



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Struggle for late-night survival looms for the big three. p23
Now the spotlight is on the NAB radio-TV code boards. p28
AAF theme heard in New York: Let the buyer be told. p36
Milton Shapp wants Triangle's WFIL-TV license lifted. p42

**NEW...
IN COLOR...
156 TV
CARTOONS**

**(adaptable as
52 half-hour programs)**



SOLD:

WNEW-TV, NEW YORK, N.Y.
KCOP-TV, LOS ANGELES, CALIF.
CKLW-TV, DETROIT/WINDSOR
WIC-TV, PITTSBURGH, PA.
WKBW-TV, BUFFALO, N.Y.
KSD-TV, ST. LOUIS, MO.
WFBM-TV, INDIANAPOLIS, IND.
WITI-TV, MILWAUKEE, WIS.
WZZM-TV, GRAND RAPIDS/
KALAMAZOO, MICH.
WLEX-TV, LEXINGTON, KY.



**WARNER BROS.-
SEVEN ARTS**

NEW YORK • CHICAGO
DALLAS • LOS ANGELES

GANNETT moves to strengthen broadcasting division . . .

GNS

GANNETT NEWS SERVICE • ROCHESTER, NEW YORK

FOR IMMEDIATE RELEASE

ROCHESTER, N.Y. (GNS) -- Grover C. Cobb, who began a career in broadcasting as a college undergraduate in Kansas and rose to chairman of the board of the National Association of Broadcasters, has been named to a new post of Vice President/Broadcasting for Gannett Co. Inc., Rochester-based national communications group.

Paul Miller, president of Gannett, announced Cobb's appointment, effective in August.

"We searched the country for a man of national stature and proved leadership ability to direct further improvement and expansion.

"Under Grover Cobb, broadcasting will be an increasingly important part of our total operations."

The Gannett Group has radio and television facilities in Rochester and Binghamton, N.Y.; radio stations in Danville, Ill. and Cocoa, Fla., and recently announced agreement to sell its television station in Rockford, Ill.

The group embraces 34 newspapers in six states -- New York, New Jersey, Connecticut, Illinois, Florida and California.

In addition to this role as board chairman of NAB in its Washington headquarters, Cobb, 47, is vice president and general manager of radio station KVGB in Great Bend, Kansas, and an officer and director of two banks.

He is secretary-treasurer and director of radio station KLSI in Salina, Kansas, and president of Cobb and Associates Inc., which operates cable television systems in three Kansas communities.



Grover C. Cobb

GANNETT CO. INC.

Newspapers/Radio/Television • Rochester, New York

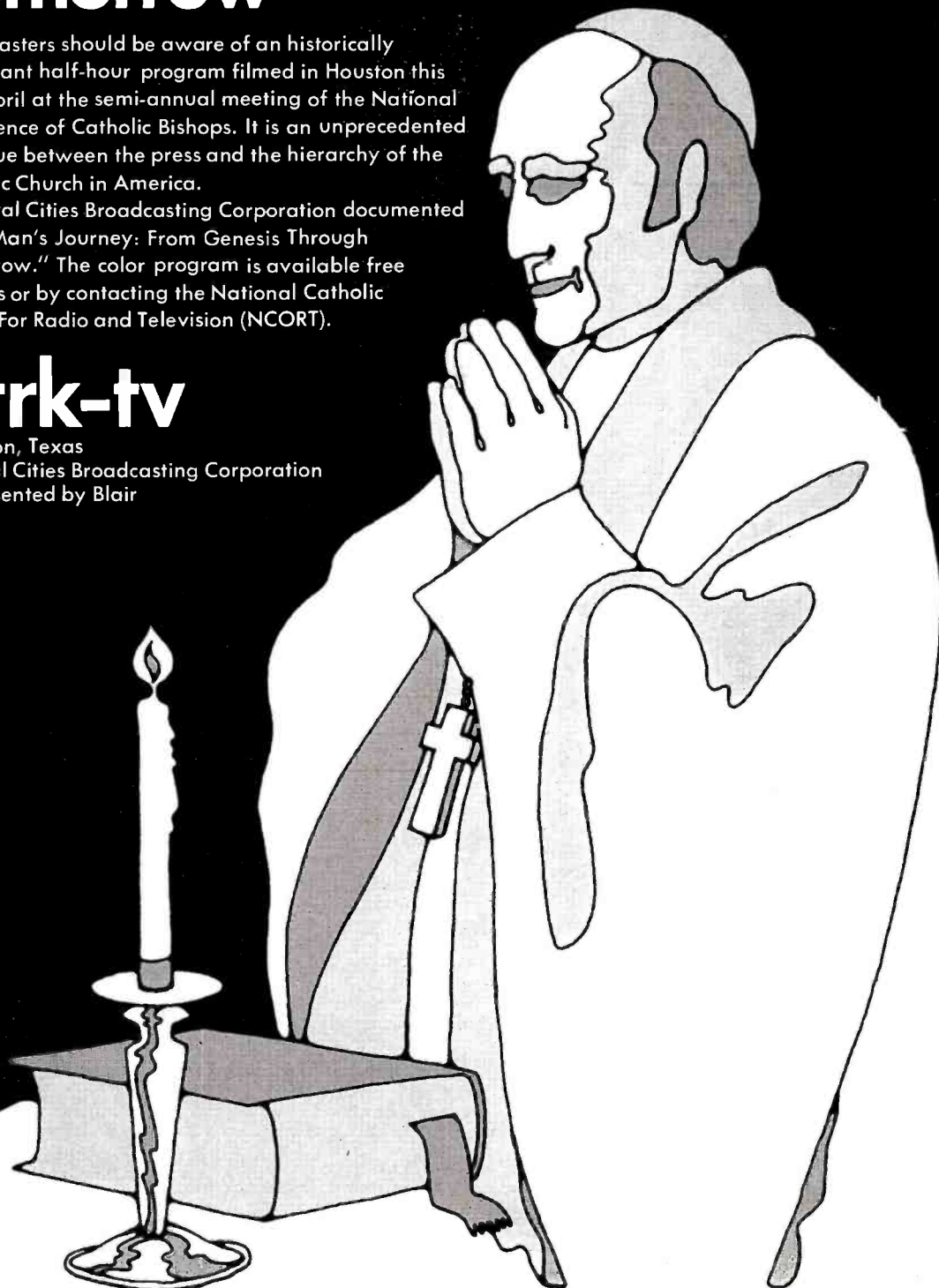
Man's Journey: From Genesis Through Tomorrow

Broadcasters should be aware of an historically significant half-hour program filmed in Houston this past April at the semi-annual meeting of the National Conference of Catholic Bishops. It is an unprecedented dialogue between the press and the hierarchy of the Catholic Church in America.

Capital Cities Broadcasting Corporation documented it in "Man's Journey: From Genesis Through Tomorrow." The color program is available free from us or by contacting the National Catholic Office For Radio and Television (NCORT).

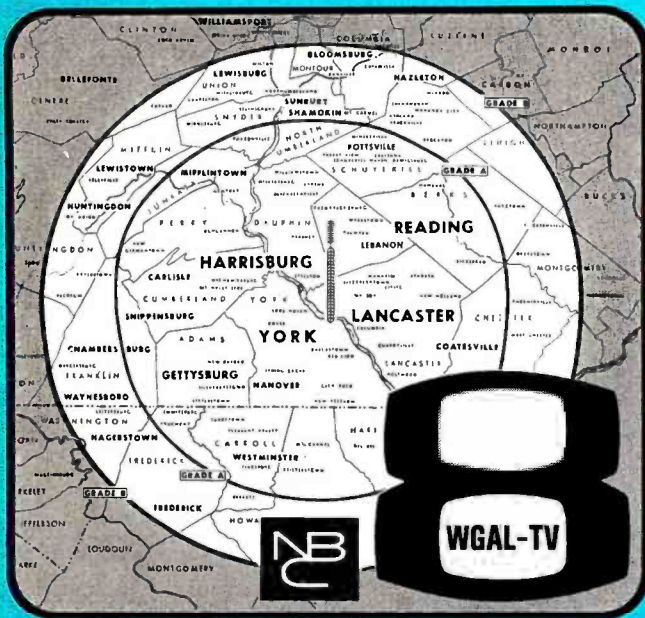
ktrk-tv

Houston, Texas
Capital Cities Broadcasting Corporation
Represented by Blair



Heedman 3/4/70 12061-201

WINNER BY A WIDE MARGIN



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

WGAL-TV

Channel 8 • Lancaster, Pa.

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

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

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I./New Bedford-Fall River, Mass.

Girl talk

Latest prospect for one of those FCC vacancies: Congresswoman Charlotte T. Reid, 55, (Republican, Aurora, Ill.) who succeeded her late husband in House in 1962 and has been reelected each two years since. Mrs. Reid was featured vocalist (as Annette King) on Don McNeill's *Breakfast Club* out of Chicago, 1936-39. She's member of important Appropriations Committee.

Only woman ever to serve on FCC was Frieda B. Hennock, Democrat of New York. Late Miss Hennock, lawyer, served from 1948 to 1955 and, while ardent and sometimes emotional crusader for educational broadcasting, she was highly regarded for excellence of her opinions—frequently in minority.

Buying time

There's growing belief among influential broadcasters that most realistic approach to cigarette problem may be phasing out of cigarette advertising while other advertising sources are developed as substitute. National Association of Broadcasters' codes could be used as phase-out instruments. For example, codes might set diminishing limits on proportion of youngsters in audiences eligible for cigarette placement—eventually reaching point at which virtually no program would be available. This kind of approach is expected to get serious study this week at meetings of NAB code boards (see story page 28).

Are cigarette makers beginning to count on early abandonment of broadcast advertising? That's question raised by heavy plunge into couponing by Liggett & Myers for Chesterfield, L&M, Lark, Duke and Oasis. It's recalled that after British cigarette makers were denied access to commercial television, they embarked on couponing spree as means of brand promotion.

Segregation

Whatever short-range outcome of armed truce between warring factions within National Association of Broadcasters over cable-television issue, long-range portent seems toward separation into two distinct groups—radio (representing essentially smaller, less affluent licensees) and TV. Latter might be built on base of Association of Maximum Service Telecasters. At least that's way some insiders are talking these days.

NAB's joint board of directors of 44 members is made up of 29 from

radio and 15 from TV. MST which has had single purpose of protecting sanctity and coverage of television licensees, has only few conflicts among its members. NAB, on other hand, being mix of licensees at all levels in both aural and video, has been torn with internal conflicts trying to be all things to all people. Immediate crisis was averted at board meeting last month resulting in appointment of new top-level negotiating committee on cable issue, but if accommodation isn't reached in reasonable time, important people believe almost anything can happen and that search may be on for new leadership.

Gloom thickens

Supreme Court decision upholding FCC fairness doctrine could turn out to be even more troublesome for broadcasters than it seemed at first—and that was considerable. Commission officials are pointing to language in opinion which states that duty to provide all sides of controversial issue must be met by programing obtained at "licensee's own initiative if available from no other source." Some communications lawyers say this has always been part of fairness doctrine and adds nothing new. But commission officials say FCC has not used language like that in explaining licensee's fairness obligations at least since 1964.

In case that year involving WRAL-TV Raleigh, N.C., commission held that station was meeting fairness obligations in connection with its editorials if it broadcast tagline inviting persons who disagreed to send views, and if it mailed copies of editorials with invitations to reply to appropriate spokesmen for opposing views (BROADCASTING, Aug. 3, 1964). Commission's general counsel's office is preparing memorandum designed to apprise commissioners of any changes opinion might require in fairness policy.

Where to start

One of thousands of addressees who got fund-raising letter from Thomas P. F. Hoving's National Citizens Committee for Broadcasting (BROADCASTING, June 23) was Armistead J. Maupin, prominent attorney of Raleigh, N.C. Mr. Maupin, noticing friend's name on Hoving committee membership, wrote as follows to Jonathan Daniels, editor of Raleigh *News and Observer*:

"Dear Jonathan: I have today re-

ceived a letter from the National Citizens Committee for Broadcasting, which claims to seek to clean up the airways. Your name appears on the letterhead as a member. Don't you think you could better spend your time cleaning up the *News and Observer*?"

Open for business

While FCC will encourage employees and commissioners to take vacations during normally slow summer, there won't be formal recess this August as in some years past. FCC Chairman Rosel Hyde, who banished so-called "August hiatus" when he assumed chairmanship in 1966, concluded there could be no recess when there are backlogs. Meetings will be held for balance of summer whenever necessary, with expectation that at least quorum (four) of FCC members will be available.

On the trail?

House Investigations Subcommittee staffers appear intrigued with twists and turns in commission's handling of WPIX-TV New York (see page 60). Few weeks ago they picked up all commission documents related to proceeding—presumably including those touching on staff renewal of WPIX, filing of competing application of Forum Communications Inc., and Commissioner Nicholas Johnson's disclosure of letter charging news distortion on part of WPIX—all of which occurred on May 22 (BROADCASTING, June 23).

Since then three House investigators made at least one other visit to commission. They questioned various staff members and presumably Commissioner Johnson, in effort to sort out what happened when, and why. Question investigators' interest raises but doesn't answer is whether Investigations Subcommittee, which has taken pleasure in roasting commission in recent past, will hold hearings on WPIX case.

Spot angel

Another example of growing interest of advertisers in sponsorship of syndicated television series on national or regional basis is financing of pilot by American Dairy Association, Chicago, of projected youth-oriented weekly variety program, *Something Else*. ADA's plans are to sponsor half-hour series in about 100 markets if pilot lives up to expectations. Petersen Productions, Los Angeles, is producer. ADA agency is Compton Advertising, Chicago.



