Broadcasting Co.), AM proceeding, examiner on own motion certified matter to commission (Doc. 17174). Action June 5.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, on request of Broadcast Bureau, continued hearing now scheduled for 10 a.m. on June 5 to 1 p.m. on that date (Docs. 18385-6). Action June 3.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, ordered record reopened to receive China Grove's exhibit 13-M, and again closed record (Docs. 18385-6). Action June 9.

Call letter application

■ **Lauderdale Broadcasting Inc.**, Ft. Lauderdale, Fla. Requests WAVS.

Existing AM stations Applications

■ **FCC waived interim criteria provisions** of rules of acceptance of applications for new facilities or changes in existing stations and accepted for filing six applications for change in facilities. Stations granted waiver with requested changes are: KWAK Stuttgart, Ark., 1240 kc, 250 w, U, to 1240 kc, 250 w-N, 1 kw-LS; KQIQ Santa Paula, Calif., 1400 kc, 250 w, U, to 1400 kc, 250 w-N, 1 kw-LS, DA-D; KREO Indio, Calif., 1400 kc, 250 w, U, to 1400 kc, 250 w-N, 1 kw-LS; KSGT Jackson, Wyo., 1340 kc, 250 w, U, to 1340 kc, 1 kw-LS; KONE Reno, 1450 kc, 250 w, U, to 1450 kc, 250 w-N, 1 kw-LS; and WIRY Plattsburg, N. Y., 1340 kc, 250 w-N, 1 kw-LS, DA-D to 1340 kc, 250 w-N, 1 kw-LS. Action June 4.

Final actions

■ **KYAK Anchorage**—Broadcast Bureau granted CP to change from 630 kc, 5 kw-D, to 650 kc, 25 kw DA-1, U and install new trans.; conditions. Action June 4.

■ **KGOL Palm Desert, Calif.**—Broadcast Bureau granted CP to change from 1270 kc, 500 w DA-D, to 1270 kc, 1 kw, DA-D; make changes in DA pattern; conditions. Action June 4.

■ **KDES Palm Springs, Calif.**—Broadcast Bureau granted mod. of license covering operation of main trans. by remote control from 611 South Palm Canyon Drive, Palm Springs; conditions. Action June 5.

■ **KLER Onofino, KORT Grangeville**, and **KOFE St. Maries**, all Idaho—Broadcast Bureau granted mod. of licenses to change

name of licensees to Lewis Clark Broadcasting Co. Action June 2.

■ **KDMO Carthage, Mo.**—Broadcast Bureau granted CP to change from 1490 kc, 250 w, U to 1490 kc, 250 w, 1 kw-LS, U; install new trans.; conditions. Action June 4.

■ **WRAN Dover, N. J.**—Broadcast Bureau granted license covering CP for new AM; specify type trans. Action June 4.

■ **WRAN Dover, N. J.**—Broadcast Bureau granted license covering changes. Action June 4.

■ **WCRV Washington, N. J.**—Broadcast Bureau granted license covering installation of auxiliary trans. at new main trans. location; remote control permitted. Action June 4.

■ **WMFO Middleport-Pomeroy, Ohio**—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location, to be operated on 1390 kc, 500 w. Action June 6.

■ **KGYN Guymon, Okla.**—Broadcast Bureau granted remote control. Action June 6.

■ **KGYN Guymon, Okla.**—Broadcast Bureau granted mod. of CP to make changes in DA-N pattern. Action June 6.

■ **WASP Brownsville, Pa.**—Broadcast Bureau granted CP to change from 1130 kc, 1 kw-D, to 1130 kc, 5 kw (1 kw-CH) DA-D (non-DA-CH); install new trans.; conditions. Action June 4.

■ **WCTX Palmyra, Pa.**—Broadcast Bureau granted CP to change ant.-trans. and studio location to Route 38003, North Londonderry Township, Pa.; install new trans., new ant.; ERP to 3 kw; ant. height to 230 ft. Action June 3.

■ **KKUB Brownfield, Tex.**—Broadcast Bureau granted remote control. Action June 6.

■ **KBUC San Antonio, Tex.**—Broadcast Bureau granted remote control. Action June 6.

■ **KLUB and KWIC(FM)**, both Salt Lake City—Broadcast Bureau granted mod. of licenses covering change of name of licensee and permittee to Carmen Corp. Action June 3.

■ **KFKF Bellevue, Wash.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 307 Belle-

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	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 ¹	32	2,000 ¹	169	2,169 ¹
Commercial TV-VHF	496 ¹	10	506 ¹	17	523 ¹
Commercial TV-UHF	126 ¹	53	177 ¹	157	336 ¹
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 ¹	619 ¹	363	159
CP's on air (new stations)	9	31	61	7	18
Total on air	4,250 ¹	1,993 ¹	678 ¹	370	177
CP's not on air (new stations)	66	169	179	43	12
Total authorized stations	4,316 ¹	2,162 ¹	849 ¹	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.

¹ Includes one commercial FM operating with STA.

¹ Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

vue Square, Bellevue; conditions. Action June 9.

■ WCIR Beckley, W. Va.—Broadcast Bureau granted CP to change from 1060 kc. 10 kw-D, to 1070 kc. 10 kw-D. Action June 3.

Other action

■ FCC authorized Kingsley H. Murphy Jr., assignee for CP granted Beacon Radio Inc., to participate in oral argument on Beacon's request for additional time to construct WISS Berlin, Wis. (Doc. 18546). Action June 10.

Actions on motions

■ Acting Chief, Broadcast Bureau, on request of Columbia Broadcasting System Inc., extended to July 9 time for filing comments and to Aug. 8 time for filing reply comments in matter of amendment of rules with respect to maintenance and monitoring of relative phases and currents in elements of DA's and to provide for type approval of phase monitors used by AM's (Doc. 18741). Action June 9.

■ Acting chief, Broadcast Bureau, on request of Columbia Broadcasting System, Inc., extended to July 9 time for filing comments and to Aug. 8 time for filing reply comments in matter of amendment of rules with respect to use of remote indicating phase monitors and inspection requirements for remotely controlled DA's (Doc. 18455). Action June 9.

■ Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Mississippi (Meredit, Colon Johnston [WECF] and Ford Broadcasting Co.). AM proceeding, on request of applicants, set certain procedural dates and changed hearing date to Aug. 12 (Docs. 18487-8). Action June 3.

■ Hearing Examiner Charles J. Frederick in San Antonio, Tex. (The Walmac Co.), renewal of licenses of KMAC and KISS(FM), ordered that Walmac's exhibit 21 be reidentified and received in evidence (Docs. 18223-4). Action June 5.

■ Chief Hearing Examiner Arthur A. Gladstone in Jacksonville, N. C. (Seaboard Broadcasting Inc.) revocation of license of WLAS, postponed prehearing conference presently scheduled for June 16 to July 14 and postponed hearing presently scheduled for July 14 to a date to be determined at hearing conference (Doc. 18549). Action June 9.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kay'sbier and Sierra Blanca Broadcasting Co. [KRRR]). AM-FM proceeding, continued hearing to July 8 (Docs. 17624-5, 18537). Action June 5.

■ Hearing Examiner Herbert Sharfman in Clifton Forge, Va. (Image Radio Inc.), renewal of license of WCFV, on request of applicant, rescheduled hearing to July 14 (Doc. 17945). Action June 6.

Fines

■ WUOK Cumberland, Md.—FCC notified of

apparent liability forfeiture of \$1,000 for violation of rules including failure for more than three months to measure station's field strength at each of monitoring points, failure to conduct equipment performance measurements and failure to keep maintenance log. Action June 4.

■ WPGA-AM-FM Perry, Ga.—FCC ordered to forfeit \$7,500 for willful and repeated violations of rules forbidding fraudulent billing practices. Action June 4.

Call letter applications

■ KZIN. General Broadcasting Co., Yuba City, Calif. Requests KOBO.

■ WCIR, Lake-Valley Broadcasters, Crystal Lake, Ill. Requests WVVS.

Designated for hearing

■ FCC designated for hearing application by WWJC Inc. to change facilities of WWJC Superior, Wis., from 1270 kc. 5 kw-D. to 850 kc. 10 kw-D. Hearing issues include determination as to whether WWJC will realistically provide local transmission facility for its specified station location at Superior or for another larger community. Action June 5.

New FM stations

Applications

■ Lake Park, Ga.—Florida-Georgia Interstate Inc. seeks 101.1 mc. 100 kw. Ant. height above average terrain 476 ft. P.O. address: Box 22 Jennings, Fla. 32053. Estimated construction cost \$37,650; first-year operating cost \$18,000; revenue \$12,000. Principals: Daniel A. Haight, sole owner. Mr. Haight is regional sales manager of Southern TV and Radio Sales Inc., advertising representatives. Ann. June 9.

■ Amory, Miss.—Bob McRaney Enterprises Inc. seeks 95.3 mc. 3 kw. Ant. height above average terrain 256.4 ft. P.O. address: c/o Bob McRaney Sr., WROB Building, West Point, Miss. 39773. Estimated construction cost \$16,000; first-year operating cost \$20,000; revenue \$20,000. Principals: Robert McRaney Sr., president (99%), Robert McRaney Jr., vice president-treasurer, and Helen McRaney, secretary (each 1%). Principals own WAMY Amory, WROB and applicant for FM, both West Point, Miss. Ann. June 9.