On top of it all.

The John Hancock Mutual Life Insurance Company is owner-developer of John Hancock Center.

The John Hancock Center. Soaring 1,000 feet above the city. Tall testimony to Chicago's restless, daring drive to innovate. Elevate. Get things done in a big way. This, in all ways, is the credo of WGN Television. No wonder,

then, that our transmitting antenna will top the Hancock Building. No wonder we continuously search for new ways to serve our city even better. So in the future, as in the proud past, we can say with pride . . .

WGN IS CHICAGO
the most respected call letters in broadcasting

A WGN Continental Group Station

CBS readies grand entrance for Merv Griffin, network's entry in late-night viewing derby. Contest for supremacy with NBC, ABC escalates as Carson's salary is upped, Bishop is backed all the way. See . . .

Struggle for late-night survival . . . 23

Cigarette issue is squarely in lap of NAB radio-TV code boards this week, with Senate, tobacco industry and regulatory agencies watching. FTC, meanwhile, holds hearings on so-called 'death' warning in advertising. See . . .

Can codes save cigarette billings? . . . 28

American Advertising Convention in New York hears of plans for advertising to forge stronger links with public, improve relationships with government. Delegates told of urgent need for effective self-regulation. See . . .

AAF theme: Let the buyer be told . . . 36

License renewal application of Triangle's WFIL-TV Philadelphia challenged by Milton Shapp, former head of Jerrold Electronics, who alleges concentration of media control, 'news monopoly.' See . . .

Shapp wants WFIL-TV license lifted . . . 42

FCC should leave regulation of CATV licensing and franchising to state and local authorities, AT&T says in written comments on commission's inquiry into telephone company-CATV relationships. See . . .

How much CATV regulation is enough? . . . 48

Appellate court upholds FCC import-rule waiver despite reservations about vagueness of commission's order. Present tangle of CATV regulation necessitates "flexible standard of judicial review," court says. See . . .

FCC gets A for effort . . . 50

Article in 'Harvard Law Review' sees FCC's action in WHDH case as 'lurch to left' which is 'neither just nor constructive.' Law professor says decision jeopardizes multimedia-owned stations worth \$3 billion. See . . .

WHDH stripping troubles Harvard's Jaffe . . . 50

U. S. Advisory Commission on Information says government stints on information services; urges larger budget and voice for USIA, more influence for agency in foreign policy decision plans. See . . .

More muscle for USIA urged . . . 54

Senator McClellan urges agreement among broadcast, CATV interests on cable regulation by Aug. 31; NCTA's Ford, in reply letter, says that's 'ample time'; new NAB committee ponders its next move this week. See . . .

McClellan awaits copyright accord . . . 59

WPIX(TV) letter instrumental in FCC's decision to set aside station's license renewal is released by commission. Station news producer rebuts most of allegations of news distortion by former employee. See . . .

FCC reveals WPIX letter in news issue . . . 60

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	28
CHANGING HANDS	46
CLOSED CIRCUIT	5
DATEBOOK	12
EDITORIALS	80
EQUIPMENT & ENGINEERING	65
FATES & FORTUNES	66
FOCUS ON FINANCE	57
FOR THE RECORD	68
INTERNATIONAL	54
LEAD STORY	23
THE MEDIA	42
MONDAY MEMO	18

OPEN MIKE	14
PROGRAMING	59
TELESTATUS	52
WEEK'S HEADLINERS	10
WEEK'S PROFILE	79

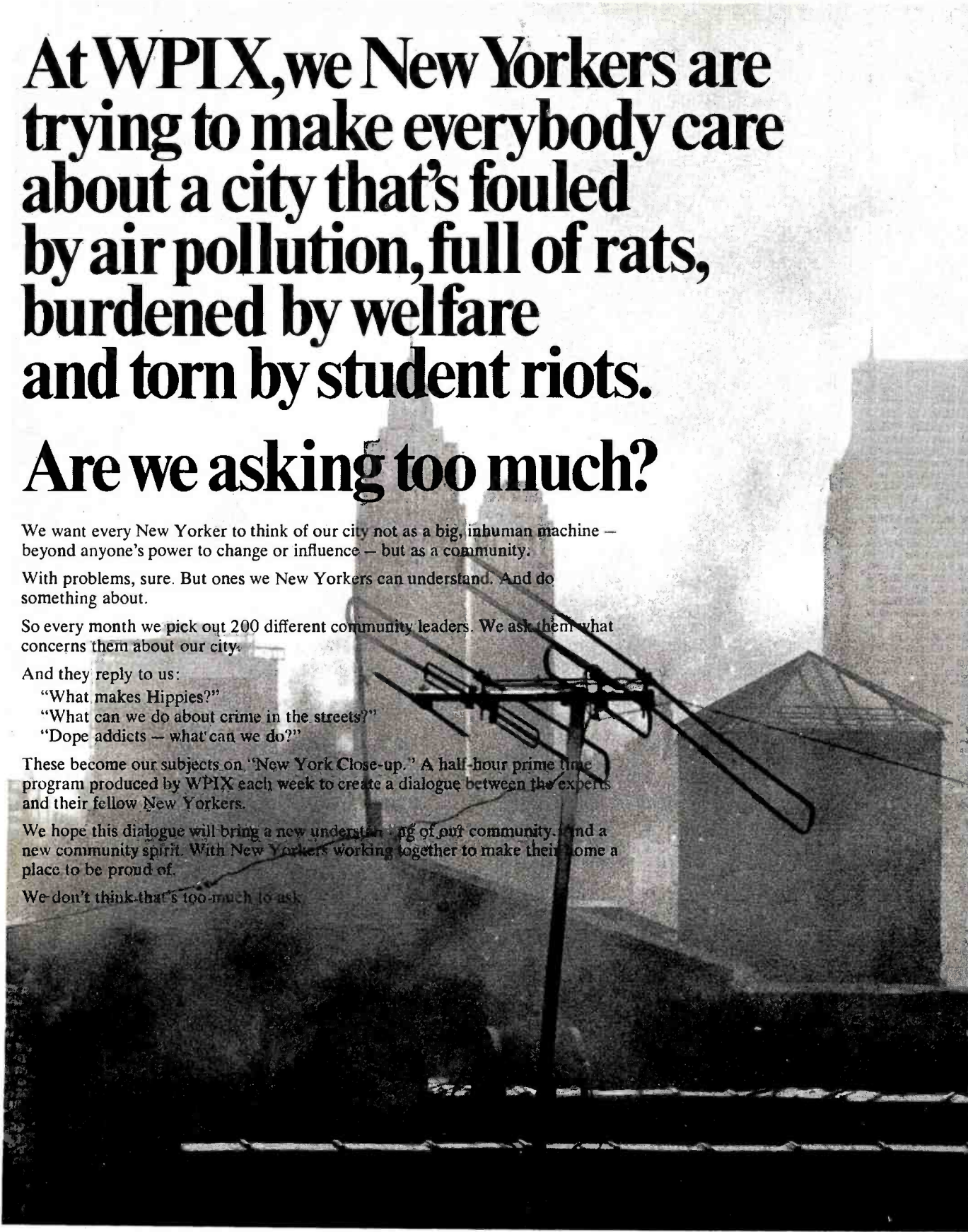


Broadcasting

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

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

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



**At WPIX, we New Yorkers are
trying to make everybody care
about a city that's fouled
by air pollution, full of rats,
burdened by welfare
and torn by student riots.**

Are we asking too much?

We want every New Yorker to think of our city not as a big, inhuman machine — beyond anyone's power to change or influence — but as a community.

With problems, sure. But ones we New Yorkers can understand. And do something about.

So every month we pick out 200 different community leaders. We ask them what concerns them about our city.

And they reply to us:

"What makes Hippies?"

"What can we do about crime in the streets?"

"Dope addicts — what can we do?"

These become our subjects on "New York Close-up," A half-hour prime time program produced by WPIX each week to create a dialogue between the experts and their fellow New Yorkers.

We hope this dialogue will bring a new understanding of our community, and a new community spirit. With New Yorkers working together to make their home a place to be proud of.

We don't think that's too much to ask.

Nobody does more for New York than we New Yorkers.

WPIX-TV NEW YORK



Back to courtroom

FCC and WLBT(TV) Jackson, Miss., will ask U.S. Court of Appeals for District of Columbia today (July 7) for rehearing of case in which court ordered station's license vacated (BROADCASTING, June 30).

Both parties will also suggest that court rehear case en banc—that is by all nine members—instead of by panel that heard case originally.

Member of that three-judge panel is new chief justice, Warren E. Burger, who wrote opinion thunderously denouncing commission for its decision to renew WLBT's license. Case involves charges of United Church of Christ that station was guilty of racial discrimination in its programming.

If, appeals court denies parties' request for rehearing, it is assumed that WLBT, and possibly commission as well, will appeal case to Supreme Court.

In requesting rehearing, commission is expected to argue that case should be remanded for further proceedings in light of views expressed in court opinion. Commission will argue court should not have taken extraordinary step it did of taking decision out of commission's hands.

WLBT is expected to assert that court had reached incorrect conclusion and should have affirmed commission decision granting renewal of license.

Gardner gets Rexall

Rexall Drug Co.'s \$5.5 million account, which had been at BBDO, Los Angeles, since 1946, has been shifted to Gardner Advertising, St. Louis. About \$3 million billings are in broadcast.

BBDO resigned account because Rexall, now Los Angeles-based firm, plans to move headquarters to St. Louis and BBDO does not have office there. BBDO spokesman said study showed Rexall could not have been handled "efficiently or profitably" from Los Angeles.

State looking at Ohio Radio

Ohio's Commerce Department on Thursday (July 3) suspended stock sale permit of group-owner Ohio Radio Inc. pending outcome of investigation into charges of fraud or deception in firm's disposition of funds from public sale of stock. Hearing on charges has been scheduled for July 14.

Ohio Radio chairman is state's former Governor Michael DiSalle, and president is Robert W. Rieder. Firm is

licensee of WAWR-FM Bowling Green; WTKN-FM Kenton; WLKR-AM-FM Norwalk, and WRWR-FM Port Clinton, all Ohio, and has option to purchase one-third of Cleveland UHF, WUAB(TV).

State charges that firm violated agreement on which its stock sale permit is based, by failing to use funds for debt retirement and payment of other obligations as it had promised.

Private eyes at work?

Key witnesses in KRON-FM-TV San Francisco license-renewal bearing want FCC to inquire into whether licensee, Chronicle Publishing Co., has hired private investigators to harass them.

Albert Kihn, former cameraman at KRON-TV, and Blanche Streeter, former Chronicle employee who is party to one of three antitrust suits filed against company, have asked that hearing issues be enlarged to include one providing for such inquiry.

Mr. Kihn and Mrs. Streeter say investigators have been checking into their backgrounds and interests. Mr. Kihn said his ex-wife and his present wife's husband have been questioned. Mrs. Streeter said her investigator has talked to ex-mother-in-law and former husband. Mr. Kihn, in addition, says he has been followed by radio-equipped cars at times.

Mr. Kihn and Mrs. Streeter, whose charges figured importantly in commission decision to hold hearing, says alleged harassment began after hearing order was issued, on March 20.

FCC gets thank-you note

Fred J. Cook, writer whose complaint to FCC triggered case, has added friendly postscript to Supreme Court decision upholding constitutionality of commission's fairness doctrine.

Mr. Cook sent commission copy of letter in which he declined, with thanks, offer of free time made by WGSB Red Lion, Pa., to respond to attack made on him over station in November 1964. Until landmark decision, WGSB had maintained commission had no authority to require free time for reply. In covering letter to commission, Mr. Cook expressed his gratitude to commission and its staff "for seeing that I received equal time in this case and for fighting the case to the U.S. Supreme Court."

Court's ruling, he added, "should remove all doubt from the mind of any radio station owner of what he should do in cases like this in future, and it should be extremely beneficial to

others who find themselves in similar situations."

The Rev. John M. Norris, who owns WGSB, wrote Mr. Cook on June 19, 10 days after Supreme Court decision in case, offering him 15 minutes more than he had requested.

In declining offer, Mr. Cook cited passage of time; "I cannot see much point at this late date in raking up and rehashing the entire episode." He also noted that other stations that had carried attack, in syndicated broadcast of Billy James Hargis, had long since provided him time—some after being directed to do so by commission.

Ex-PBL staffer got letter

Letter which figured prominently in FCC decision to set aside license-renewal grant to WPIX(TV) New York was originally sent to Arthur Alpert, free-lance TV producer and writer.

Nancy McCarthy, former WPIX news staff member who wrote letter, divulged his name Thursday (July 3), after commission released letter, although with salutation blanked out.

Mr. Alpert was with Public Broadcasting Laboratory in December, when he received letter which accused station of distorting news by — among other things—using mislabeled film clips (see page 60). He forwarded copies to FCC Commissioner Nicholas Johnson and members of Congress.

Miss McCarthy identified Mr. Alpert as friend to whom she sent letter after indicating she had been embarrassed by commission releasing her letter without deleting names of three former colleagues whom she had mentioned as being in sympathy with her views.

Two of those former colleagues endorsed her letter Thursday. Colin Gibson, now writer with WNEW-TV New York news, said letter is "substantially correct" but declined further comment in view of continuing commission investigation of matter.

Jerry Nadel, news editor at WINS New York, said he had no part in sending letter to commission but that after it leaked he did not deny charges against WPIX because "I wasn't about to sit by and see anybody debase my profession."

He also said he and colleagues tried three times to settle differences with management, but failed. He said he left WPIX when he felt that what he and associates considered bad journalistic practices were not going to be remedied.