■ West Point, Miss.—Bob McRaney Enterprises Inc. seeks 100.9 mc. 3 kw. Ant. height above average terrain 170.1 ft. P.O. address: WROB Building, West Point 39773. Estimated construction cost \$16,000; first year operating cost \$20,000; revenue \$20,000. Principals: See Amory, Miss., above. Ann. June 9.

■ Kingsville, Tex.—Radio station KINE Inc. seeks 97.7 mc. 3 kw. Ant. height above average terrain 135.9 ft. P.O. address: c/o Andrew M. Cook, 205 East King Street. Kingsville 78363. Estimated construction cost \$34,658; first-year operating cost \$20,000;

revenue \$24,000. Principals: James H. Clement, president. Ben A. Glusing, vice president-treasurer. Richard M. Kleberg Jr., secretary, and Andrew M. Cook, station manager (each 25%). Principals own KINE Kingsville, and have interests in ranching, banking, wholesale electrical supplies firm and Kingsville Publishing Co., Kingsville. Mr. Glusing is attorney. Ann. June 9.

■ St. Albans, Vt.—Robert I. Kimel and Bessie W. Grad seek 102.3 mc. 3 kw. Ant. height above average terrain 271 ft. P.O. address: Box 270, St. Albans 05478. Estimated construction cost \$21,500; first-year operating cost \$24,000; revenue \$25,000. Principals: Robert I. Kimel and Bessie W. Grad (each 50%). Principals own WEHW Windsor, Conn., sale of which pends FCC approval. Ann. June 9.

Starts authorized

■ KBYE-FM Oklahoma City—Authorized program operation on 98.9 mc. ERP 76 kw, U, ant. height above average terrain 285 ft. Action June 2.

■ WMRA(FM) Harrisonburg, Va.—Authorized program operation on 91.1 mc. TPO 10 w, U, Action May 29.

Final actions

■ *Minneapolis—Board of Education. Special School District #1—Broadcast Bureau granted 88.5 mc 3.98 kw. Ant. height above average terrain 336.8 ft. P.O. address: c/o Harold J. Gregory, 807 Northeast Broadway, Minneapolis 55413. Estimated construction cost \$33,620; first-year operating cost \$1,200; revenue none. Principals: David W. Preus, chairman of board, et al. Action June 3.

■ *Kansas City, Mo.—Calvary Bible College. Broadcast Bureau granted 88.5 mc. 50.8 w. Ant. height above average terrain 177.2 ft. P.O. address: c/o H.S. Waterhouse, 1111 West 39th Street, Kansas City 64111. Estimated construction cost \$16,502.10; first-year operating cost \$7,500; revenue none. Principals: Roger J. Andrus, president, et al. Action June 3.

Other actions

■ Review board in London, Ky., FM proceeding, Docs. 18200-01, granted motion for additional time to file response contemplated by memorandum opinion and order filed June 2 by London Broadcasting Co. Action June 4.

■ Review board in Lebanon, Mo., FM proceeding, Docs. 17899, 18043-44, granted motion for extension of time, filed June 9 by Risner Broadcasting Inc. Action June 10.

■ Review board in New York, FM proceeding, Docs. 17454-55, granted motions to correct transcript, filed May 13 by New York University and, filed May 19 by Fairleigh Dickinson University. Action June 11.

Action on motion

■ Hearing Examiner Charles J. Frederick in Raytown and Harrisonville, both Missouri (Brinsfield Broadcasting Co. and Cass County Broadcasting Co.). FM proceeding, set certain procedural dates and rescheduled hearing to July 24 (Docs. 18529-30). Action June 6.

Rulemaking petition

■ WRDN Durand, Wis.—Requests amendment of FM table of assignment to add ch. 240A at Durand. Ann. June 6.

Rulemaking action

■ WERK Muncie, Ind.—FCC granted petition to add ch. 244A to ch. 281 at Muncie, Ind., and add ch. 228A to 232A, and delete ch. 244A at Celina, Ohio. Action June 6.

Call letter applications

■ Geneva City Broadcasting Co., Geneva, Ala. Requests WGEA-FM.

■ Barton Jr. College, Great Bend, Kan. Requests *KBJC(FM).

Call letter actions

■ Henderson State College, Arkadelphia, Ark. Granted *KSWH(FM).

■ Richey Airways Inc., New Port Richey, Fla. Granted WGUL-FM.

■ Buford Broadcasting Inc., Buford, Ga. Granted WGOO(FM).

■ Dawson Broadcasting Co., Dawson, Ga. Granted WDWD-FM.

■ University of Hawaii, Honolulu. Granted *KTUH(FM).

■ Kankakee Valley Broadcasting Co., Knox, Ind. Granted WKVI-FM.

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- E. Boyd Whitney, Farmington, N.M. Granted KRAZ(FM).
- Trustees of Guilford College, Greensboro, N.C. Granted *WQFS(FM).
- Indian Nation Broadcasting Co., Poteau, Okla. Granted KINB(FM).
- North Texas State University, Denton, Tex. Granted *KNTU(FM).
- Sun Country Broadcasting Co., El Paso, Tex. Granted KINT-FM.
- Madison College, Harrisonburg, Va. Granted *WMRA(FM).

Existing FM stations

Final actions

- Broadcast Bureau granted licenses covering following new FM's: WADB(FM) Point Pleasant, N.J.; WDLV-FM Vineland, N.J.; WFLR-FM Dundee, N.Y.; WHUC-FM Hudson, N.Y., specify type trans.; *WRVO(FM) Oswego, N.Y.; WPDH-FM Potsdam, N.Y.; WLCN-FM Sag Harbor, N.Y.; WMHR-FM Syracuse, N.Y.; WOTT-FM Watertown, N.Y. Actions June 4.
- WRAG-FM Carrollton, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 15. Action May 29.
- WESU(FM) Middletown, Conn.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from studio #3 or #4. Clark Hall, Church Street, Middletown. Action June 6.
- WMYR-FM Fort Myers, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action May 29.
- WPEX-FM Pensacola, Fla.—Broadcast Bureau granted CP to install new trans.; ERP to 100 kw hor., 56 kw vert.; ant. height to 320 ft. Action June 3.
- Almdon Inc. of Florida, Pompano Beach, Fla.—Broadcast Bureau granted mod. of CP to change ant.-trans. studio and remote control location to 4431 Northwest Rock Island Road, Ft. Lauderdale, Fla.; change type trans., type ant.; condition. Action June 3.
- *WBJC(FM) Baltimore—Broadcast Bureau granted mod. of license covering change of licensee name to Community College of Baltimore. Action June 2.
- WPGC-FM Morningside, Md.—Broadcast Bureau granted mod. of CP to change trans., change ant.; ant. height 265 ft. Action June 6.
- WGER-FM Bay City, Mich.—Broadcast Bureau granted remote control. Action June 6.
- KEHG-FM Fosston, Minn.—Broadcast Bureau granted mod. of CP to change trans., change ant.; ERP to 3 kw; ant. height 110 ft.; condition. Action June 6.
- WPAT-FM Paterson, N.J.—Broadcast Bureau granted license covering use of former alternate-main trans. for auxiliary purposes only. Action June 4.
- WCLI-FM Corning, N.Y.—Broadcast Bureau granted license covering use of auxiliary trans. on 106.1 mc; ERP 3.2 kw hor., 2.6 kw vert.; ant. height 540 ft. Action June 4.
- WVBR(FM) Ithaca, N.Y.—Broadcast Bureau granted license covering installation of auxiliary trans. Action June 4.
- WBBF(FM) Rochester, N.Y.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action June 4.
- KELO-FM Sioux Falls, S.D.—Broadcast Bureau granted CP covering changes. Action June 6.
- KFAD(FM) Cleburne, Tex.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 2216 South Cooper, Arlington, Tex. Action June 5.
- KAWB(FM) McKinney, Tex.—Broadcast Bureau granted mod. of CP to add vert. polarized ant.; ERP 3 kw. Action June 6.
- WKDE-FM Altavista, Va.—Broadcast Bureau granted mod. of CP to change type ant. Action June 6.
- WRNL-FM Richmond, Va.—Broadcast Bureau granted CP to install new trans., new ant.; condition. Action June 6.
- KEPR-FM Kennewick, Wash.—Broadcast Bureau granted mod. of CP to change studio location to 2807 West Lewis, Pasco, Wash. Provisions of rules waived to permit relocation of main studio beyond corporate limits of Kennewick. Action June 3.
- WBON(FM) Milwaukee—Broadcast Bureau granted CP to change ant. height to

440 ft. Action June 6.

- Voice of Puerto Rico Inc., Ponce, P.R.—Broadcast Bureau granted mod. of CP for FM to change trans., change ant.; make changes in ant. system; ERP 9 kw; ant. height minus 150 ft.; condition; provisions of rules waived to permit rebroadcast of WKYN-FM San Juan, P.R. Action June 6.

Actions on motions

- Chief. Office of Opinions and Review, in San Francisco, (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, granted petition by Broadcast Bureau and extended to June 20 time to respond to supplement to petition for reconsideration (Doc. 18500). Action June 9.
- Hearing Examiner Chester F. Naumowicz Jr. dismissed amended petition for intervention filed May 5 by Bay Area Television Inc., in proceeding for renewal of licenses of KRON-FM-TV San Francisco (Doc. 18500). Action June 4.