Jim Fusca, only one of four still with WPIX, was one who did not share others'

Week's Headliners



Mr. Doyle



Mr. Tremble

Ned Doyle, one of three founders of Doyle Dane Bernbach, New York, will retire Oct. 31. He has already turned over title of chairman of executive committee to Maxwell Doyle, a fellow founder. Mr. Doyle will hold honorary title of founder, and will remain on board. He was advertising manager of *Look* Magazine (1937-42); and VP, account executive at Grey Advertising 1945-49, when he left to help form DDB. Company, meanwhile, is purchasing 173,389 shares of common stock, from Mr. Doyle, his wife, Doyle Foundation and other family trusts to have shares available for its acquisition program. Agency said Mr. Doyle will retain "substantial block" of stock in

DDB.

Roland Smith Tremble, VP for financial planning, General Signal Corp., New York, elected to new corporate ABC position of financial VP. Simon B. Siegel, executive VP, ABC Inc., said Mr. Tremble's selection "is part of present and long range reorganization plans that we have placed into operation." Under those plans, Martin Brown and John H. Regazzi, respectively treasurer and comptroller of ABC Inc., will report to Mr. Tremble. Mr. Tremble has also held executive posts with Consolidated Electronics Industries, Philips Electronics and Pharmaceutical Industries Corp.

Gordon Davis, VP of Westinghouse's KFWB Los Angeles, named area VP, Los Angeles, by Westinghouse Broadcasting Co. **Arthur A. Schreiber**, assistant general manager of KFWB, was named general manager. Serving Westinghouse in many capacities, Mr. Davis has been at KFWB since March 1968. Earlier, he was VP for news in New York, and general manager of WBC's KYW Cleveland (now WKYC), and WIND Chicago. He was also general manager of WBC Productions Inc.

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

sentiments. He said that he had not seen letter but understood incidents it describes predated his arrival at WPXI, in second week of October, and so disclaimed knowledge of them. He also said that, at request of Miss McCarthy, he had offered number of suggestions for improvements in handling news—and saw "nine-tenths" of them accepted sooner or later, in one form or other.

He said differences he has had with superiors are of kind to be found in most news rooms—and he insists he was never asked to do anything unethical.

News award goes to WHDH-TV

WHDH-TV Boston was honored as "top TV newsmag station of the year" Thursday (July 3) at annual convention of National Press Photographers Association in Miami. Steve Stanford, ABC-TV news bureau, Miami, named by NPPA as "newsmag cameraman of year" for second time.

Ernie Crisp, WFBM-TV Indianapolis, elected NPPA president succeeding Sam Pierson of *Houston Chronicle*. NPPA has total membership of 3,700 of which 497 now are TV newsmag cameramen, group's fastest growing category. Mr. Crisp is only second

broadcaster to head organization. Jim Bennett, KJZ-TV Denver, was president some years ago.

Q and A for Apollo flight

ABC-TV will take advantage of 30 hours of continuous coverage of Apollo 11 moon landing to make own survey of who is watching network's feed. Network will be accepting call-in questions from viewers with answers being given by newsmen and space experts.

From noon Sunday, July 20, to 6 p.m. Monday, July 21, viewers will be able to make local calls, which will go directly to network's New York Apollo flight headquarters.

Callers will be asked names and addresses, and youngsters will be asked ages.

NCTA after phone Co's.

National Cable Television Association last week expressed fear that certain telephone companies are abusing control over coaxial cable.

NCTA, in comments on FCC's inquiry into CATV-phone company relationship (see page 48), singled out General Telephone and United Utilities as being especially aggressive in ac-

quiring outright ownership of CATV systems and requiring independent systems to use lease-back rather than pole attachment arrangements in effort to discourage competition. If FCC decides two companies should be permitted to continue CATV operations, NCTA said, stringent controls should be maintained.

Generally, NCTA recommended that telephone companies be allowed CATV activity only if it is shown that they are not engaged in unfair competition. It said ample notice in trade magazines, newspapers should be required when companies apply for certification to operate CATV channel, to give independent competitors opportunity to demonstrate such operation is not in public convenience or necessity. Also, it said, certification should be denied to companies without previously obtained local authorization for franchise.

NCTA also said any telephone company refusing to permit independent CATV company use of community poles, as it alleges General and United do, should be "barred from CATV operations."

W7 takeover tomorrow

Kinney National Service Inc. and Warner Bros.-Seven Arts announced Thursday (July 3) that closing of transaction to merge W7 into Kinney is scheduled for Tuesday (July 8) in Edmonton, Alberta. Date was set following Internal Revenue Service ruling that acquisition will constitute tax-free transaction.

G. R. Swift dies at 57

Funeral services were to be held last Friday (July 4) for G. Richard Swift, 57, vice president of Doubleday Broadcasting and general manager of KROD El Paso, who died of cerebral hemorrhage. Mr. Swift spent 15 years with CBS, last part as manager of WCBS New York, was later with Bolling Co., station representative, joined KROD in 1964.

Back in business

Atlantic satellite service, which had been knocked out Sunday (June 29) before investiture of Prince Charles, was more than 90% restored by last Thursday (July 3), according to Communications Satellite Corp. (see page 54). Comsat said 470 circuits were available excluding Puerto Rico, compared with 504 circuits under normal conditions.

Of 470 circuits, Early Bird was providing 300 while Atlantic Intelsat II was providing 170. Comsat brought Early Bird back into service when revolving antenna on Atlantic Intelsat III locked into place. Comsat is expected to launch another satellite in Intelsat III series to replace its malfunctioning satellite.

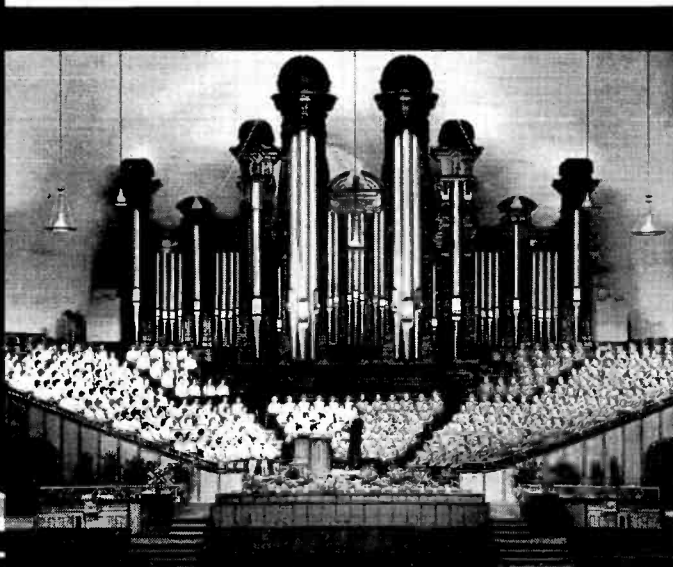
Now Ready

New Series 7

VOICES OF FREEDOM IN SONG

Presented by the
FREEDOMS FOUNDATION
VALLEY FORGE, PA.

*Featuring the contributed talents of the Mormon
Tabernacle Choir, the Harry Simeone Chorale and
the New Christy Minstrels.*



A new series of twenty-six one-minute featurettes based on patriotic and inspirational themes from America's musical heritage — produced and distributed without cost as a public service of STORER BROADCASTING COMPANY. ☆ ☆ ☆ A tape copy of the series may be obtained free of charge by any broadcaster who writes to Storer Broadcasting Co., 1177 Kane Concourse, Bay Harbor Islands, Miami Beach, Florida 33154.

tower power

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

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

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



The Outlet Company
Orlando, Florida

Represented by Edward Petry & Co.



Datebook®

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

■ Indicates first or revised listing.

July

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

July 10 — Special shareholders meeting, *Filmways Inc.* Hotel Berkshire, New York.

July 13-15—Annual convention, *New York State Broadcasters Association*. Otsego hotel, Cooperstown.

July 17-19—Summer meeting of *Wisconsin Broadcasters Association*. Eagle Waters resort, Eagle Waters.

July 14—Deadline for comments on FCC's proposed rulemaking on changes in station-identification requirements for TV translators of more than 1 w power.

■ July 17—New deadline for comments on FCC's proposed rule that would ban radio-TV cigarette advertising. Previous deadline was July 7.

■ July 18—Board of directors meeting, *Institute of Broadcasting Financial Management*, WGN Continental Broadcasting Co. Chicago.

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 20-22—Annual summer convention of *South Carolina Broadcasters Association*. Latai Inn, Fripp Island.

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 for oral argument was May 12.

July 21-22—Hearings before *Senate Subcommittee for Consumer*, on bill (H.R. 6543) to extend until 1975 present prohibition of required health warnings in cigarette advertising, and to prevent regulatory agencies from further regulation of such advertising. Washington.

July 24—Deadline for reply comments on FCC's proposed rulemaking on changes in station-identification requirements for TV translators of more than 1 w power.

July 30 — Special stockholders meeting, *Foot, Cone & Belding* to vote on corporate structure changes. Sheraton-Chicago hotel.

August

Aug. 1—New deadline for comments on Part Five of FCC's notice of proposed rulemaking 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. 6-7—Continued hearings before *Senate Subcommittee for Consumer*, on bill (H. R. 6543) to extend until 1975 present prohibition of required health warnings in cigarette advertising, and to prevent regulatory agencies from further regulation of such advertising. Initial hearings are scheduled for July 21-22. Washington.

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. 18—Deadline for reply comments on FCC's proposed rule that would ban radio-TV cigarette advertising. Previous deadline was Aug. 7.

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

Aug. 26 — Annual stockholders meeting, *Rollins Inc.* Atlanta.

Aug. 28-29—Annual summer meeting of *Arkansas Broadcasters Association*. Velda Rose Towers. Hot Springs.

September

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

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

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

Sept. 11-13—Annual fall convention of *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

Sept. 11-13—Annual fall meeting of *Minnesota Broadcasters Association*. Holiday Inn, Duluth.

Sept. 12-14—Annual fall meeting of *Maine Broadcasters Association*. Sebasco Lodge, Sebasco Estates.

■ Sept. 16-18—Annual conference, *Institute of Broadcasting Financial Management*. Hilton Inn, San Diego.

Sept. 17-19—Fall convention of *Michigan Association of Broadcasters*. Boyne Highlands, Harbor Springs.

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

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

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

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

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

Sept. 24-25—CBS Radio 16th annual affiliates convention. Waldorf Astoria hotel, New York.

Sept. 25—*Association of National Advertisers* workshop. Plaza hotel, New York.

■ Sept. 26-27—Meeting of *Tennessee Cable Television Association*. Howard Johnson's motor inn, Gatlinburg.

Sept. 26-27—Annual fall meeting of *Utah Broadcasters Association*. Rodeway Inn,



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Salt Lake City.

Sept. 28-30—Annual fall meeting of *Nebraska Association of Broadcasters*. Holiday Inn, Grand Island.

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

October

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

Oct. 1-3—Annual fall convention of *Tennessee Association of Broadcasters*. Sheraton-Peabody, Memphis.

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

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

Oct. 7-8—*Association of National Advertisers* workshop. Plaza hotel, New York.

Oct. 9-19—Meeting of *International Film, TV Film and Documentary Market*, Milan, Italy. Trading on worldwide scale. For information and bookings, contact MIFED—Largo Domodossola 1, 20145 Milan, Italy.

Oct. 11-12—Annual fall convention of *Texas Association of Broadcasters*. Koko and Villa inns, Lubbock.

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

Oct. 18-21—Annual fall convention of *North*

Carolina Association of Broadcasters. Robert E. Lee hotel, Winston-Salem.

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

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

Oct. 22-24—Annual fall convention of *Indiana Broadcasters Association*. Sheraton hotel, French Lick.

Oct. 23-24—Annual fall convention of *Ohio Association of Broadcasters*. Neil House, Columbus.

Oct. 29-31—Annual fall convention of *Illinois Association of Broadcasters*. Drake-Oakbrook hotel, Oakbrook.

November

Nov. 5-6—*Association of National Advertisers* workshop. Delmonico's hotel, New York.

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

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

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

Nov. 21—Annual fall management seminar, *Kansas Association of Broadcasters*. Ramada Inn., Lawrence.

December

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

■ Indicates first or revised listing

OpenMike

It was cable customers only

EDITOR: Re your story, "Back to Negotiations on Cable" in the June 23 issue, the quotation of Bruce Hebenstreit's letter about the Los Angeles stations' share of audience in Bakersfield may leave readers with false impressions. His letter to the industry claimed a 66% share of Los Angeles stations in Bakersfield [in prime time] but failed to qualify it as a figure from a survey of CATV homes only.

Actually the regular ARB of November 1968 shows "outside viewing" in the Bakersfield market to range from a low of 12% 9-10 p.m. to as high as 24% 5-7:30 p.m. What percentage of the "outside viewing" is to Los Angeles signals via CATV is not known since there has always been some penetration of Fresno and Los Angeles signals off-air.—*Kenneth R. Croes, vice president-general manager, KERO-TV Bakersfield, Calif.*

(BROADCASTING's story was careful to explain that the survey quoted by Mr. Hebenstreit, of KGGM-TV Albuquerque, N.M., was confined to "cable customers.")

Defines charity

EDITOR: If by [your June 23 headline] "Charity Toward None" you meant no back-patting or bouquet-throwing, there was none at the National Conference of Christian Broadcasters. Our charity is a different brand. Without malice we

will keep supplying communities and their stations with more than 60,000 individual programs this year—in many formats and on many subjects. And we want our industry (communication and media) to be profitable—if it can be prophetic, as well. We expect it to grow mature enough to welcome the wild flowers of knowing criticism in the field of broadcasting, as well as the noseays of approbation.—*Lois J. Anderson, director of promotion and distribution, National Council of the Churches of Christ in the U.S.A., New York.*

(The story concerned with the headline was a report on the NCCB seminar in New York where critics of broadcasting were unreservedly just that.)

Competitors but friends

EDITOR: There IS good will and friendly comradeship between broadcasters in the same market.

As stated in BROADCASTING, June 16, George H. Haskell, Wayne McIntosh and Leslie Proctor, veteran employees of KNEB AM-FM, Scottsbluff, Neb., have purchased the station.

Les Hilliard and Russ Hilliard, owners and operators of KOLT Scottsbluff, purchased time on KNEB to extend their best wishes. The announcements were also broadcast on KOLT.—*George H. Maskell, general manager KNEB AM-FM Scottsbluff, Neb.*

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Broadcasting THE BUSINESSWEEKLY OF TELEVISION AND RADIO **TELEVISION**

Executive and publication headquarters.
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.
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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.

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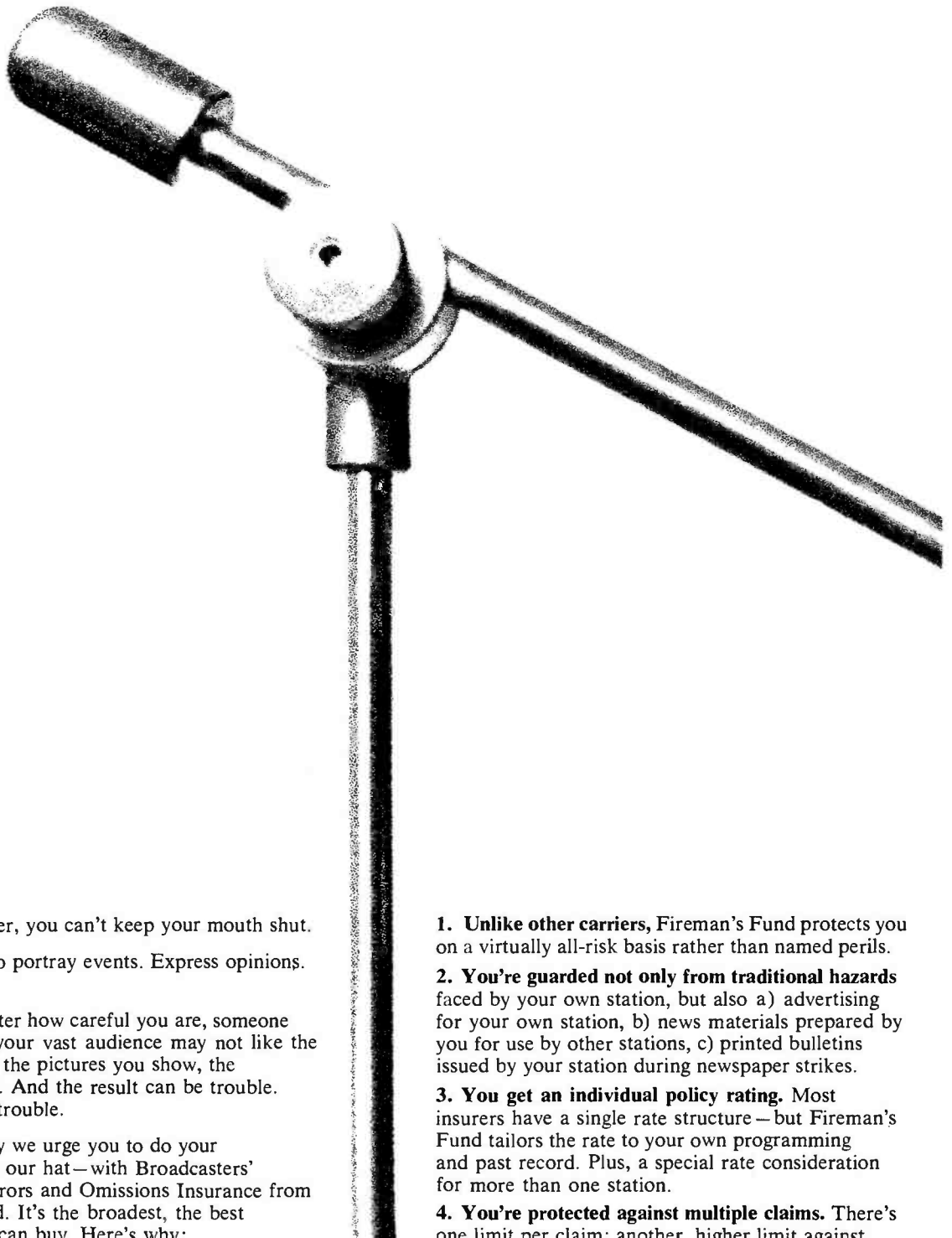
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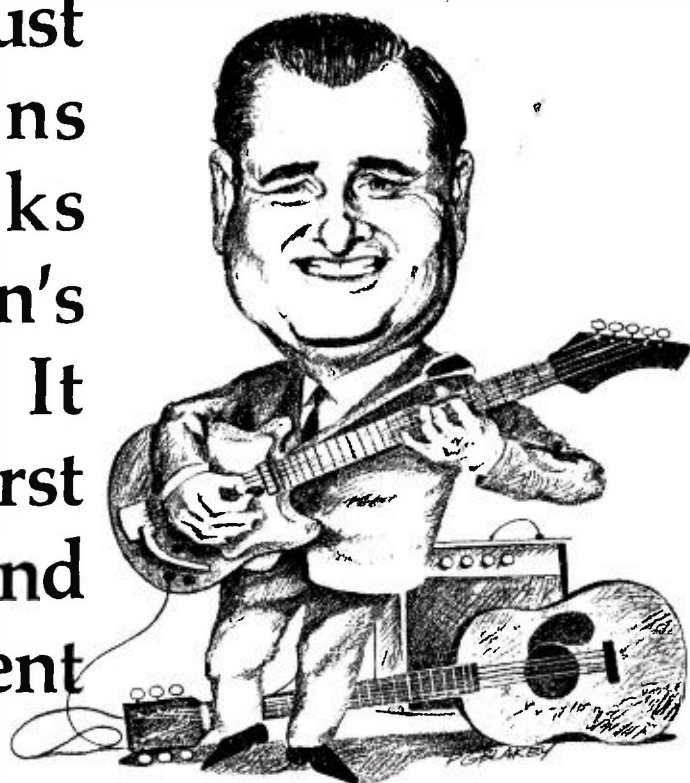
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Struggle for late-night survival

NBC ups Carson's salary, ABC vows to back Bishop as CBS prepares splashy introduction for Griffin

Within the next couple of weeks the CBS Television Network will begin broadcasting a series of promotional spots with the theme, "Give the kid a break." The spots' stars, ranging from comedian Jackie Leonard to movie siren Raquel Welch, will be drumming up audience for the new *Merv Griffin Show*, which starts on the network Aug. 18.

It is the opening public gun in what may come to be known as the great late-night desk-and-couch war. Already the preliminary strategy and maneuvering have been on for some time—especially in such network areas as production planning and sales—as CBS for the first time joins head-on competition with ABC and NBC for the increasingly lucrative post-prime-time audience.

Even livelier than the backstage scrambling has been the industry speculation. Is CBS, far from "giving the kid a break," instead leading him—and possibly itself—to some sort of drubbing against well-entrenched opposition? Will CBS possibly destroy the tenuous balance of the entire late-night market by fragmentizing existing audiences with a glut of similar programming on all three networks?

Could there come some stunned, silent night late next spring when a television viewer spins the dial only to find the hosts of the three network shows and their announcer/foils sitting mute, their couches empty with every articulate personality in the nation already gobbled up in the devouring scramble for glib guests?

The questions have been mounting since CBS announced last August that it was signing Mr. Griffin to a six-year contract after the entertainer reached an impasse in negotiations with Westinghouse Broadcasting Corp.'s subsidiary, WBC Productions, for which Mr. Griffin had been doing a similar talk show in syndication for three and a half years (BROADCASTING, Aug. 12, 1968.)

At the time, CBS-TV officials said they long had been under pressure from affiliates to provide a late-night network service to replace the venerable feature-

film shows on individual stations. While acknowledging the increased pressures of feature-film shortage and the flood of prime-time movies, many observers continue to question the wisdom of settling on live entertainment programming that so closely resembles that of the competition.

The only answers that count, so far as the network is concerned, will have to wait until the competition is met on the air and audience and advertiser reactions are in. But as the opening blasts are prepared for firing, there is a wealth of logistical data that BROADCASTING has studied, and there are the postures of the combatants themselves on the eve of their fight, that give some indications of how the campaigns may go.

Everyone—including Mr. Griffin—concedes that it is the newcomer who will have to worry, at least in the opening rounds. "All of these shows are habits," he acknowledges. "We know it

takes time to build a steady audience, and unfortunately, NBC has an 11-year jump on us." But to balance this he maintains that "CBS is in business to stay, from the looks of things," and he cites the network's heavy initial investment in the show and what he terms a "firm first two years of my contract to get off the ground."

Pushing up the starting date of the Griffin show to Aug. 18—several weeks before the rest of the new-season schedule begins—was an obvious effort by CBS to get a head-start in an uphill fight. "That's our biggest advantage, really," says Mr. Griffin. "We'll be able to take advantage of heavy promotion without getting all mixed up in the new season."

And it is obvious that by starting as number three, Mr. Griffin is going to have to try harder: For a while, at least, no vacations, no cancellations of the show unless for major news or public



Johnny Carson last week signed a new NBC contract that will pay him \$25,000 a week in salary, insurance and deferred compensation. That means that NBC salesmen will have to sell roughly a minute and a half of national ad-

vertising (at present asking prices of \$17,000 a minute) in Mr. Carson's Tonight Show each week to break even on the star's overhead. There are positions for 36 network minutes a week. NBC is sold out through third quarter.

events. Although he does have the contractual right to refuse to do the program any night it is shoved behind its normal 11:30 p.m. NYT (10:30 p.m. West Coast time) schedule, Mr. Griffin says, "even if it is 10 minute late or a half-hour late, it is my intention to do the show."

Then, with a nod to Johnny Carson, he adds, "of course, maybe when I get into my fourth year I'll feel differently."

As king of the late-night hill (see page 25), it is NBC's *Tonight Show with Johnny Carson* that would appear most secure in the new contest. In fact, with the aloofness that has become one of his trademarks, Mr. Carson refuses any discussion of his new competition, maintaining that the "*Tonight Show* will continue with business as usual—absolutely no changes."

Rivals point out that beneath the unruffled exterior, it is obvious that the *Tonight* staff keeps a close eye on what is going on rival channels. They point out, for example, that since the CBS-Griffin contract was announced, NBC's studio 6-B, from which the *Tonight Show* originates, has been completely refurbished—for the first time since it was converted to color in 1960. It also is expected that Mr. Carson once again will journey to Hollywood before the start of the new season to herd through guest appearances of all the network's star attractions, both as promotion for the new season and as competition against Mr. Griffin and ABC's Joey Bishop.

The *Joey Bishop Show*, in the middle of the post-prime-time squeeze, appears ready to battle as tenaciously as necessary. Winning a successful late-night position after two earlier failures and a long, tough battle for Mr. Bishop, the network has been highly vocal about maintaining its position in the 11:30 p.m.-1 a.m. slot.

One ringing evidence of this was the special fight talk given the ABC-TV network affiliates meeting in San Francisco by I. Martin Pompadur, vice president and general manager of the network (BROADCASTING, June 2). After noting the heavy opening attacks that could be expected from Mr. Griffin and Mr. Carson in the early fall, he pledged to keep the network slugging it out in late-night, successfully and profitably.

Mr. Bishop himself is even more forceful—and utterly candid—in assessing his position in the talk-show triangle. At the moment, he says: "The guy who has to worry is Griffin—just as I had to worry when I first came on. I've already experienced the competition. They act like we're not even on. But now, I'm established and Griffin is the guy who's gambling. It couldn't be any tougher for me than it has been. Everything we've got we've had to work

for."

At the same time, Mr. Bishop also acknowledges that from the standpoint of network backstopping, "quite frankly now, I think I'm in the least enviable position. The other networks have stables. On any given night, if Carson gets in trouble he can pull in anybody that NBC has: Debbie Reynolds, Andy Williams, Bill Cosby. Griffin can have Doris Day, Glen Campbell, Carol Burnett. My biggest draw would be Monty Hall.

"Who's going to promote me?" Mr. Bishop asks. "My only promotion is to give people a good show."

He also points out a lead-in disadvantage from prime time (prior to the 11 p.m. station-news bridge to late-night). "I've suffered because most of ABC's 10-11 p.m. shows are cancelled each season," he said. "I've never had a consistent audience inheritance. What kind of an inheritance did I get on Monday nights from *Big Valley*?"

In this context, Mr. Bishop also expressed acceptance of ABC's 1970 Monday night pro-football package—which could sometimes cut into his show. "I've got no inheritance now. Maybe I'll like pro football," he said. "This network really has gambled with me. They took a hell of a chance. I don't stand in judgment of whether they succeeded, but ABC tries. They really try—and they have the least safety to gamble. If they want to gamble with football, that's fine with me."

Whether it was from pride or the desire to get a promotional jump on his rivals, it is interesting—although embarrassing to ABC officials—that Mr. Bishop recently announced on his show the third renewal of his contract as soon as it had been tentatively worked out with network officials. The contract, which expires Oct. 10, was renewed for 65 weeks, through January 1971. The public announcement was embarrassing for the network because it still required formal approval by the ABC board and most brass were caught unaware of it.