Call letter application

- WFMV(FM), Radio Fairfax-Prince William Inc., Richmond, Va. Requests WEZS(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and their co-owning auxiliaries: KIBS Bishop, Calif.; KOHO Honolulu; KQIK Lakeview, Ore.; WDHA-FM Dover, N.J.; *WFUV(FM) New York; WFLW Hyde Park, N.Y.; WKQW Spring Valley, N.Y.; WLTN Littleton, N.H.; WNER Syracuse, N.Y.; WROC-FM Rochester, N.Y.; *WRRH(FM) Franklin Lakes, N.J.; WRUN Utica, N.Y.; WSUN St. Petersburg, Fla.; WTRY Troy, N.Y.; WTYM East Longmeadow, Mass. Actions June 6.
- Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K04DN Wauneta, Neb.; K07AZ Hoven, S.D.; K70BG Deer River, K70CP Grand Marais, K70DH Aitkin, K74CM Brainerd, K78AK Cass Lake, K78BP Brainerd Resort area, K79AQ Grand Portage, K7LCD, K73CB, K77CF, and K81AE all St. James, all Minnesota; K06BR and K08CP both Encampment, K11ER Saratoga and K13EI Saratoga and rural area, all Wyoming; K07AC and K09AD both Newcastle, Wyo. Actions June 9.

Other actions, all services

- The American Bankers Association, Washington—Requests amendment of "1% rule" relating to multiple ownership of FM and TV stations. Ann. June 6.
- FCC designated for consolidated hearing renewal applications of United Television Co. for UHF WFAN-TV and of United Broadcasting Co. for WOOK, both Washington, and mutually exclusive applications of Washington Community Broadcasting Co. for ch. 14 and for 1340 kc. Action June 4.

Processing line, all stations

- AM applications ready and available for processing: WCHB Inkster, Mich., Bell Broadcasting Co., Has: 1440 kc, 500 w, 1 kw-LS, DA-2, U. Req: 1440 kc, 5 kw, 1 kw-LS, DA-2, U; NEW, Walker, Minn., Edward P. DeLa Hunt Jr., Req: 1600 kc, 500 w-D; NEW, Oak Ridge, Tenn., Leonard Broadcasting Co., Req: 1550 kc, 500 w-D; NEW, Yabucoa, P.R., Efrain Archilla-Roig, Req: 1300 kc, 5 kw, DA-D; WSBF Beaufort, S.C., Sea Island Broadcasting Corp. of South Carolina, Has: 1490 kc, 120 w, 500 w-LS, U. Req: 1490 kc, 250 w, 500 w-LS, U; WEUP Huntsville, Ala., Garrett Broadcasting Service, Has: 1600 kc, 5 kw-D. Req: 1600 kc, 500 w, 5 kw-LS, DA-N, U; WCMR Elkhardt, Ind., Progressive Broadcasting System, Inc., Has: 1270 kc, 500 w, 5 kw-LS, D-2, U. Req: 1270 kc, 5 kw, DA-2, U; KFKF Bellevue, Wash., Bellevue Broadcasters, Has: 1540 kc, 1 kw, DA-1, U. Req: 1540 kc, 25 kw, DA-2, U; WCAW Charleston, W.Va., Capitol Broadcasting Corp., Has: 680 kc, 250 w, 10 kw-LS, DA-N, U. Req: 680 kc, 250 w, 50 kw-LS, DA-2, U; NEW Dunnellon, Fla., Rainbow Communication Service Inc., Req: 920 kc, 500 w-D; KONE Reno, Lotus Radio Corp., Has: 1450 kc, 250 w, U. Req: 1450 kc, 250 w, 1 kw-LS, U; KSGT Jackson, Wyo., J-C-J Corp., Has: 1340 kc, 250 w, U. Req: 1340 kc, 250 w, 1 kw-LS, U; NEW New Bern, N.C., V.W.B. Inc., Req: 1380 kc, 5 kw-D; WKAC Athens, Ala., Limestone Broadcasting Co., Has: 1080 kc, 1 kw-D. Req: 1080 kc, 5 kw-D. (1 kw-CH); WIRY Plattsburgh, N.Y., WIRY Inc., Has: 1340

kc, 250 w, 1 kw-LS, DA-D, U, Req: 1340 kc, 250 w, 1 kw-LS, U; KCGO Star Broadcasting Co., Has CP: 1530 kc, 1 kw, 10 kw-LS, DA-2, U. Req MP: 1530 kc, 1 kw, 10 kw, (5 kw-CH), DA-N-CH, U; WRBN Warner Robins, Ga., WRBN Inc., Has: 1600 kc, 1 kw-D. Req: 1600 kc, 500 w, 1 kw-LS, DA-N, U; WFAG Farmville, N.C., The Farmville Broadcasting Co., Has: 1250 kc, 500 w-D. Req: 1590 kc, 5 kw-D; KWAK Stuttgart, Ark., Stuttgart Broadcasting Corp., Has: 1240 kc, 250 w, U. Req: 1240 kc, 250 w, 1 kw-LS, U; KQIQ Santa Paula, Calif., Rancho Broadcasting Inc., Has: 1400 kc, 250 w-U; Req: 1400 kc, 250 w, 1 kw-LS, DA-D, U; KREO, Indio, Calif., Desert Air Broadcasting Inc., Has: 1400 kc, 250 w, U. Req: 1400 kc, 250 w, 1 kw-LS, U; NEW, Oak Ridge, Tenn., Leonard Broadcasting Co., Req: 1540 kc, 1 kw-D, 500 w(CH); NEW, Bridgeton, N.C., V.W.B. Inc., Req: 1380 kc, 5 kw-D. Actions June 6.

Translator actions

- FCC proposed amendment of the station identification requirement of rules for translators with over 1 w trans. power. Action June 5.
- Broadcast Bureau granted licenses covering following new VHF translators: K02FB Fall River Mills, Lookout, Bieber and Little Valley, all California; K06FC Quincy, Calif.; K09IJ and K06FD, both Calpet, Fontenelle, California Oil Camp, Utah Oil Camp and LaBarge, all Wyoming; K12GT Guernsey, Wyo.; K13IP Rozet and rural area north of Rozet, all Wyoming. Action June 3.
- Sacramento Valley Television Inc., Lamolne, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Vollmers, Lamolne and Pollard Flat, all California, on ch. 11 by rebroadcasting KRCR-TV Redding, Calif. Action May 28.
- K72DJ, K70EU, K74DN and K76CU, all Olivia, Minn.—Broadcast Bureau granted licenses covering changes in UHF translators. Action June 4.
- Chief, Broadcast Bureau, in Kimberling City, Mo. (Table Rock Lake Rebroadcast Co.), translator proceeding, set aside action of May 19 granting applications of Table Rock Lake Rebroadcast Co. for CP's for new 10-w translators to serve Kimberling City by rebroadcasting KODE-TV Joplin on ch. 6, KYTW Springfield on ch. 8 and KTTS-TV Springfield, all Missouri, on ch. 13. Action June 10.
- Mineral Television District 1, Mina, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Mina and Luning, both Nevada, on ch. 10 by rebroadcasting KTVN(TV) both Reno. Action May 29.
- W04AI Jacksonville, N.C.—Broadcast Bureau granted license covering changes for VHF translator. Action June 4.
- W02AH Mars Hill, N.C.—Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action June 3.
- K77BG Rockaway and vicinity, all Oregon—Broadcast Bureau granted CP to specify name of UHF translator as North Tillamook County TV Translator Inc.; change type trans.; increase output power to 20 w. Action June 3.
- Hudspeth County Farm Bureau, Dell City, Tex.—Broadcast Bureau granted CP for new VHF translator to serve Dell City on ch. 2 by rebroadcasting KELP-TV El Paso. Action May 28.
- K13FZ Jackson, Wyo.—Broadcast Bureau granted CP to change type trans. of VHF translator; increase output power to 10 w. Action June 3.
- K07HC Sheridan, Wyo.—Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action June 3.
- K03CR and K10FQ both Tie Siding, Big Laramie Valley, Laramie and Bosler all Wyoming—Broadcast Bureau granted licenses covering CP's for new VHF translators: condition. Action June 4.

CATV

Applications

- Midcontinent Broadcasting Co.—Requests deletion of KMSF-TV and KTCATV both Minneapolis; and addition KCAU-TV Sioux City, Iowa; to WTCN-TV Minneapolis, and KWCM-TV Appleton, Minn., to Pipestone, Minn. (Sioux Falls, S.D. ARB 93). Ann. June 6.
- Mount Vernon Cablevision Inc.—Requests addition of WAKR-TV Akron, Ohio, to Mount Vernon, Ohio (Columbus, Ohio ARB 28). Ann. June 6.

Final actions

■ FCC granted Mohican TV Cable Corp., operator of CATV system in Glen Falls, South Glen Falls, and Hudson Falls, all New York, waiver of hearing provisions of rules and authorized to carry distant signals of WOR-TV, WPIX, WNEW-TV, all New York and *WNET(TV) Newark, N.J. Action June 4.

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in petition by Telecast Corp. to stay construction or operation of CATV system in Bloomington and Normal, both Illinois, by GT&E Communications Inc., denied motion by General Telephone Co. of Illinois and GT&E Communications Inc. to compel answers (Doc. 18538). Action June 5.