In evaluating the form sheets on how the three talk shows will stack up against one another, it is necessary to match how much each network has invested—or is gambling—on the board. In most areas, NBC's long-run *Tonight Show* is biggest.

The *Tonight Show* goes into the fall with about 190 stations lined up, down slightly from last year's 204. (Although there's no accurate count, presumably Mr. Griffin will taking a few stations away from the potential for both Mr. Carson and Mr. Bishop, as CBS primary affiliates drop their secondary pickups of these shows in favor of their primary network's offering.)

The *Bishop Show*, which started slightly over two years ago with 44 stations, will have just over 160 this fall.

Despite the Griffin competition, that's up from last fall's 156 stations.

Production staffs on both the Carson and Bishop shows maintain there are no changes in staff size for the fall. Carson is biggest, with 75 persons, including one producer, one associate producer, five talent coordinators, five writers, one director and one assistant director. The rest are secretaries and technical personnel—and Doc Severinsen's 16-piece orchestra.

Bishop is smaller, with one producer, five talent coordinators, three writers—one of whom doubles as associate producer—one production assistant, one director, one assistant director, only five office staff members, and Johnny Mann's 15-piece orchestra.

NBC sources estimate the *Tonight Show* budget at about \$20,000 per night (on a five-night basis). The *Bishop Show* is slightly less, about \$17,000-\$18,000 per night.

The *Griffin Show* goes on with CBS sources now estimating it will run in the range of \$110,000-\$115,000 a week—about \$22,000-\$23,000 a night—the highest of the three. None of these figures includes the star's salary (see page 25).

Mr. Griffin will carry over his entire 20-member production staff from WBC Productions, with the addition of two writers (giving a total of three) and "some extra secretaries." His orchestra, under Mort Lindsay, also will come along, but enlarged from 11 pieces to 18.

Perhaps CBS's most significant investment in the *Griffin Show* has been in providing a setting for it. It has leased (for four years with a renewal option for two more) a legitimate Broadway theater—the Cort—and completely refurbished it, at a total claimed investment of \$2 million.

Mr. Griffin insisted on the theater setting. He says that the network "argued strongly" with him to work out of CBS's broadcast-center complex on West 59th Street, removed from the Broadway area, but he held out "because I've seen the unemployment line and I don't want to stand in it."

He maintains that not only did he want "the feeling of a Broadway theater," but that the proper setting and mood for his audience are essential since he uses the audience a great deal in his show.

Mr. Griffin complains that he and producer Bob Shanks "went through every theater on Broadway; we can tell you how many toilets there are in every one." He says they settled on the Cort primarily because it has superior audience sight lines. "There's not a seat in the house that doesn't have a perfect view of the stage."

Use of the theater will give Mr. Griffin a larger live audience for his show each night. (Even in doing his

Facing new competition, Carson gets a raise

In the midst of preparations for the three-network late-night battle that will open next month, Johnny Carson last week received a new NBC contract and an adjustment in compensation that brings his pay up to an estimated \$25,000 a week.

While Mr. Carson, star of NBC-TV's *Tonight Show*, will get more money, the show now brings in considerably more gross revenue for the network than it did two years ago when NBC "settled" differences with Mr. Carson and amended his contract. NBC estimates *Tonight* grosses \$26 million a year. In 1967, the figure was put at \$22 million.

The new contract is said to put Mr. Carson ahead of his rivals in personal reward. Joey Bishop on ABC-TV and

Merv Griffin, who starts on CBS-TV next Aug. 18, have lump-sum deals under which they bring in their own shows. Unofficial estimates of what each may have left over for "salary" after paying production expenses range from under \$10,000 a week to more than \$20,000.

A *New York Times* report of the latest contract last week estimated Mr. Carson's weekly pay would be \$75,000 to \$85,000 a week, but NBC promptly and vigorously denied that it would even remotely approach that range—which would round out to \$3.9 million to \$4.42 million a year if true.

NBC refused to divulge a figure, but informed sources put it at closer to \$25,000 a week, including such benefits as insurance and deferred payments.

Before the 1967 salary upgrading to a reported \$20,000 a week, Mr. Carson had been reputed to be getting ap-

proximately \$15,000 a week, of which a substantial portion was assigned to cover expenses of his production company, which worked on the *Tonight Show*. Since 1967, NBC sources said, the network has assumed all production costs of the series. Other sources said final details of the new deal may permit more of the production costs to be handled through Mr. Carson's company—now called Raritan Enterprises, in which former MCA chief Sonny Werblin is a partner—but that this decision would not affect his base pay.

Mr. Carson also receives 13 weeks' vacation a year.

NBC said its new contract with Raritan Enterprises was...*"long-term."* Sources there defined this as two to three years. Don Durgin, president of the network, said the new deal would continue into the 1970's. Mr. Carson took over *Tonight* in October 1962.

syndicated WBC show, he had about 150 turnaways per night from the 500-seat Little Theater, another Broadway house, and had some fans who lined up before noon to await a chance at a seat for the 6 p.m. taping.)

The new CBS theater will seat 550 (up from 415 before refurbishing). Mr. Carson's re-done studio in the RCA building at NBC's Rockefeller Center headquarters now seats 264 (up from 234 pre-remodeling). Mr. Bishop's ABC-TV studio on North Vine Street in Hollywood seats 252.

In addition to Mr. Griffin's desire for a larger live audience, there is a significant sidelight to his demand for an independent theater—and perhaps, to some extent, a factor in his sanguine attitude toward his network venture.

Mr. Griffin has a large individual investment in the operation: He has purchased a four-story building 50 feet from the theater. In addition to moving his own production company into offices on the second, third and fourth floors of the building and collecting rent, he will open a ground-floor restaurant, to be managed by Broadway restaurateur Vince Sardi, plus a British pub-style "heavy drinking bar" in the basement (to be called "Pip's," after Arthur Treacher's nickname), and perhaps even a discotheque in the sub-basement.

With a studio audience of 550 fans five nights a week and all the free national plugs he wants to give himself on the show, even if his affiliation with CBS should run only the two "firm" years of his contract, Mr. Griffin stands to profit handsomely from his moonlighting publican business.

For the audience that CBS cares about—at home—Mr. Griffin claims he

has now received clearances from "a little over 90%" of the network affiliates. That would put him on the air with about 180-185 stations.

Last year, in WBC syndication, he had 142 stations, most of them in the afternoon, but about a dozen in the evening. Although he acknowledges the much greater prestige of network exposure, he maintains that he actually will be giving up "some audience" by going late night on CBS. To back up this contention, he cites his syndicated show's being among the top-10-rated programs in several cities where it played, a position he undoubtedly will lose, and in syndication, he actually had larger total audiences than Bishop or Carson.

Among the most frequently asked questions about the CBS late-night move is what it will do to audiences in that time period: Won't it fragmentize or even drive away some present late-night viewers?

Officials of all three networks say no. ABC and CBS both cite the fact that when the Bishop show first went on ABC two years ago, the Carson show audience actually increased slightly. Mr. Carson says it "placed more attention on the late show."

Explains Mr. Bishop: "The more important we make late-night talk shows, the more people will watch. If there's only one on, and it's not too exciting, a guy will come home, take a glance at it and switch to something else. But if there are three of us, one probably will have a guest list the guy finds exciting, so he'll say, 'maybe they're going to have Dean Martin on early' and watch it, or flip over to watch a guest he likes on another show for a few minutes. If you had one-third of the audience

watching a movie, you lost them."

Thus, says Mr. Bishop, "not only will the viewing public benefit, but in some ways it will make it easier for all of us."

Mr. Griffin maintains that much of his late-night audience will not be taken away from Mr. Carson or Mr. Bishop, but will be people who do not now watch late-night television; that there will be an increase in sets in use, just as there was when Mr. Bishop went on.

"Merv will attract a new audience," says Mr. Shanks, the Griffin show producer. "Non-viewers will come back as people follow him from his other time periods. This was shown when WNEW-TV New York moved him from the afternoon into the 8:30 p.m. time period."

There is another side to the question of what will happen to late-night audiences faced with three similar programs: What will make a viewer choose one program over the other two?

One answer has already been noted: the guests. But the primary factor in deciding which show gets what guests is tied to the same quality that executives of all three programs maintain attracts an audience: the individual personality of the host and the personality he imparts to his show.

The basics of all three shows remain the same: the desk and couch; the hosts' announcer/sidekick (Ed McMahon for Mr. Carson, Regis Philbin for Mr. Bishop, Arthur Treacher for Mr. Griffin); the previously noted bands and the hosts' wisecracking with them; the opening monologue; the calling out of guests one at a time to perform, then the couch bull session.

But staff members of each show claim there are very distinct differences in styles to the programs and, to some

extent, this is apparent on camera.

The *Tonight Show* remains the archetype of the genre. There is more actual talk and, perhaps, a bit more formality (Mr. Carson's rivals call it "stiffness").

Mr. Bishop's show is more informal and slanted toward physical performance and participation. "Our format is much more that of a variety show," says producer Jerry Frank. "We aim for 90 minutes of variety entertainment. By comparison, the other shows are very antiseptic. Our show is based on informality. We show the inside of the theater, the cameras and even the technicians wandering around. We try to give the people who are watching a feeling of being there."

"A lot of the greatest segments are when Joey brings his guest down into the audience for unrehearsed questions. And we try to get out and do things—remotes, a lot of movie premieres, for example; they're a pain in the neck, but we think people appreciate them because it gives them a feeling of being there and participating."

Mr. Griffin, too, claims an audience loyalty for his folksy style, and he claims it is a "younger, hipper audience" than that drawn by his two rivals. Asked what that means in terms of CBS's traditionally older, more rural viewing audience, Mr. Griffin replies that "while that may be true in certain periods, it's not true across the board—certainly not in that late-time period. And if it were, we'd change it."

Added producer Shanks: "We will not play to the little old lady in Dubuque unless she's a swinger."

Both the stars and production staffs of all three shows vociferously maintain that they will make no changes in their shows because of the increased competition this fall, nor make special pitches seeking to attract a particular audience segment.

While some ABC officials say Mr. Bishop books a higher percentage of certain performers such as country-style singers because research has shown they tend to appeal to his basic audience, Mr. Bishop not only denies this but charges that it is impossible to attempt programming a show such as his along demographic lines.

"You can't deliberately slant a show," he says. "For example, on Friday you could play all rock 'n' roll to get the large kid audience that's available on that night but it would lose all your adults. You also could have Cary Grant on tonight and James Stewart tomorrow, but then what would you do the rest of the week? You can't have a big name entertainer and then nothing."

There is no question there will be stiffer competition this fall for all kinds of guests, from big-name entertainers to obscure authors pushing some sensa-

tional new book. The *Tonight Show* averages between five and six guests a night, or 1,300 a year. The Bishop show averages about four and a half guests a night.

Mr. Griffin expects to average between five and six guests a night—"that's slightly fewer than we've had in the past because now we will be doing more commercials, 18 minutes a night, where we were doing 15 minutes before."

Altogether, that means some 3,900 guests a year are going to have to be found to fill the three shows. To those accustomed to the supply-and-demand marketplace of television, it would appear that an immediate effect of the

greater competition for performers and personalities would be to drive up their cost.

But all are paid the standard AFTRA minimum scale—\$265. Even to go after the most desperately sought star, no producer would dare offer above this standard rate because to do so would be to open the floodgates to talent-fee demands.

Will there be enough bodies to circulate among the three couches, and who will get first crack at the choice ones? "There's no question battle lines will be drawn," says Mr. Griffin, "there will be a lot of 'your guests versus mine,' but that's a producers' battle."

Mr. Shanks, the producer who will have to fight this battle, says, "basically, it's going to be up to the talent in deciding what show they want to appear on. We all go after them differently, but if we want somebody, we will make an honest effort to get them first. There may be two or three times a week when we're all going after the same people. It's just going to be a matter of working harder."

Will the increased three-way competition spark races for sensational or controversial guests? "We don't go out looking for Circus Maximus guests, but if anyone controversial is in the news we'll have them," says Mr. Shanks.

Producers of all three shows say that just as in attracting an audience it will be the personality of the host and his show that often will determine who appears as a guest.

With its well-established name the *Tonight Show* probably will continue to be generally considered as the most prestigious spot to make an appearance or plug something. But there are other reasons for appearing on the other shows. Says Mr. Bishop: "Some people try to do all the shows because they want to promote something. Some do it because they enjoy it; some as a favor."

Jerry Frank, the Bishop show producer, says: "We get a lot of our guests because they are pleased with the way they are treated. And sometimes we get stars who come on for \$265 as a favor for Joey. Sometimes we get ones—John Wayne is an example—who have been nervous about doing other shows like ours because they are afraid of the way they'll be treated. But here they see it's going to be warm and casual, so they can get the feeling of the audience—no one-shots against a backdrop."

Mr. Bishop, with his show's emphasis on variety entertainment and his personal camaraderie with other show business figures, draws an analogy: "In the old days, every city had two night clubs. One was large and expensive, the other smaller and less expensive. Most comics like to play the club where they look best—and that usually was the



Merv Griffin, a hit in Westinghouse syndication, is CBS-TV's choice to make a third force in late-night network programming. His show, opposite Johnny Carson on NBC-TV and Joey Bishop on ABC-TV, will be introduced on Aug. 18.

smaller and more intimate one, even if they had to give up the bigger money and exposure."

Griffin producer Shanks talks of similar lures for his guests: "The way Merv presents them is the big difference in their deciding to do his show." He also notes special lures, such as getting current authors because "the show has a good record with publishers for pushing books."

Mr. Griffin also claims a major difference for his show: "Although we always have one box-office name, for the last four years our emphasis has been on new talent first, such as all of the rock groups or the kids from the musical 'Hair.' We will continue to present a lot more younger acts and young people. But now that we're competition, the other shows won't be able to use us for audition purposes."

In getting star talent Mr. Bishop does foresee the possibility that networks may try to become tougher in refusing to take guests that have been on rival shows or in barring network stars from appearing on a rival's program. (NBC's Dan Rowan and Dick Martin, for example, conducted an impromptu audience poll to name their current movie last spring while appearing on Mr. Bishop's ABC show.)

However, Mr. Bishop adds: "I think some people use network contractual difficulties as an excuse because they don't want to appear. The networks could tell Rowan and Martin or Dean Martin they couldn't do my show and they still would. Friendship is more important to them."

Mr. Bishop plans to rely heavily on these show-business friendships. "A Buddy Hackett or Don Rickles can be just as interesting as any star you could hope to get," Mr. Bishop says. "And doing a variety-show format with them is easier because the tempo of mostly talk shows is going to have to pick up with the competition. There was a time when you could talk to one guest for 40 minutes. You can't do that now."

Although Mr. Carson and Mr. Griffin both will be competing for guests while anchored in New York, and Mr. Bishop will be in California, all say no one has a particular edge. "Both coasts have their advantages and disadvantages," says Mr. Bishop. "There is no one to say that a Hollywood movie star is more exciting than a guy who helped the police catch a bank robber in New York."

While Mr. Bishop continues to go on location for his West Coast premieres, and Mr. Carson makes his periodic "sweet week" forays to Hollywood, Mr. Griffin says he hopes to do about six weeks of shows a year outside New York—but not just in Hollywood.



Joey Bishop had a struggling start on ABC-TV's late-night program, with only 44 stations clearing him at first.

Now he's promised a 160-station lineup for the fall, when the third network enters the late-night competition.

"I'd like to try some other places, like Washington, Chicago and San Francisco," he says. "We'll also probably continue our policy of going to Europe once in a while to get the people who don't come over—such as the interview we did with Bertrand Russell—and I'd like to do a few shows a year on location, like the one we did on the streets of Harlem."

In addition to having "the power of the network," Mr. Griffin also expects his new guest situation to be enhanced by another factor that extends into other production areas and that he considers the single most important advantage of his move to CBS: topicality. "For the first time I'll be able to talk about things that are current and I'll get an instant response from all over the country that same night," he says. "At Westinghouse, I couldn't even mention the date because we ran as much as five weeks late in some places. You'd mention Christmas and people would be watching it at Easter."

"It was terrible on writers. I'd have to come out with some totally innocuous lines to warm up the audience and you always had to warn guests not to talk about anything topical. An actor, for example, might be opening on Broadway that night and you'd have to pretend the show had been running for three weeks and all the reviews had been marvelous."

In addition to his mounting problems with the competition, Mr. Bishop also has something of a small intramural rivalry to contend with for the first time: the *Dick Cavett Show*, which is preceding him (10-11 p.m. EDT) three nights a week during this summer.

An unabashed Cavett fan ("I think he's

brilliant. He's today's Fred Allen and I hope television doesn't lose him"), Mr. Bishop seems less concerned about what effect Mr. Cavett may be having on him ("I just don't know what influence he's having") than with what may happen to Mr. Cavett. "I think it's a pity they're using him the way they are," says Mr. Bishop. "It's unfair to put him on in prime time. First, why should he have to compete with what people are going to be able to get later from my show and the others. And, second, when you're on late you're excused many things—a guest who's late, one who doesn't show up at all, even someone floundering. But you are not excused anything in prime time."

Although the producers of the three late-night shows say they are rolling on with business as usual, and the stars maintain that they will continue to depend upon their normal styles to attract personal audiences, the one area where the talk-show race is causing a scramble is in sales.

Everyone is keeping a very close eye on what his rivals are doing. Although all three networks are claiming great success in their late-night sales for the new season, some part must be credited to booming network business in general. There seems to be enough money to go around all three competing talk shows, primarily because there is plenty of advertising money around.

The ad pattern of the Griffin show will be somewhat different from the patterns of Messrs. Carson and Bishop. For national advertisers, all three shows are for the most part relying on the now-standard days-of-week and rotation of spot positions within a show.

CBS is selling an average fourth-

quarter minute on Griffin for \$10,500 (a 52-week advertiser gets it for \$9,750). Bishop goes for \$7,500, up about \$400 from last year. And Carson is holding at last year's rate of \$17,000. The *Tonight Show* continues to operate with its established commercial pattern of six network minutes, nine local minutes—five of them in the last half-hour—plus three one-minute station breaks for local sale. Three network commercials in the first half-hour are played only in the East and delayed three hours, along with the program, in the West, with central-time-zone stations covering with local commercials. In the second half-hour three network commercials go to all time zones. In the third half-hour the network commercials that had been fed in the first to the East and West are fed to the Midwest.

The Bishop show carries seven network commercial minutes and nine local co-op minutes for station sale. It also makes room each night for two 73-second station breaks for local sale.

As earlier announced by the network (BROADCASTING, Oct. 28, 1968) CBS's Griffin show pattern will be distinctly different. It will provide nine network minutes, compared to NBC's six and ABC's seven, and most will be in pairs back-to-back. There will be an equal number of commercial positions provided for affiliates, with no network compensation paid but affiliates allowed to retain all revenue from the locally sold minutes with no co-op fee being charged by the network.

Each half-hour segment of the Griffin show will have one isolated network

minute and two back-to-back network minutes. Network commercials will be spread throughout the entire show.

"One thing we're striving for is to present a cleaner show," says Robert Stulfi, vice president, daytime sales and sports, CBS-TV. "On the Carson show, with that second feed to the Midwest, you have him holding up things and then there's a slide over it. We'll have a clean feed, which means less disturbance to the show and fewer stage waits. When Merv holds up a bottle of Bufferin, everyone will see a Bufferin commercial."

Mr. Stulfi says sales for the show so far are "not only very good, but phenomenal," with the third quarter sold out and the "entire schedule better than 90% sold out."

At the same time, James Duffy, vice president, sales, ABC-TV, reports "only a handful of minutes left in the third quarter—about a dozen," for the Bishop show, and "we're well ahead of where we were at this time last year in the fourth quarter."

Robert Conrad, director of sales, NBC-TV, says the *Tonight Show* is sold out for the rest of 1969—earlier than in past years.

CBS's Mr. Stulfi says, "We're not trying to take any advertisers away from Carson or Bishop, any more than we want to be syphoning money out of existing daytime television or other areas. We want to develop new advertisers."

It would appear that such new advertisers are spreading money around for all three of the shows. Mr. Stulfi says that in addition to "a lot of traditional advertisers—such as Lever

Brothers and Bristol Myers—but not the same ones who advertised on the late movie," Mr. Griffin has picked up "a whole litany of advertisers not heard from before, some of them a little bizarre." Among them he points out a publishing house, a maker of men's socks, a paint company, a dance studio, a bowling-equipment manufacturer and a fried-chicken franchise chain.

But the *Tonight Show*, too, continues to pick up new advertisers, and ABC's Mr. Duffy says that for the Bishop show "when we started out he was basically underwritten by the standard large-volume advertisers. He steadily became strong for smaller first-time network advertisers who came in for lesser minutes. Now they've turned out to be our show's greatest strength."

If fresh advertising dollars continue to flow into television, and if enough bleary-eyed viewers can remain propped up into the dim hours, there may, in fact, turn out to be room for a triangle on the late-night television couch.

In any case, there are few signs of concern among rival camps as the decisive battle shapes up. With investments low—at least by television's massive standards—in relation to potential returns, the personnel who stand to gain over the next two years, win or lose, proceed as self-assured and glib as a borscht-belt comedian trading insults with a helpless drunk.

As the team with the most imposing obstacles to hurdle, the Griffin show staff was asked what it considered the greatest problem in its uphill fight starting next month. Replied producer Shanks without hesitation: "Getting the band back from Pip's."

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Can codes save cigarette billings?

That's \$220-million question this week as boards search for compromise Senate leadership might buy

The moment is upon the broadcast industry this week, with cigarettes the subject, the National Association of Broadcasters TV and radio code boards as the protagonists, the U. S. Senate and the tobacco industry as the unknown quantities, and the FCC and the Federal Trade Commission as first-row onlookers, poised and ready to leap onto the stage.

Faced with these variables, the code boards are unlikely to emerge from their deliberations empty-handed. As all observers agree, the boards are

under pressure to produce new cigarette-advertising policy designed to appeal to the Senate and to be agreeable to the tobacco industry, if for no other reason than to keep the regulatory agencies at bay.

The FTC, during its two days of hearings last week on a so-called "death" warning in cigarette advertisements, clearly indicated it was going to tread water, waiting for some congressional disposition of the current legislation affecting cigarettes. But the commission also indicated that it

was favorably disposed toward instituting the warning. And those indications were further bolstered by the testimony of anticigarette spokesmen last week who repeatedly pointed a stern finger at the youth appeal in cigarette commercials.

FTC Chairman Paul Rand Dixon, in a letter to Senator Frank E. Moss (D-Utah), chairman of the Subcommittee on the Consumer, noted last week that the "warnings on packages of cigarettes, no matter how strongly worded, would be substantially negated

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and nullified by the content and pervasiveness of current cigarette advertising." Current House legislation, he said, "would fail in its purpose to alert the public to the grave dangers involved in cigarette smoking."

The code boards, meeting under instructions to produce new solutions to the cigarette problem and report back "immediately" to the parent TV-radio boards, confront options that are few in number and fairly sharply defined. They may choose to propose stricter guidelines—such as elimination of on-camera smoking or of "glamorous" individuals and situations. They may adopt a proposal by NBC's Peter B. Kenney, who has called for a "phase-down" of cigarette brands, based on their tar-and-nicotine content as established by FTC tests, until only about the lowest 20% of cigarettes would be allowed to advertise. They may recommend a package deal comprising elements of these and other proposals. Theoretically, the boards could also propose an outright elimination of the advertising; certainly, they won't.

Whatever recommendation emerges, the boards' immediate and pressing objective will be to demonstrate to the Senate a willingness and ability to initiate some more meaningful program of self-regulation. The Senate Subcommittee on the Consumer begins on July 21 to hold hearings on the House-passed extension of the Cigarette Labeling Act of 1965, and both the subcommittee and the full Senate are now readily acknowledged by industry sources to be less than delighted with the bill in its present form.

The measure would prohibit regulatory agencies from moving into cigarette marketing or advertising, thus stifling both the FCC's proposal to abolish such advertising from the airwaves (*BROADCASTING*, Feb. 10) and the FTC's proposal to require severe health warnings on packages and in advertising. While the bill nowhere precludes FCC action, the commission would apparently accept the "intent" of Congress and withdraw its proposal, in the unlikely event that the House bill sailed intact through the Senate.

Further complicating the picture is the tobacco industry, which has been silent but could yet decide to drop out of broadcast advertising in its quest for continued relative freedom to market its product.

From both the tobacco interests' and many broadcasters' points of view, almost anything would be preferable to really stringent health warnings in advertisements, such as those proposed by the FTC. The Kenney tar-and-nicotine proposal has prompted "a lot of positive comment," as one industry source put it, and will probably loom larger than any other single recommendation in this week's meetings.

For broadcasters, the issue is larger even than \$220 million in cigarette billings. The key point in many minds was crystallized by an NAB staff member, who commented: "It's important not to have the government do it. That would be very bad as a matter of principle. It'd be far better for the industry to do whatever is necessary."

As those words were spoken last week, however, one federal agency was engaged in a look at how to "do it" with gusto.

The focal point of the FTC's July 1 and 2 hearings was a trade regulation rule proposed in 1964 that would make an unfair or deceptive act or practice not "to disclose, clearly and prominently, in all advertising that cigarette smoking is dangerous to health and may cause death from cancer, coronary heart disease, chronic bronchitis, pulmonary emphysema, and other diseases." The rule had been placed in a state of suspension in 1965 by Congress, which adopted the Cigarette Labeling and Advertising Act that required a "hazardous to health" warning on cigarette packages and prevented further commission action in this area until June 30, 1969. The moratorium on the rule lapsed last Monday without further congressional impositions.

But, at the outset of the hearings begun 10 hours after the moratorium expired, FTC Chairman Paul Rand Dixon served notice that the commission was in no haste to enact the rule, although he indicated the commission was predisposed toward it.

Chairman Dixon said: "Unless Congress should extend the provisions of the Cigarette Labeling Act, so as to bar such action (and a bill has passed the House of Representatives to do so), the commission, relying upon its 1964 findings and having reason to believe that cigarette smoking creates hazards to health which should clearly be disclosed to the public in all cigarette advertisements, proposes to readopt its 1964 trade regulation rule."

But the chairman further pointed out that "it must be clearly understood that the commission will not take any action in this matter which would be in conflict with any legislation on this subject which the Congress may enact into law. If the commission on the basis of the record of this rulemaking proceeding should determine that a rule is required by the public interest," he continued, "the effective date of such rule would not precede the completion of congressional action on the pending legislation."

However, the chairman's comments did not dampen the enthusiasms of anticigarette witnesses, who provided graphic, often theatrical, demonstrations of the health hazards in cigarette smoking. Color slides of diseased bron-



HEW's Stewart

chial tubes were flashed on a screen; tissue specimens of human lung damaged by cigarette smoking were passed around the audience; a dramatic tape recording of a woman choked with emphysema caused by smoking was played—all underscoring reams of statistics offered by 14 anticigarette witnesses who variously contended that cigarette advertising, principally on television, was enticing tens of thousands of Americans to their deaths each year.