Ownership changes

Applications

■ WALA-TV Mobile, Ala.—Seeks assignment of license from Roywood Corp. to Universal Communications Corp. for \$4,750,000. Sellers: Royal Street Corp. (41%), Philip Stern (22%), Stern trusts (12%) et al. Principals of Royal Street Corp.: Edgar B. Stern, president (64%), A. Louis Reed, executive vice president (13%), Stern trusts (7%) et al. Edgar B. Stern, chairman of board of Roywood, votes stock of trusts. Principals of Royal Street own WDSU-AM-FM-TV New Orleans. Buyers: Evening News Association, 100%. Warren S. Booth, chairman of board (2%), Henry S. Booth (2%), Scripps trusts, ventures, family and officers (17%) et al. Buyers own WWJ-AM-FM-TV Detroit. E. W. Scripps trust owns 85.8% of E. W. Scripps Co., a 66.8% owner of Scripps-Howard Broadcasting Co. Licensee of WCPO-TV Cincinnati. WEWS (Cleveland), WMC-AM-FM-TV Memphis, WPTV(TV) West Palm Beach, Fla., and WNOX Knoxville, Tenn. Ann. June 4.

■ KOLD-TV Tucson, Ariz.—Seeks assignment of license from Old Pueblo Broadcasting Co. to Universal Communications Corp. for purpose of corporate reorganization. No consideration involved. Principals: Old Pueblo is wholly owned subsidiary of Universal. Universal is wholly owned by Evening News Association (WWJ-AM-FM-TV Detroit) and also has interest in Scripps-Howard Broadcasting Co., group owners. Warren S. Booth, chairman of board, et al. Ann. June 4.

■ KIBS Bishop, Calif.—Seeks assignment of license from Southeastern Sierra Broadcasting Corp. to Bishop Broadcasting Corp. for \$190,000. Sellers: R. S. Deming, president, et al. Sellers own KIBS-FM Bishop. Buyers: Frank Oxarart, president (52%), and Lloyd Klomp, vice president (48%). Messrs. Oxarart and Klomp own 60% and 20%, respectively, of KMYC and KRFD-FM both Marysville, Calif. Ann. June 4.

■ KSRA Salmon, Idaho—Seeks assignment of license from Salmon River Radio and Television Co. to Dale J. Smith for \$76,000. Sellers: David G. Ainsworth, sole owner. Buyer: Dale J. Smith, sole owner. Mr. Smith is manager and owns 5.5% of KGVN-FM Idaho Falls, Idaho. Ann. June 9.

■ KEHG-AM-FM Fosston, Minn.—Seeks assignment of license and CP from Fosston Broadcasting Co. to KEHG Radio Inc. for purpose of incorporation. No consideration involved. Principal: E. P. De La Hunt Jr., sole owner. Mr. De La Hunt and family own KPRM-AM-FM Park Rapids, Minn. Ann. June 9.

■ KNEB-AM-FM Scottsbluff, Neb.—Seek assignment of licenses from Platte Valley Broadcasting Corp. to Scottsbluff Broadcasting Corp. for \$250,000. Sellers: Russell M. Stewart, president, et al. Buyers: George H. Haskell, president. Wayne L. McIntosh, vice president (each 40%), and Leslie A. Proctor, secretary-treasurer (20%). Buyers are employees of KNEB-AM-FM. Ann. June 9.

■ WFGP-AM-FM Atlantic City, N.J.—Seek transfers of control of Eastern Broadcasting Co. from Atlantic Broadcasting Co. (82% before, none after) to Daniel Jack, Milton and Walter Diener (each none before, 20.5% after) for purpose of corporate reorganization. No consideration involved. Principals: Messrs. Diener each own 25% of WUST Washington and WJMD(FM) Bethesda, Md. Ann. June 4.

■ WGOL Goldsboro, N.C.—Seeks assignment of license from Better Advertising Inc. to Peace Broadcasting Corp. for \$160,000. Sellers: William S. Page (80%) and Jack P. Hankins (20%). Messrs. Page and Hankins have respective interests in WELS Kinston, N.C. Mr. Page owns 20% of WITN-TV Washington, N.C. Buyers: Everett C. Peace

Jr., president (50%). Floyd M. Fox Jr., vice president, Claude S. Whitehead Jr., treasurer (each 15%) and Joseph M. Whitehead, secretary (20%). Mr. Peace owns 49% of WKBY Chatham, Va. Mr. Fox owns 50% of insurance firm. Mr. C. Whitehead is dentist. Mr. J. Whitehead is attorney. Ann. June 9.

■ KMEC-TV Dallas—Seeks assignment of CP from Evans Broadcasting Corp. to Evans Broadcasting Corp. of Texas for purpose of corporate reorganization. No consideration involved. Principal: Thomas M. Evans, sole owner. Ann. June 4.

■ WGEZ Beloit, Wis.—Seeks assignment of license from G & J Broadcasting Inc. to Telegraph-Herald Inc. for \$320,000. Sellers: Raymond W. Grandie and Wilmer Grabau. Buyers: F. W. Woodward, president, and family. Buyers own Dubuque (Iowa) Telegraph-Herald, KDTH and KFMD-FM, both Dubuque, Iowa. Ann. June 4.

Actions

■ WELB Elba, Ala.—Broadcast Bureau granted assignment of license from Elba Broadcasting Co. to Elba Radio Co. for \$55,000. Sellers: Ivy Jackson King Jr. and Frances D. King (each 50%). Buyers: William D. Holderfield and James Clark Follis (each 50%). Mr. Follis is announcer-engineer for WFKN Franklin, Ky. Mr. Holderfield is announcer-salesman for WZOB Fort Payne, Ala. Action June 6.

■ KBRG(FM) San Francisco—FCC granted assignment of license from Apollo Broadcasting System Inc. to Entertainment Communications Inc. for \$550,000. Sellers: J. T. Trotter. Buyer: Joseph M. Field (80.5%) et al. Mr. Field owns 5% of WPEN-AM-FM Philadelphia. Buyers own KLEF(FM) Houston (see below), and WAYL(FM) (see below) Minneapolis, and are buying WWOM-AM-FM New Orleans and KACO(FM) St. Louis—subject to FCC approval. Action June 5.

■ KBRN Brighton, Colo.—Broadcast Bureau granted assignment of license from The Mile High Broadcasting Co. to Southwestern Broadcasters Inc. for \$110,000. Sellers: Virgle E. Craig, president, et al. Buyers: James Douglas, president (10%), Harry T. Starkland, vice president (25%), Arthur J. Shadick, treasurer (15%), et al. Buyers own KKAT Santa Fe and KGFL Roswell, both New Mexico; KPRI(FM) San Diego and KTMS(FM) Santa Ana, both California; KRDS Tolleson, Ariz., and KKAM Pueblo, Colo. Action June 6.

■ KKTV(TV) Colorado Springs—FCC granted transfer of control of Garvey Communications Systems Inc. from Willard W. Garvey (100% before, none after) to Capitol Broadcasting Co. (none before, 100% after). Seller: Mr. Garvey owns KKFM(FM) Colorado Springs. Buyers: T. B. Lanford (13.8%), Mississippi Publishers Corp. (40%), Standard Life Insurance Co. (32.4%) et al. Buyers own WJTV(TV) and WSLI-AM-FM, both Jackson, Miss. They also own 33% of Metropolitan Cablevision Co., operator of CATV systems in McComb and Brookhaven, both Mississippi. Mississippi Publishers Corp. has same interest in Metropolitan Cablevision and publishes Jackson Daily News and Clarion Ledger, both Jackson. Mr. Lanford owns KALB-AM-FM Alexandria and KRMD-AM-FM Shreveport, both Louisiana. He also owns 51% of KALB-TV Alexandria, and has interest in WYOU Tampa and WZST Leesburg, both Florida. Consideration: \$2,575,000. Action June 4.

■ WMWM Wilmington, Ohio—Broadcast Bureau granted assignment of license from Community Communicators of Ohio Inc. to 5 KW Inc. for \$237,500. Sellers: Francis J. Stratman, president (53%), et al. Mr. Stratman owns 53% of WLYK-FM Milford, Ohio. Buyers: Time Co. (58%), Daniel Burton, president (11%), Betty McKinley, secretary-treasurer, Carl Cook, vice president, and Ruth Helmer Schornst (each 10%). Principals of Time: Jane Burton, William McKinley and Ruth Helmer Schornst (each 33 1/3%); officers of Time are same as 5 KW Inc. Time owns WBRJ-FM, 5 KW owns WBRJ both Marietta, Ohio. Action June 5.

■ WAYL(FM) Minneapolis—FCC granted transfer of control of Contemporary Radio Inc. WAYL from Jack I. Moore, president et al. (as a group 100% before, none after) to Entertainment Communications Inc. (none before, 100% after). Principals: Joseph M. Field (80.5%), et al. Buyers own KLEF(FM) (see below) Houston and KBRG(FM) (see below) San Francisco and are buying WWOM-AM-FM New Orleans and KACO(FM) St. Louis subject to FCC approval. Mr. Field owns 5% of WPEN-AM-FM Philadelphia. Consideration: \$650,000. Action June 5.

■ WRBE Lucedale, Miss.—Broadcast Bureau granted transfer of control of Allen Broadcast-

ing Co. from T. C. Peck (20% before, none after), R. Roberts (16.7% before, none after), and A. H. Embury (46.6% before, 30% after) to D. Luce (16.7% before, 53.3% after) and R. C. Cook Jr. (none before, 16.7% after). Consideration: \$16,000. Principals: Mr. Embury owns 50% of WFSH Niceville, Fla. Messrs. Embury, Luce, Peck and Roberts own 30%, 17%, 20% and 17%, respectively, of WHHT Lucedale. Action June 5.

■ KADI(FM) St. Louis and KXLW Clayton, both Missouri—Broadcast Bureau granted transfers of control of Saint Louis County Broadcasting Co. from Richard J. Miller et al. (as a group 100% before, none after) to Communications Fund Inc. (none before, 100% after) for exchange of stock. Consideration: No consideration involved in exchange of stock: \$192,000 from new investors. Principals: Richard J. Miller, president (62.01% before, 64.11% after readjustment due to new investors) et al. Principals own 49% of WMAS Springfield, Mass., with option to buy remaining 51%. Action June 5.

■ KGCL East Prairie, Mo.—Broadcast Bureau granted assignment of license from Raymond Lewis to Usher Broadcasting Co. for \$70,000. Seller: Raymond Lewis, sole owner. Buyers: Barney L. Webster, H. Charles Beggs (each 25%) and James U. Glanville (50%). Mr. Webster is announcer-news director for WNGO Mayfield, Ky. Mr. Beggs is chemical operator. Mr. Glanville is student. Action May 14.

■ KLEF(FM) Houston—FCC granted assignment of license from Apollo Broadcasting System Inc. to Entertainment Communications Inc. for \$375,000. Seller: J. T. Trotter. Buyer: Joseph M. Field (80.5%) et al. Mr. Field owns 5% of WPEN-AM-FM Philadelphia. Buyers own KBRG(FM) San Francisco (see above) and WAYL(FM) Minneapolis (see above) and are buying WWOM-AM-FM New Orleans and KACO(FM) St. Louis—subject to FCC approval. Action June 5.

■ WFTR Front Royal, Va.—Broadcast Bureau granted assignment of license from Sky-Park Broadcasting Corp. to WFTR Inc. for \$200,000. Sellers: Kenneth Gordon (25%), et al. Buyers: Charles B. Britt, president-secretary (90%), and Donald L. Pelkey VP-treasurer (10%). Messrs. Britt and Pelkey own 75% and 10%, respectively, of WIRY Plattsburgh, N.Y. Action June 5.

■ KOVE Lander, Wyo.—Broadcast Bureau granted transfer of control of Fremont Broadcasting Inc. from Edward J. Breece (36% before, none after) to Daniel E. Breece and Dorothy Reed Petzoldt (each 32% before, 50% after). Consideration: \$53,000. Action June 3.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through June 11. 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*.

■ Chipley, Fla.—Joe Nussbaumer of West Panama City Beach, Fla., has requested a franchise.

■ Palm Beach county, Fla. — Teleprompter Corp., New York (multiple CATV owner), has been granted a 10-year franchise for unincorporated portions of the county.

■ Ashland, Ky.—Bishop Cablevision Co. has applied for a franchise. Klearpix of Kentucky Inc., headed by Henry A. Taylor of Owensboro, Ky., already holds a franchise in the city.

■ Belle Valley, Ohio—Tower Communications Inc. has applied for a franchise. The firm was represented by Paul Snyder, vice president, and Robert Wells, manager for the company's offices in Caldwell and Cambridge, both Ohio.

■ East Sparta, Ohio—Communications Construction Corp., of Lisbon, Ohio, has been granted a franchise.

■ Middleport, Ohio—Two firms have applied for a franchise: Jackson County Cable Service (represented by Ralph Squires, Charles Gaskill, John Lewis and Richard Owen), and Ohio Video Inc.

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. **BROADCASTING** expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity** advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—\$4.00 minimum. No charge for blind box number. Address replies: c/o **BROADCASTING**, 1735 DeSales St., N.W., Washington, D.C. 20036

RADIO

Help Wanted—Management

Dynamic N.E. suburban chain desires Manager who will spend time selling and making \$ & not in station. This man will be given (no \$ required) ownership. Interview at own expense. Box F-172, **BROADCASTING**.

Fla. coastal station seeks manager who can carry major portion of sales for a Negro programed station combined studios with WJRA, excellent opportunity for advancement and profit sharing with small public chain. Call: Hudson Miller, 305-464-1400, WOVV, Ft. Pierce, Fla. An Airmedia station.

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

Successful, pro salesman, preferably RAB trained, salary, bonuses. Ideal climate, ideal working conditions. Box E-96, **BROADCASTING**.

"Brand new market offers unlimited potential for salesman who can do air work. Here's an opportunity for an aggressive man to become Sales Manager of a professional small market station." Write Box F-175, **BROADCASTING**.

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.

Announcers and Salesmen wanted for new station in Blacksburg, Virginia. Send tape and resume to WKEX Larklane, Blacksburg, Virginia.

Fla. coastal station seeks sales manager for Negro programed station to handle prime account list, salary, draw and commission, plus override, combined studios with WJRA, excellent opportunity for advancement with small public chain. Call Hudson Miller, 305-464-1400, WOVV, Ft. Pierce, Fla. An Airmedia station.

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-newman 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**.

Announcers continued

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**.

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**.

KWIK Radio, survey rated #1 in Pocatello, Idaho, is expanding sports department. Need Mature announcer to help with play-by-play sports. Will work under our sports director who is official sportscaster for ISU Bengals. Adult board shift daily plus high school, college football, basketball, baseball, auto racing, golf. KWIK is recognized leader in our area so you must have talent. Send resume and tape with first letter. No phone calls. Box F-159, **BROADCASTING**.

"Wanted—Bright, fast paced morning man for #1 rocker in south Florida medium market. P.D. now in this slot with biggest numbers in station history. If you can fill his shoes, we want you. Must be very strong on production. No straight time & temp man. Send tape, and resume to Box F-160, **BROADCASTING**.

Heavy morning man good at production Top-50 Mid-south market—send tape and resume. Box F-162, **BROADCASTING**.

Central Pennsylvania contemporary group operation looking for good morning man. Send tape, resume immediately for consideration. Box F-169, **BROADCASTING**.

First phone announcer needed immediately at progressive, high power, Maryland AM/FM station reaching the Baltimore and Washington markets. Contemporary/MOR. Network affiliate. Excellent salary, opportunity unlimited for right man. Rush tape, resume and photo to Box F-176, **BROADCASTING**.

Established small market AM-FM in N.J. needs staff announcer. Good starting rate and fringe benefits. Send tape and resume with first letter. Box F-178, **BROADCASTING**.

First phone morning announcer wanted for fast growing MOR Fulltime near D.C. excellent opportunity for advancement. Send tape and resume to: Box F-204, **BROADCASTING** or phone (703) 368-3108.

Announcer experienced news and commercial writing and production. Sales opportunity possible; south, southwest. Box F-206, **BROADCASTING**.

Career-minded beginner. Pleasant personality. Interested in sales. 3rd. Married. Box F-208, **BROADCASTING**.

Announcer with 1st class ticket currently in mid-west TV desires return to radio. Talk and/or MOR format—east preferred. Box F-215, **BROADCASTING**.

Wanted bright morning man: CGW-morning format. Contact Scott Standford WBME Belfast, Maine (207) 338-2277. Send photo, tape, resume Box F-219, **BROADCASTING**.

Soul Brother: DJ must be good commercial announcer-intelligent news reader—3rd class license endorsed. Rush tape, personal history and salary requirements. Major market, Eastern City. Box F-229, **BROADCASTING**.

Great Lakes leader needs mid-day personality with adult approach to contemporary music, all applications considered regardless of past market size, but prefer family man over 25, 3 years experience or more. Excellent benefits for stable, serious professional who feels it's time for an important move. Box F-232, **BROADCASTING**.

Experienced announcer with first phone. Someone tired of moving. Salary open. Send tape and resume to Fred Hepner, KCNO, Alturas, Calif.

Open Now, First phone d.j., midnight to 6 a.m.—Modern country music station. Send tape, resume, photo to-KHOS Radio, Box 5945, Tucson, Arizona.

Immediate opening for qualified 1st phone engineer-announcer. Send tape and resume to KJET, Box 6067, Beaumont, Texas 77705.

Announcers continued

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.

Bright Rocker, nonscreamer jock with 1st. phone for KZIX-KFMF, Ft. Collins, Colo. at beautiful Rockies. Send tape, resume & salary requirements. No phone calls.

Wisconsin AM/FM in Milwaukee metro area. FM combo. Bass voice. Adult music appreciation. Board knowledge. Beginner okay. Mr. Kraychee, WBKV/FM, West Bend.

Grow with solid progressive 50KW 100% stereo. Need good voice to sell part time. Benefits. Dan McBride, Manager WBNY-FM, Rand Building, Buffalo, N.Y.

Announcer, 1st ticket, experienced. Weekends and evenings, MOR AM-FM. Send tape, resume. WBRD, Bradenton, Florida.

Announcers and Salesmen wanted for new station in Blacksburg, Virginia. Send tape and resume to WKEX Larklane, Blacksburg, Virginia.

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.

5000 Watt MOR needs first phone announcer with some experience no maintenance. Excellent benefits and working conditions for someone who wants to settle down. Contact Jack Speech, WNAM, Neenah, Wisconsin 414-722-6471.

Hartford Connecticut AM/FM stereo adult entertainment station has immediate opening for experienced announcer with light board. Reply directly to WRCH, Box 910, Hartford, Conn.

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.