The hearings were not without their bizarre moments. Chairman Dixon and Commissioner Philip Elman clashed in a bitter shouting match over the agency's ability to cope with deceptive cigarette commercials with antimoking witness John Banzhaf III, executive director of Action on Smoking and Health, looking on Mr. Banzhaf, whose petition resulted in the FCC's applying the fairness doctrine to cigarette commercials, subsequently gave each commissioner a "LASH (Legislative Action on Smoking and Health) tray," a receptacle for ashes that is topped by two miniature plastic lungs to show the effects of cigarette smoke.

A previously unannounced "consultant on entomology, mycology and epidemiology," J. Eugene Hunsberger, testified that authorities "are fantastically blaming cigarettes" for lung cancer because his firm has discovered that it is actually caused by "air-carried, especially indoor air-carried mi-nute (sic) fungi and mi-nute (sic) fungoids." "This is new news to the entire science of biology," he claimed.

Protobacco spokesmen—four in all—were given their say after the deluge



FTC's Dixon



FTC's Elman



Tobacco Institute's Austern

of cigarette information, but the anti-smoking exhibition was indeed a tough act to follow. As one anticigarette witness later said privately: It's a different atmosphere now than that five years ago."

H. Thomas Austern, counsel for the Tobacco Institute and representing nine cigarette manufacturers, struggled for one-and-a-half hours to convince the commission that because of the scope and volume of anticigarette messages being presented today in a variety of formats, there is no need for the stiffer so-called "death" warning.

Mr. Austern contended that the commission was constrained to act within statutory law that states sellers of products found to be dangerous "are under a duty to disclose dangers where those consequences are not known to the consumer." "Some of it [the anticigarette promotions] has been exaggerated propaganda," he said, "but it has been dramatically effective. Everyone knows it's a fact that there are public health hazards in cigarettes," Mr. Austern noted. "And once you have this public awareness, the commission doesn't have the power to act [under the statute]," he contended.

But Commissioner Elman lashed out at what he considered a quibble over a narrow point of law. He asked, somewhat rhetorically: "Does that awareness extend to the companies you represent? What's the harm of including a warning? It won't serve a useful purpose because everyone knows about it? I think the whole thing is silly. There is something more substantial to it than that."

Another protobacco voice, Fred Royster, representing 49 groups of U.S.

tobacco growers, found himself trapped in Mr. Austin's claim of public awareness. Mr. Royster categorically charged that "antitobacco forces from within and out of the government are stepping up their efforts to destroy our great industry. This is being done through propaganda and accusations regarding an alleged causal relationship between smoking and health. These accusations still lack the authority of medical proof based on the findings of scientific research. Almost all of the evidence presented thus far has been statistical allegations, which are the products of surveys and computer tapes."

Commissioner Elman pounced on the apparent conflict in testimony. "Whereas Mr. Austern said everyone knows it's a fact that there public health hazards in cigarettes," he asked, "he wasn't speaking for you, that you aren't aware of any such factors." Mr. Royster replied unequivocally, "Yes."

Representatives of marketers of devices for "safer" cigarettes urged exemption under the proposed rule, or at best, differentiation between "less hazardous" brands of cigarettes. They contended that there is a large number of addicted smokers who would not quit the habit regardless of any governmental admonition to do so and who are interested in an "improved" cigarette.

The representatives further claimed that if the rule were imposed, that might serve to stifle the demand for improved products and the incentive for producing them. That contention brought an angry retort from Commissioner Mary Gardiner Jones to Donald Tiggelback, market development manager for Pittsburgh Activated Carbon, a Calgon Corp. division working on a charcoal

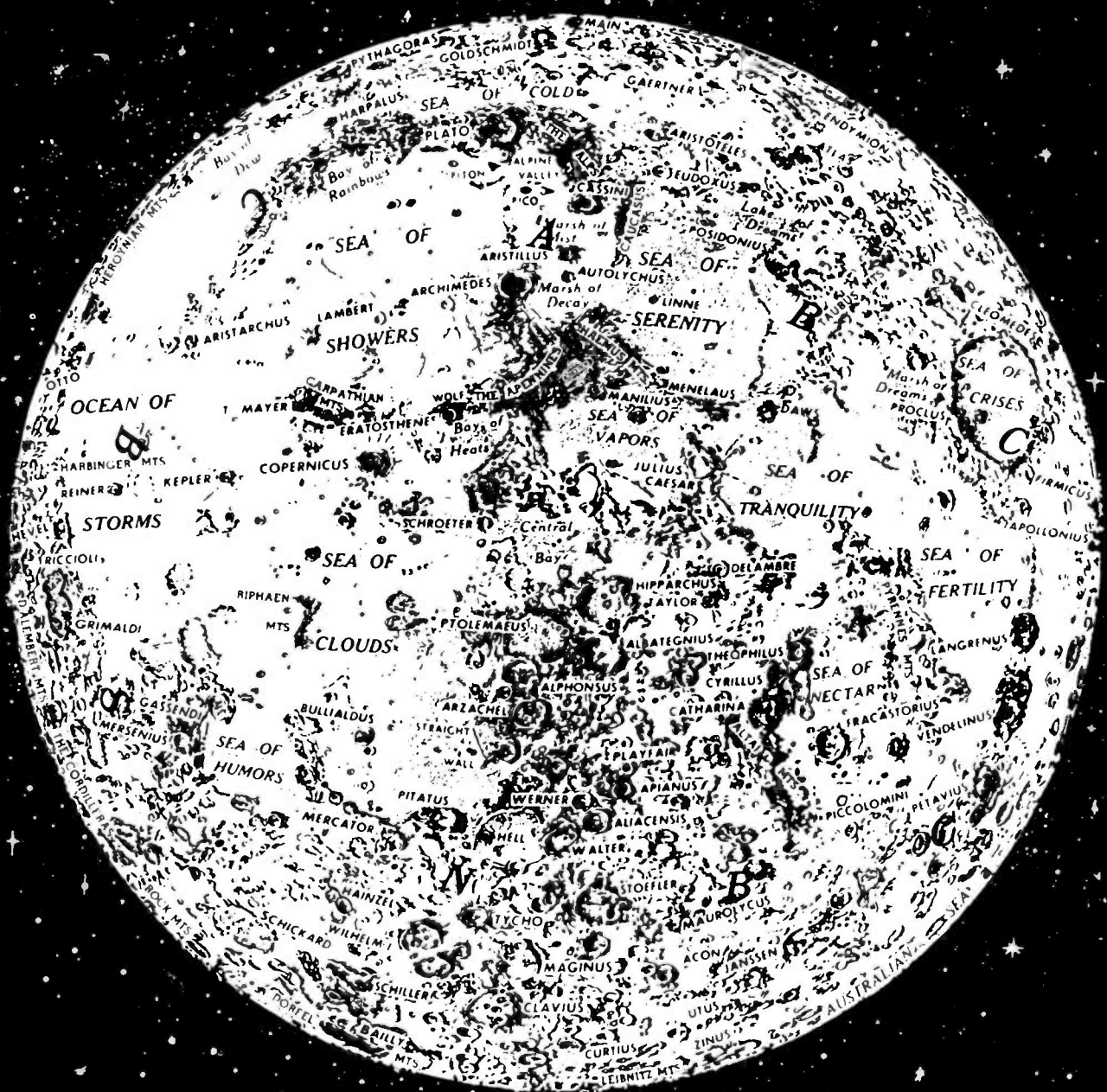
filtration process. "I can't believe that is your company's position," she said. "It would seem to me to be a terribly immoral one."

Commissioner Jones continued: "Wouldn't elimination of the cigarette ads altogether be acceptable to you if they 'confuse the public' as you say?" Mr. Tiggelback replied that "elimination of the ads would make a much more difficult job of informing the public about safer cigarettes," the purpose of which advertising he indicated is to "educate" the public.

But "safe" cigarette or not, the bulk of the anticigarette witnesses pointed to the allurements of smoking advertisements that purportedly lead youngsters to emulate the Marlboro "rugged cowboy, hero of the West," or Silva Thin's "cool James Bond type character."

"It is to our mind indefensible that cigarettes should be advertised as they are now being advertised, in a context of happiness, vigor, success and well-being," charged U.S. Surgeon General William H. Stewart, "without even a hint appearing anywhere that the product may also lead to disease and death. It seems particularly indefensible when we realize that among the viewers of such advertisements, there are three particularly vulnerable classes of people—the young, adults trying to give up smoking, and the ill "to whom cigarette smoking may represent an almost immediate threat to life."

Noting that manufacturers have increased their advertising in the last five years to an estimated total \$312 million in 1968 (of which \$196 million was spent in TV), Dr. Stewart said of the proposed rule that "it has been said that it would drive cigarette advertising off

[illegible]

Until now, you had no other choice.

If you were a subscriber to a network radio news service, you gave away your highly saleable news slots for a very small fraction of rate card.

Figure it out, just for fun.

1. How many network minutes do you run per week? ____.

2. How much do you get paid for them? ____.

3. How much could you sell them for, if you sold them yourself? ____.

4. Subtract #2 from #3. _____ net loss.

That's how much your network radio news service is costing you per week. Some fun.

Well, here's good news.

Metromedia Radio News is being made available to just one station in each market. Some markets are already using it.

What are they getting?

Next week, they'll be getting *eight extended live programming segments* of the moon flight, including live programming of the liftoff, continuing until the spacecraft is safely inserted in orbit; live programming of the undocking maneuver, actual moon landing, liftoff, re-entry, and splashdown.

And general spot coverage of all major aspects of the flight.

They'll also be getting 78 live inserts. And the following:

Live national and overseas coverage of major news events. Documentaries. Specials. Stock market reports. Sports. News. Analysis. Commentary.

In short, the finest radio news service available anywhere.

All of our own stations use it.

Most of them have already sold the moon coverage to advertisers.

Our service is superior to any audio news service in that we are totally broadcast oriented. Our news is produced by broadcasters for broadcasters.

So it is immediately usable. You can feed it into your tape recorder, or put it right on the air, if you like.

Metromedia Radio news comes into your station on high-quality broadcast lines—not telephone lines.

You get hundreds of different reports each week. You can use as many or as few as you wish. And you don't pay extra for special events.

Existing news services make you sign long term agreements. Our contracts are one-year contracts.

With our material, you can sell the news locally.

Your only commitment to us is price.

You can even use us in addition to your current network or news service.

What does all this cost?

About the cost of one good broadcast journalist—or less.

We give you more than sixty of them. All over the world. Twenty-four hours a day, seven days a week.

Interested?

Call Alan Walden, our National News Coordinator, at 212-682-9100.

If you call now, and your station is located east of the Mississippi, he can probably hook you up in time to cover the moon next week.

If you'd like more time to think about it, he can send you more information.

So you'll be ready for the next moon shot.

METROMEDIA RADIO NEWS

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 22, 1969
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 22	Total dollars week ended June 22	1969 total minutes	1969 total dollars
	Week ended June 22	Cume Jan. 1-June 22	Week ended June 22	Cume Jan. 1-June 22	Week ended June 22	Cume Jan. 1-June 22				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 16.9	\$ 96.3	\$ 2,780.9	\$ 351.4	\$ 8,592.3	86	\$ 447.7	2,116	\$ 11,390.1
Monday-Friday 10 a.m.-6 p.m.	1,458.2	35,672.6	2,752.6	69,114.3	2,007.4	58,803.5	945	6,218.2	22,771	163,590.4
Saturday-Sunday Sign-on 6 p.m.	531.9	24,677.8	706.3	26,789.6	542.6	15,702.7	265	1,780.8	7,105	67,170.1
Monday-Saturday 6 p.m.-7:30 p.m.	235.5	8,199.2	568.9	17,622.9	414.0	16,097.0	91	1,218.4	2,314	41,919.1
Sunday 6 p.m.-7:30 p.m.	116.7	3,599.6	158.5	5,441.2	84.0	5,571.9	18	359.2	535	14,612.7
Monday-Sunday 7:30-11 p.m.	4,066.2	125,100.1	5,695.0	169,523.5	5,510.9	168,100.8	440	15,272.1	10,805	462,724.4
11 p.m.-Sign-off	300.0	10,063.5	32.5	2,000.2	435.7	12,146.0	80	768.2	1,976	24,209.7
Total	\$6,708.5	\$207,329.7	\$10,010.1	\$293,272.6	\$9,346.0	\$285,014.2	1,925	\$26,064.6	47,622	\$785,616.5

the air. If this is so—if the truth about a product cannot be told—then I think it is perfectly clear there should be no advertising.”

The effect of advertising on confirmed and potential smokers was probed by Dr. Daniel Horn, director of the National Clearinghouse for Smoking and Health, a research arm of the U.S. Public Health Service. Dr. Horn noted that in a 1966 survey it was found that 52% men and 61% women agreed that “current cigarette advertising leaves the impression that smoking is a healthy thing to do.” And that further research shows that “whatever the primary influences that may have influenced [a person’s] taking up of smoking, advertising can serve to reinforce and strengthen this decision by adding to the acceptance of smoking as a way of life.”

Dr. Horn also noted that there is “no solid experimental evidence to prove what effect this may be, and that one must, therefore, interpret what evidence there is with a good deal of judgment.”

Of those smokers who are trying to give up smoking (an estimated 10 million this year), Dr. Horn said “we frequently encounter those who cite advertising as an influence which makes it that much more difficult to succeed. About a third of those who are considering quitting smoking,” he claimed, “feel they are very much influenced by the effects of advertising and that this makes it more difficult to succeed.”