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.

Young experienced DJ with third for leading top 40 station in beautiful Grand Junction, Colorado. Call Don Bittle 303-243-1230.

Wanted . . . Combo man, 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.

Immediate opening at AM/FM NBC affiliate southwest Florida for mature, experienced, announcer-boardmen with references. FCC license required, prefer first class. Contact Paul Martin, Operations Manager; Radio Naples, Inc., Box 1128, Naples, Fla. 33940, or phone (813) 649-9191.

Technical

First Class Engineer wanted to work in completely adult atmosphere in adult programed station. Devote full time to maintenance, repair, and experimentation. No announcing or board duties. Box F-173, BROADCASTING.

Chief Engineer for midwest daytimer. Non-Directional. Clean, successful operation. Fringe benefits. Send photo, resume, salary requirements to Box F-212, BROADCASTING.

First-class ticket, capable of maintenance and short announcing shift. Will later become chief. Lowell Jack, KMAN, Manhattan, Kansas 913 776-4851.

Needed immediately first class chief engineer for large regional 5kw non-directional with 100kw FM cp. Complete charge of technical operation including AM and FM transmitters studio gear fully automated FM installation and operation of total facilities. Locally owned successful modern operation with 35 years community acceptance. Permanent position with salary open. Located in state capital with expanding economy. Finest working conditions. Worlds greatest area for outdoor activities, hunting, fishing, beach, skiing within station primary. Replies confidential, contact Bruce Kerr, KSLM, P.O. Box 631, Salem, Oregon; 503-364-8433.

Engineer for full-time AM-FM station in central Wisconsin. Excellent equipment with separate automated FM stereo. Fine opportunity for capable man. WDLB AM-FM, Marshfield, Wisconsin, Area Code 715-384-2191.

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, WCEM-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: WHCR, 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.

Leading 5kw (directional night) has opening for alert young transmitter engineer. The man we are seeking should have fundamental knowledge transmitter operation and maintenance and capability to learn and advance to chief transmitter engineer under guidance of our technical director. Private apartment available if desired. WSAV Radio and Television, Savannah, Georgia.

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, WWNY, Box 211, Watertown, New York.

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.

The University of Michigan has an opening for an experienced studio engineer radio. Strong technical background necessary, knowledge of music, experience in recording live music and drama desirable. First phone license preferred. Opportunity to enroll in university course-work. Full fringe benefit program. Send resumes to: Kenneth G. Rimmer, Interviewer, Professional-Technical placement, 1020 L. S. & A. Bldg., Ann Arbor, Michigan. An equal opportunity employer.

NEWS

Major MOR station in major market needs top radio newsmen. Must be big on voice, writing and reporting. Send tape, resume, samples of writing and photo to Box F-171, BROADCASTING.

Major Market Sports combo man needed at one of the country's great stations! Top play-by-play-newsports for station and network. The man for this job must have proven performance in big league football. Tape, resume, pictures and salary requirements on first mailing, please. Box F-182, 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.

Programing, Production, Others

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, WCNS, P.O. Box 762, Murfreesboro, Tennessee.

Situations Wanted Management

Professional broadcaster seeks management in small-medium southern market. Fully qualified. Diversified experience. Strong in sales knowhow, administrative ability, programing. Excellent references. Prefer mid-south. Box F-143, BROADCASTING.

Manager, Professional. Strong leadership, sales, programing, seeks medium-large market. Group, married relocate. Box F-165, BROADCASTING.

Experienced Young Manager seeks position to manage with possible option to buy part or all of good market radio station. Background includes sales, announcing, programing, production, promotion, traffic, news, and engineering (First Phone). Proven track, references, and resume on request. Box F-166, BROADCASTING.

Operations manager, 10 years, all responsibilities, AM-FM. Strong on production, programing, promotion, announcing, administration, automation. East coast major market or suburb. Write Box F-198, BROADCASTING; or Box 30224, Bethesda, Maryland 20014.

Degree in radio. Fifteen years experience. 39 years old. Family man. Now general manager of 50 kw. Involved in civic affairs. Looking for responsible position with reputable southeastern broadcaster. Box F-223, BROADCASTING.

Sales

Available July experienced sales manager, 18 years radio, TV. I am a selling sales manager. Will train and develop staff. Box F-201, BROADCASTING.

Local salesman, proven top earner major group, mature, experience every department. Seeking executive sales or administration. Box F-227, BROADCASTING.

Announcers

DJ, tight board, production, solid news, 3rd phone. Box E-140, BROADCASTING.

Talented top forty program director. Box F-77, 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.

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.

Military completed—3rd phone dj seeks creative position. Good voice—production. Box F-118, BROADCASTING.

DJ—newscaster; college degree, third endorsed, experienced, tight board, creative, dependable, authoritative newscasting. Box F-131, BROADCASTING.

Married, 12 yrs. announcer, 3½ yrs. college TV experience, experienced automation, military complete. \$190 minimum. Reply Box F-133, BROADCASTING.

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.

Top 40, MOR, country, news. 3rd endorsed. Two years. Northeast. Box F-157, BROADCASTING.

Soul dj formerly with WWRL now available. (212) Ha-7-3086 Box F-158 BROADCASTING.

Negro-dj newscaster, 3rd phone, studying for first. Work any hours, salary open, Box F-174, BROADCASTING.

Soul jock first class. No news; real pro.! Box F-177, BROADCASTING.

Energetic broadcasting school graduate. All phases. Relocate anywhere. Third Phone. Box F-180, BROADCASTING.

Announcers—continued

Major markets! Combo first phone announcer desires midnights with quality middle of the road format. Currently in middle west. \$175.00. Married. Moving expenses essential. Positively no maintenance. Box F-183, BROADCASTING.

Energetic beginner, tight board, interested in sales, married. Box F-188, BROADCASTING.

Experienced, congenial announcer desires position Northeast Florida or Southeast Georgia. First Phone. Box F-191, BROADCASTING.

Experienced Announcer-looking for top market. Can raise ratings for morning show, or any shift, versatile. 7 yrs. exp., good voice and delivery with audience empathy. Draft exempt. Act now. Box F-192, BROADCASTING.

First phone, experienced MOR announcer with production and music directing abilities looking for permanent home. Prefer northeast. Consider all serious replies. Box F-193, BROADCASTING.

Veteran Sports Announcer, Guarantee you top rated sport shows, radio and television. Box F-194, BROADCASTING.

Help . . . trapped as network newsmen, realize mistake leaving sports where last decade included major football, basketball, major league baseball play-by-play. Want team action, but will consider TV strip. Age, thirty-four. Box F-195, BROADCASTING.

D.J., tight board, good news, commercials, ready now, Box F-205, BROADCASTING.

Soul Announcer. D.J., authoritative news, tight board, married, will settle. Box F-210, BROADCASTING.

1st phone experienced studio, transmitter reception, billing traffic, female. Box F-211, BROADCASTING.

Dissatisfied? That's me! Seek organized Top 40 or swingin' MOR station, central/south east. 22, married, draft exempt, 3rd endorsed, 2 years experience with small network affiliate. Interested? Box F-214, BROADCASTING.

2 years campus station manager, broadcast school, dj, news, sports (play-by-play). 3rd endorsed, draft exempt. Box F-217, BROADCASTING.

Dependable dj tight-board third endorse versatile relocate. Box F-218, BROADCASTING.

D. J. MacKinnon, the all time great of midwest radio is looking for a gig. West Coast preferred. First phone. Sixteen years experience in MOR, Rock, you name it. Heavy personality—Need heavy bread. I taught the late Don MacKinnon of California radio fame how to swing. Box F-220, BROADCASTING.

Beginner: Broadcasting School graduate. Go anywhere. Like hard work. 3rd endorsed Box F-222, BROADCASTING.

DJ—Announcer Broadcast school grad. Early 30's Versatile entertainer for 15 years. Married 2 children Will relocate, seeking chance to prove myself. Box F-225, BROADCASTING.

Announcer, bright dj, Authoritative newscaster family man, 3 yrs. exp., tight production, not floater Box F-226, BROADCASTING.

Progressive rock, jazz, free for anywhere. 23, first class, draft free, knows the music, and talks intelligently, presently employed. Box F-228, BROADCASTING.

First, Good Tape, beginner would like MOR or adult top 40 dj job in Atlantic, NE, or NW states. Box F-234, BROADCASTING.

Presently employed, first phone announcer available for employment. Call 914-452-2838 or write James R. Taylor, 319 Dutchess Turnpike, Poughkeepsie, New York 12603.

Part-time—Experienced dj available weekends—eastern Wisconsin, 414-324-2931.

Top 40 dj/md or up-tempo MOR position sought by major market jock with six years experience. Replaced by automation, References. Immediately, 216-235-5366.

Attractive young lady with first phone wants upper midwest station. Excellent announcer, traffic and continuity director. Knowledgeable in music and home economics. 612-721-2485.

3rd endorsed, tight board. Broadcasting school. Consider \$2,000 investment in right station. Rush-All offers considered. Jim 714-442-5631.

Veteran, 28, single, 3½ yrs. exp., 3rd endorsed, mature, no floater, tight board, know music and can program. Want med. market MOR with good opportunity to learn and improve. Jerry Holtz. 2210 E. University, Urbana, Ill. 61801. Phone: 217-367-0870.

Situations Wanted

Announcers continued

Available Now, eager beginner any broadcast phase. Mature, College Grad., 3rd endorsed, Broadcast School Trained. Relocate 100 mile radius-Pittsburgh. Call Mike Messina 412-731-3381.

Top 40 personality-3rd endorsed, 22 yrs. old. Military finished. Want to get back in groove in Conn. Contact Ed Rice, 120 Clinic Dr., New Britain, Conn, 229-7530.

Beginner- Broadcasting School Graduate, wants experience in small station. 703 622-3016.

Beginner: no experience eager to learn radio, 3rd endorsed military obligation fulfilled; will travel anywhere. Tape and good character references upon request contact Joseph Wayne Norman, 616 West 46th Street, Davenport, Iowa.

Experienced CW PD announcer. Married not draftable will relocate anywhere. Call Scott Stephenson, Duluth, Minnesota 218-525-2818.

Heavy Jock-college, ratings, production, 3 yrs. experience, married. Been pd. at WAAB, Worcester. In search of nirvana (money). Immediate: Sebastian Tripp 603,669-5986 (AM).

Beginner. Ready for work. 3rd Endorsed. Broadcast school graduate. Age 25. Married. Jim Jusczyk, 821 N. Fairfield, Chicago, Illinois 60622.

Technical

21 year old first phone with two years tight broadcast experience seeks control operation and recording engineering position with Drake, personality top-40, or contemporary MOR northeast station. (No maintenance). Box F-150, BROADCASTING.

Small AM stations, with neglected equipment. Engineer, 1st. Single, sober, sixty, for duration of your problem. W. V. Rockefeller, Wood River Nebraska 68883.

NEWS

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.

College graduate—Experienced in top 30 market, news or announcer. Management potential, responsible, dependable, 25. Box F-179, BROADCASTING.

News director, 10 year news vet., major market newscaster. East coast major market or suburban station with large news budget. Write Box F-199, BROADCASTING; or P.O. 30224, Bethesda, Maryland 20014.

Tired of big city hassle and smog, young broadcasting graduate desires to enter small-medium market in N. Calif., Wash., Ore., Idaho, Colo., as on air personality/host (news, commercials, etc.). Varied network and foreign TV background. Resume, picture and tape on inquiry to: S. Cureton, 5623 1/2 Woodman Ave., Van Nuys, Cal. 91401. (213) ST-2-0003.

Pickup your phone . . . Call 412-276-3077. It could get you a newsmen . . . 4 years experience. . . Sports play-by-play. Have 1st class license. Married family. Personal interview a must.

Programing, Production, Others

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.

Program director, 10 years, all phases, AM-FM. Strong on programing, production, promotion, administration, automation, announcing. East coast major market or suburb. Write Box F-200, BROADCASTING; or P.O. Box 30224, Bethesda, Maryland, 20014.

College graduate, 3rd endorsed, 3 1/2 years experience. Energetic, imaginative, strong on production & creative commercial continuity. Box F-202, BROADCASTING.

Director in eastern medium market desires more challenging position in similar capacity at more progressive station. College degree in television plus graduate work. Ten years in television, five years in present capacity as director of newscasts, public service and entertainment programs and commercial productions, at full-color, network, commercial VHF station. Experienced in all phases of television, seeking station that will fully utilize abilities. Most willing and anxious to relocate immediately. Box F-203, BROADCASTING.

Programing, Production, Others

continued

15 years broadcast experience, 8 years with major group in top 50 market. Ready to move to medium market, AM or FM Program Director slot. Prefer Northeast. Presently employed, stable, married. Box F-216, BROADCASTING.

Film production or documentary. 5 years experience. Presently shooting features and documentaries for major station. Young, aggressive, creative. Excellent references. Desire position with challenge and future. Box F-221, BROADCASTING.

Group program director seeks single station in major market. Contemporary administrator. Proven success. Box F-224, BROADCASTING.

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.

TV Management Station Manager: Canadian group seeks aggressive, knowledgeable Canadian Station Manager. Should have management experience or heavy experience in programing, production and/or sales. Detailed resume should include experience and salary history. Box NA 123 D 5 F, 15th Floor 866 3rd Avenue, New York, N.Y. 10022.

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.

Assistant chief and 1st class engineers needed to build and maintain new UHF, ABC affiliate. State experience and salary. Immediate opening Box F-230, BROADCASTING.

Immediate opening, 1st phone engineer for full color. Studio experience desirable, contact Jim Locker, KSOW-TV, 405-355-7000.

University owned non-commercial station needs first phone technician. TV transmitter experience desirable. Write or call William Leutz, WBCU-TV, Bowling Green, Ohio, Bowling Green State University, an equal opportunity employer will give consideration for employment without regard to race, color, creed or national origin.

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.

Have opening for first phone engineer. Transmitter shift plus some switching. Enjoy colorful cool Colorado. Call Carl Anderson 303-242-5000.

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, WCEN-AM-FM-TV, Hotel Quincy, Quincy, Illinois. 62301. Phone AC-217-222-6840.

Chief Engineer immediate opening for right man. Applicant must have strong background, both technical and administrative. We are a full color station with color mobile unit and now in the construction stage of new facilities including; new tower, antenna, transmitter, master control, and studio control for two studios. Salary commensurate with experience. Send resume, references and salary requirements to WKYT-TV Box 655, Lexington, Kentucky 40501.

TV engineer—excellent opportunity for young man who wants to get into TV engineering. Must have first-class license, fundamental knowledge and capability to learn quickly under Chief engineer. Profit-sharing and other long-range attractions. WSAV-TV Savannah, Georgia.

Engineering Maintenance Position Available—Excellent working conditions—television & videotape experience necessary—FCC radio-television first class license required—send resume to: NET Television, Inc., 2715 Packard Road, Ann Arbor, Michigan 48104.

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.

Major-market eastern television news department needs well trained college grad willing to take weekend reporter-writer-editor slot until a fulltime position opens. You'll learn everything. We're an equal opportunity employer. Write Box F-161, BROADCASTING.

"Reporter/Photographer—Need back-up man to news director who can also pull two 5-minute on air sport shows, TV only. Southeastern resort area. No flakes, send film/tape and resume." Box F-164, BROADCASTING.

TV Newsmen, for top-rated Florida station. Good at reporting, writing, on-air. An equal opportunity employer—M-F. Box F-184, BROADCASTING.

Immediate opening for versatile TV-Radio newsmen must be able to handle weather, news sports program on radio and television. Writing and editing ability a must, photographic knowledge helpful. Contact Gene Terry, News Director, KHQA-TV, Quincy, Ill.

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.

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.

Producers-director for southwest top 50 market, full color. Must have commercial experience. State salary desired and send full resume to Box F-231, BROADCASTING.

TELEVISION

Situation Wanted Management

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.

Situations Wanted Management

continued

Manager-Operations Manager-Program Manager. 12 years TV experience includes; management, book-keeping, programming, sales, announcing, continuity, traffic. Box F-189, BROADCASTING.

Program Executive presently employed desires new challenge in top management. Young and experience. Excellent references. Box F-197, BROADCASTING.

Announcers

1st Phone, experienced in studio, transmitter operations. Box F-163, BROADCASTING.

Technical

Engineering Manager, currently responsible for major AM/FM/TV group operation. BSEE. Have built many complex broadcast facilities from ground up. Knowledgeable on budgets, union relationships, FCC, personnel and operations. Box F-18, BROADCASTING.

Experience chief engineer presently with consulting firm. Completely balanced technical, operational and management background. Desire position Director of Engineering, Chief engineer or operations manager. Box F-181, BROADCASTING.

Experienced director of engineering seeking position with group or large organization. BSEE. Box F-190, BROADCASTING.

TV engineer 1st phone, willing to relocate, experienced in transmitter and studio operations. Box F-209, BROADCASTING.

News

Pittsburgh area stations—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-122, BROADCASTING.

Female, Experienced major news. Eager for big opportunity. Minimum \$200. Box F-168, BROADCASTING.

Sportscaster, 34, with ten years top major market radio credits—pro and college seeks TV sports directorship, preferably with associated radio team play-by-play or with extensive TV play-by-play. Box F-196, BROADCASTING.

Mature married man—31—seeking permanent position in broadcast journalism/news. Experience: 6 years, news chief, creative filming—editing, anchoring, PR, specials, documentaries, editorials, community relations conscious. College graduate. References—VTR. P.O. Box 662, Cadillac, Michigan 49601.

Programming, Production, Others

Director 9 yrs. experience, hard worker, able to handle other personnel, complete and vast experience in all phases of television production—public relations experience. ABC Wide World of Sports—NBC Sports and TV Sports network experience. Top references. Personnel interview may be arranged. No floater. Box E-176, BROADCASTING.

Assistant director, top 10 market seeking director or AD position. Expert live, VTR, film. Box F-130, BROADCASTING.

Producer-Director who made TV happen in Saigon, Vietnam as chief, network TV branch, American forces Vietnam network, is looking for civilian position with challenge. Many programs to credit. Studio & remote. "Uncle" even gave me my own TV van and crew. MS. CBS Internship. VTR editing experience. "Retire" my commission August 15, 1969 for the right job. Box F-167, BROADCASTING.

Creative television cameraman, network and ETV experience. RCA television studio school training draft exempt. Box F-207, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

400 to 500 foot self supporting tower. Give details & price. Mr. Lee, WSBC, 2400 W. Madison St., Chicago, Ill. 60612.

FOR SALE—Equipment

Coaxial cable—Heliac, Styroflex, Spirofine, 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.

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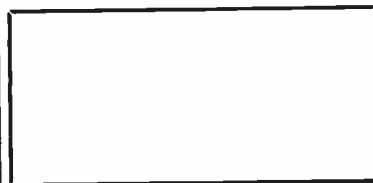
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Corydon B. Dunham Jr., vice president and general attorney of NBC, whetted his appetite for the law while serving as an 18-year-old second lieutenant in Tokyo in 1946.

He was an artillery officer, but one of his duties was to act as defense attorney for enlisted men who were on trial for military or civil infractions. He recalls that he acquitted himself reasonably well in his role of the G.I. defender and found these duties challenging as well as enjoyable.

"Oh, I had once toyed around with the idea of becoming an English teacher, but I guess I didn't think I was smart enough," Mr. Dunham remarked with a broad grin. "Anyway, I finally went into the law, which was my father's profession."

Cory Dunham is a tall, solidly built man who laughs easily and frequently. He likes to poke gentle fun at himself on occasion.

"I was only 16 when I was graduated from high school," he observed, "but the reason wasn't that I was so intelligent. I went to high school in the middle of World War II and there were all sorts of accelerated programs. And by the way, I happened to be in the very last draft call for the war." (Hearty laughter.)

He returned to Bowdoin College for his senior year and enrolled at Harvard Law School in the fall of 1948. Following graduation in 1951, he joined one of New York's more prestigious law firms, Cahill, Gordon, Reindel & Ohl, which is outside counsel for RCA and NBC. He remained with the law firm for 14 years, where his experience covered litigation in state and federal courts as well as financing and general corporate matters.

"I wasn't much involved with NBC when I was with Cahill, Gordon," he pointed out, "and I was a comparative beginner in the broadcast field when I came to NBC in 1965."

But Mr. Dunham obviously was a rapid learner. He joined NBC as an assistant general attorney and in three-and-a-half years (in the fall of 1968) he was elected vice president and general attorney, with over-all responsibility for the company's legal activities.

After 14 years in corporate law serving the needs of a host of divergent clients, Mr. Dunham turned to a single employer, NBC, and found that the transition was painless—and most rewarding.

"Of course, NBC had offered what I considered to be a good opportunity," he said. "But beyond that, I was looking forward to working in a dynamic and varied industry. And I haven't been disappointed."

Mr. Dunham supervises a staff of 20 attorneys in New York, Hollywood,

All in a day's work: CATV, satellites and Sirhan Sirhan

Chicago and Washington. He spends most of his time in New York, where he makes his headquarters in the RCA Building, but his responsibilities often take him to Washington.

"The problems in broadcasting for a lawyer are apt to be unique, different and often new," Mr. Dunham noted. "Much of our time is spent with people, programs and ideas, and I find this a constant challenge."

"To some extent, as a lawyer, I become involved in the excitement of the creation of new programs. But the field is so wide and constantly changing. There are all kinds of technological developments afoot, particularly with respect to CATV and satellites, that have all kinds of legal ramifications."

"And running through these areas are the regulatory agencies of the federal government with which we have to become involved."

One sector of broadcasting that holds

Mr. Dunham's particular interest is news programming. He pointed out that on the one hand, there is the right of the public to know, to have free access to the flow of information. But, he stressed, this right may have to be balanced, for example, by the right of an accused to a fair trial. This raises questions, he indicated, whether TV coverage may influence a verdict.

"We were faced with a problem of this sort recently when we decided to get an interview with Sirhan Sirhan, the convicted assassin of Senator Robert F. Kennedy," he recounted.

"At the outset, we had to make a decision whether such an interview would be proper. We then had to weigh whether the contents of the interview could have an effect on any appeal. We decided to go ahead and telecast the interview."

Mr. Dunham is inclined to believe there will be more investigations by the government into television programming and into TV coverage of the news.

"I think the hazards of interference by the FCC with regular TV program content and with news content are far greater today than ever before," he ventured. "Government regulatory agencies have support from some segments of the population, while others oppose these moves. But I would say there is strong sentiment within the regulatory agencies that such inquiries are proper."

There will be busy years ahead for broadcast lawyers in such issues as satellite transmissions and cable television, according to Mr. Dunham. He indicated that final solutions will not come quickly or easily.

"Congress must decide who is to own and operate satellites," Mr. Dunham stated. "In CATV, there must be a resolution of the amount to be paid for programs and from what distance a signal can be imported."

Mr. Dunham said it is difficult to describe a "typical day," but it may include preparing for hearings before regulatory agencies; reviewing talent or production contracts, or conferring with other department heads on matters that may have legal implications.

He is an avid reader, he says, "plowing through almost anything that comes across my desk and doing a lot of reading in my spare time, practically all kinds of books."

Mr. Dunham stays in trim by playing tennis but confesses that the rigors of a tight schedule have forced him to give up skiing. He spends his weekends with his family at Sag Harbor (Long Island, N.Y.) where he maintains a small home with some adjoining land.

"That's where I indulge in a 'secret vice,'" he chortled. "I grow tomato plants, which I started to do as a young boy to earn some spending money."

Week's Profile



Corydon Bushnell Dunham Jr.—VP and general attorney, NBC; b. Nov. 14, 1927, Yonkers, N.Y.; attorney with Cahill, Gordon, Reindel & Ohl, New York, 1951-65; assistant general attorney, NBC, 1965-68; VP and general attorney, NBC, since 1968; m. Janet Burke of Springfield, Mass., 1966; children—Corydon B. III, almost 2, and Christopher B., three months; member American Bar Association; the Bar Association of the City of New York and the Federal Communications Bar Association; hobbies—golf and gardening.

Highest court, lowest blow

The ground rules for the regulation of broadcasting have been radically changed by the Supreme Court's decision in the fairness-doctrine cases. The change is for the worse, although some compensations may eventually be found.

The basic position of the court is that the First Amendment accords a lower order of protection to broadcasting than to, say, the printed press. Because radio and television stations are licensed, the reasoning goes, the government has a right to demand from them a standard of performance that it may not extract from unlicensed media. This is the reasoning that has been used by every regulator who wished to impose his private standards upon the U.S. broadcasting system. Now that it has been endorsed by the court of last resort, it will be both the excuse and the incentive for future regulation.

It is incredible that this doctrine should come from the same court that until now had stretched First Amendment protections to new limits. It is this court that gave the press unprecedented freedom to criticize public officials at less hazard of prosecution for libel. As a result of rulings by this court, dirty movies may be played at the neighborhood theater and pornography sold at any newsstand. But now the court has said that the government that is powerless to restrain the producers of newspapers, magazines, books and motion pictures from the excesses to which large numbers of the public object has not only the power but also the obligation to control a broadcast service that is endorsed in daily use by almost everybody in the country.

What broadcasters have most to fear is that politicians will learn to use this court decision as a weapon in their personal causes. Does a senator think there is too much sex and violence on television? Does a congressman think himself wronged by a documentary on hunger in his district? The first reaction will be to call up the FCC for an investigation. Now the FCC will have less excuse to resist political demands.

It is all but inevitable that broadcast journalism will be to some degree arrested in its development. The regular coverage of hard news need not be seriously affected, but broadcast management will think twice before approving the documentary that exposes or the editorial that bites. The FCC may be empowered, as the Supreme Court now says it is, to require broadcasters to "give adequate and fair attention to public issues," but that standard may be met by dull discussion programs. Some of the vigor is bound to be sapped from the public's favorite news medium, television, and its source of around-the-clock news, radio.

But journalism is not the only form of programing that is now vulnerable to governmental control.

"A license permits broadcasting," said the decision, "but the licensee has no constitutional right to be the one who holds the license or to monopolize a radio frequency to the exclusion of his fellow citizens. There is nothing in the First Amendment which prevents the government from requiring a licensee to share his frequency with others and to conduct himself as a proxy or fiduciary with obligations to present those views and voices which are representative of his community and which would otherwise, by necessity, be barred from the airwaves . . . It is the right of viewers and listeners, not the right of broadcasters, which is paramount."

This and other language like it in the decision could

provide the legal underpinning for the construction of an apparatus of program control beyond anything the FCC has yet attempted.

There can be no doubt that broadcasters have lost a significant measure of their freedom to program their stations. In exchange they may have gained a measure of property protection. If the FCC is empowered to enforce fairness and oversee general programing in more detail, it has lost its principal reasons for proceeding with the break-up of multiple ownerships.

One of the arguments cited in opposition to the holding of broadcast licenses by diversified companies is that the broadcast news can be corrupted to the private advantage of the parent corporation. This was a main point made by those who opposed the ABC-ITT merger. It would hardly seem applicable now, when fairness is mandatory by Supreme Court order. Nor is there the same danger of thought domination foreseen by enemies of multimedia ownership. A newspaper may still write what it pleases, but its broadcast stations must carry many voices in addition to their own.

On balance, the Supreme Court's decision must be counted a grave disadvantage to media that trade in the exchange of information that the First Amendment was written to immunize from government control. It may only be hoped that the court's conferred authority will be exercised with restraint.

More than ever the quality of FCC membership becomes the critical factor in broadcast regulation. The reckless or extreme application of the agency's new authority could easily damage and perhaps destroy broadcast services that are vital to the public. Only persons of high intelligence and stable character can now be trusted on the FCC.

Not all of the incumbents meet the new standards.



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