ASH director Banzhaf touched off the heated dispute between Commissioners Dixon and Elman by leveling a charge that the commission has the power to act against “unfair or deceptive acts or practices in the advertising of cigarettes” and has proved itself “unable or unwilling to effectively regulate those that are deceptive. Commissioner Elman interjected that “what Mr. Banzhaf is

saying is if Congress should tie our hands, we could go ahead and act on the ads because they are deceptive.”

“I don’t agree with you,” the chairman interrupted, angrily. “We don’t have the power to make law.” And then to Mr. Banzhaf, he said: “I’m so sorry I’m not in your rarified atmosphere, young fellow. Go right ahead. I’ll try to catch up.”

Commissioner Elman interposed: “The chairman doesn’t seem to understand our position. He’s very sensitive to Congress the last few years.”

Mr. Banzhaf continued that “it is not too surprising that the commission is unable to regulate cigarette advertising. Although cigarettes are the most widely advertised product on radio and television and perhaps on all media, and although they probably kill more people each year than all of the other products whose advertising the commission regulates,” he claimed, “only two members of the professional staff are assigned on a part-time basis to this vital area throughout the year.”

In a sarcastic voice Chairman Dixon interrupted: “You remind me of other young people who came here [an obvious reference to ‘Nader’s Raiders’ who announced a highly critical study of the agency in January] [BROADCASTING, Jan. 13]. Well, you don’t know anything, young man, when you say there are only two in this commission that pay attention to cigarette advertising.”

Commissioner Elman proposed that Mr. Banzhaf should write a letter to the commission asking who is looking at cigarettes and “see if you get an answer.”

“Mr. Elman, I don’t like you suggesting things like that,” Chairman Dixon said heatedly. Commissioner Elman, also now angry, remarked that it wasn’t

good for the commission “to engage in this kind of discourse.”

“Well, I just disliked what you said,” Chairman Dixon muttered.

(The unusual public exchange between members of the commission followed by a week, a private vote to hold the cigarette hearings without awaiting action from Congress. Commissioner Elman, in that 3-2 vote to which Chairman Dixon dissented, also earlier vigorously objected to the commission’s handling of a 10-year-old case against Geritol commercials [BROADCASTING, June 30].)

Tobacco and broadcasting industry’s efforts at self-regulation also were on the firing line last week. Under probing from Commissioner Elman, Luther Terry, former U.S. surgeon general, charged that they were a “complete flop and a subterfuge.” Referring both to the tobacco and to NAB’s TV codes, he said that “they don’t use sports figures [to endorse tobacco products], but they do buy lots of time in sport programs; they don’t use 25 year olds [in the display of the product], but they do use the youngest people they can find. I don’t think the code has had any effect at all” in reducing the appeal of cigarettes, Dr. Terry charged.

Warren Braren, former manager of the New York office of the NAB Code Authority, charged that “the youth appeal is intrinsic in most cigarette commercials. Those who choose to ignore this appeal are being hypocritical,” he said. “The Code Authority and the NAB know this but have either chosen not to, or have been unable to act.”

It was Mr. Braren’s view that the code, “an arm of the trade association, until it can become independent of the association and its treasury, it will not be as effective as it should be.” Broad-

berty in self-regulation by bringing in consumer representatives to get diverse views. The mere idea that a product is legal under the law does not confer carte blanche to represent the product as cigarette advertising does."

"Behind closed doors broadcasters and NAB executives freely acknowledge the awesome public health problems related to cigarette smoking. Why then do these same individuals not come forward as statesmen to deal frankly and openly with the youth and health implications involved in broadcast cigarette advertising?" Mr. Braren asked.

That question, and others, will be uppermost on the minds of NAB radio and TV code board members when they meet this week.

Evening-long special is bought by Eastern

Eastern Airlines, through Young & Rubicam, both New York, will be the sole sponsor in prime time of a two-and-a-half hour NBC News special on the present condition and future of the U.S.

The program, tentatively titled *Here Come the Seventies*, will be telecast Oct. 7 at 8:30 NYT, pre-empting *Julia* and *First Tuesday*.

NBC said 12 correspondents will review the 1960's as a basis for projecting developments of the next 10 years. Such topics as hunger, overpopulation, space, race, youth, foreign affairs and the sexual revolution will be analyzed.

NBC turns around on feminine-hygiene ads

NBC officials have reversed their decision to accept advertising for feminine-hygiene products on NBC-TV, primarily because of complaints and "uneasiness" among some affiliates ("Closed Circuit," June 30).

NBC will honor current commitments, however, and will continue to accept such advertising on a case-by-case basis for broadcast on the NBC-owned TV and radio stations and on the NBC Radio network.

Officials said some TV-network affiliates—about half a dozen—protested the acceptance of commercials for intimate feminine products and some refused to carry the messages.

In addition, it was understood, the number of such products seeking time increased from two to close to a dozen, promising to enlarge the complications of clearance and scheduling.

In the circumstances, network authorities felt they should not make decisions for some 200 affiliates in so sensitive an area. There was no such problem where NBC-owned stations

are concerned, and apparently there have been no significant complaints, if any, from network radio affiliates. Authorities said the radio network has no feminine-hygiene advertisers at present.

Two such products—FDS (feminine deodorant spray) and Feminique—have been on NBC-TV since shortly after the TV code board and the TV board of directors of the National Association of Broadcasters lifted their outright ban on intimate product advertising earlier this year. Both contracts reportedly will expire by about Sept. 30.

Agency appointments:

■ Rexall Drug Co., which has moved corporate headquarters from Los Angeles to St. Louis, names Gardner Advertising, St. Louis, to handle account which bills about \$3 million. Previous agency was BBDO, Los Angeles.

■ Steinway & Sons, New York, has appointed Lord, Geller, Federico and Partners, same city, as the agency replacing N. W. Ayer & Son, also New York. Ayer withdrew from the account because of a conflict after acquiring Hixson & Jorgensen, Los Angeles.

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A COOL



*\$1,214,015,000 in Consumer Spendable Income in the 35 counties where WWTV/WWUP-TV is the dominant CBS station. Source: SRDS.

Audience measurement data are estimates only, subject to defects and limitations of source material and methods.



The Feltzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJBT GRAND RAPIDS
WJPM GRAND-RAPIDS KALAMAZOO
WWAM/WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KDLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

Avery-Knodel, Inc., Exclusive National Representatives

AAF theme: Let the buyer be told

Convention learns of new campaign to sell advertising to public and government

Plans to bolster advertising's links with the public, brighten its image and shore up its relationships with government dominated the annual convention of the American Advertising Federation last week in New York (also see pages 38, 40).

The 500-plus delegates were told repeatedly that if they don't make self-regulation work, more and more government regulation will be inevitable. They were warned, too, that the buffeting that broadcasting is currently getting from government could become more pronounced in other areas of advertising—and among other media—as well.

Along with all the stern talk about what the government has done and may do to the forces of advertising, there came at least one heartening message—from the top. President Nixon sent a message crediting advertising with "an important role in our nation's economic well-being" (see page 37).

The convention, held Sunday through Wednesday (June 29-July 2), also featured a look at new advertising ideas, at advertising and the future and at both new and tested techniques in areas ranging from media to broadcast production.

In the keynote session Monday, AAF President Howard Bell presented a three-point program for strengthening advertising's ties with the public. It would put emphasis on self-regulation of advertising, public understanding of advertising and social responsibility of advertising.

To generate better public understanding, Mr. Bell said, Carson/Rob-

erts, Los Angeles, has created for AAF a campaign on the theme: "Without advertising, you wouldn't know." He unveiled some of the promotional messages being developed for all media. Sample:

"There are detergents that soak out stains. Enzyme detergents. And you heard about them through advertising. How they work and how to use them. That's advertising's job—advertising communicates. About toothpaste, cars and cold remedies. About new products. Like enzyme detergents. Without advertising, you wouldn't know."

Mr. Bell said a complete kit of materials for the campaign would be available in early fall to AAF's membership of 180 advertising clubs, 500 agencies and advertisers and 28 advertising and media associations.

"The difficulty with self-regulation," he said, "is that it is a lot easier to agree on in principle than in practice. Any breakdown or erosion of this process can result in a loss of public confidence with all the consequences that portends, including the danger of increased government strictures."

He called for strengthening of the "great deal of self-regulatory activity" already present in advertising and said AAF hoped to make the Advertising Code of American Business "a meaningful part of this total effort," to strengthen existing ties between AAF clubs and local Better Business Bureaus and "to develop new programs through our national ethics committee."

Mr. Bell hoped "every ad club in America would take the initiative in undertaking worthwhile community

projects to advance the public good"—a point developed earlier by Walter Terry, senior vice president of D'Arcy Advertising and retiring chairman of AAF.

In a look back at advances made by the federation during the past year and a look ahead to challenges and opportunities, Mr. Terry urged advertising people "to stop talking to ourselves about the same old things in the same old ways and start trying to solve some of the social and economic problems which face each of our communities."

The delegates were told by Ward Quaal, president of WGN Continental Broadcasting, Chicago, that "the success of the advertising profession lies squarely in our hands because of the mounting evidence of government 'intrusion' into business activity through attacks on advertising in general, and, with increasing intensity, television programming."

In Monday's luncheon speech, Mr. Quaal also said that among broadcasting's many problems, number one "is to preserve freedom of speech for all media, and above all, to convince all parties that the Supreme Court has held on no less than five occasions that freedom of the press applies to broadcast as well as print media."

He also noted that freedom of expression must be exercised with responsibility, and offered some specifics:

"This means total integrity in advertising messages and the broadcasting of news and editorials by those qualified to prepare and to present them. It also means that we can have no duplication of the 1968 political convention 'hijinks,' where certain network pundits



Mr. Bell



Mr. Kendall

tried to 'nominate' Nelson Rockefeller over Richard Nixon in Miami Beach and later, in Chicago, tried to nominate Edward Kennedy over Hubert Humphrey.

"This is irresponsible broadcasting and harms the image of the industry in the halls of Congress and elsewhere. Broadcasting must remain 'free' and we, who are its stewards, must realize the profound responsibility that is ours."

Mr. Quaak cited the work of the Association of Better Business Bureaus International, of which he is board chairman, and other organizations and "hundreds" of industry codes as evidence that business wants to protect the consumer—and its own good name—through voluntary activities and self-discipline.

In the keynote address, Donald M. Kendall, president and chief executive officer of PepsiCo Inc., urged advertising—and all industries—to set up the equivalent of the Consumer Research Institute established in 1969 by the grocery industry. The institute sponsors and conducts research on marketing practices that may be subjects of consumer concern.

"We have to do some anticipating," he said. "What are consumers likely to get worked up about next year? Are their complaints justified? What can we do to rectify the valid complaints as soon as possible? And how can we best state our case to the public?"

Mr. Kendall called for "cooperation to the fullest extent with consumers and their representatives on matters of joint concern," with federal, state and local governments and organizations and with consumer-education programs being developed in various school systems.

The PepsiCo chief played the radio spot that Pepsi-Cola introduced in the 1930's as the world's first singing commercial—"Twice as much for a nickel, too"—and said that the message and its "promise, a promise fulfilled, had a lot to do with the fact that PepsiCo is

Advertising's role lauded by Nixon

Members of the advertising community were reminded last week that they have a "growing social responsibility." The reminder came from President Richard Nixon in a message sent to the American Advertising Federation's convention in New York last week.

The President noted that advertisers "have made many valuable contributions" to their profession and to the public and that advertising "plays an important role in our nation's economic well-being."

He also pointed out that advertising "stimulates our citizens to aspire to a better life and to search for personal self-improvement." The social responsibility, he continued, can be partially fulfilled through "your continuing efforts to improve standards of trust and taste in advertising."

where it is today." What counted, he said, "was that Pepsi-Cola meant what it said, and said what it meant, and the consumers responded."

A panel on TV commercial production concluded that although production value is a contributor to the effectiveness of a TV spot, the basic concept of the advertising is the paramount consideration.

Jack Piccolo, vice president and art supervisor of Doyle Dane Bernbach, stressed that the production value assigned to a commercial depends on the product and the objective of a campaign. In some instances, he indicated, all that is needed is a simple statement, while in others a more elaborate production may be required.

Dr. Val Appel, president, Bruden-Appel Inc., research organization, claimed that if an advertising concept is good, even poor execution "can't

botch it." He added that a good advertising concept can be improved with proper execution.

Rick Levine, vice president, Carl Ally Inc., reported that a close liaison between the advertising agency and the outside production house is needed to achieve commercials with proper production values. He urged that considerable care be taken in selecting a production company.

Dick Miller, president, Miller Associates, a TV production organization, agreed that the initial concept is vital in a commercial but emphasized that agencies and clients must seek as much production value as they can within the limitations of the budget. He urged creative personnel to aim for authenticity in commercial concepts.

The changes in American life and its relationship to the future of advertising were examined by a panel that touched on such developments as the government's tendency to restrict the mass media, the segmentation of society, the rebellion of youth and the movement toward consumer protection.

Thomas Dillon, president of BBDO, said he was not seriously concerned about the future growth of advertising, which he regarded as vital to maintenance of freedom of news media. He emphasized that there never has been "a substantial free press that has not been supported by advertising."

"Look around at countries in which the mass media are not supported by advertising and you'll find they are supported by the government," he stated. "And you'll find pretty much a press without dissenting opinion or criticism."

Mr. Dillon quoted at length from a recent speech by CBS newsmen Walter Cronkite that cited numerous moves by Congress and federal agencies to curb the freedom of broadcast news. Mr. Dillon said that once TV-radio news is saddled with restrictions, the curbs will be extended to all the news media.

John Johnson, publisher-editor, John-



Mr. Terry



Mr. Quaak



Mr. Thurm

son Publications Inc. (*Ebony* magazine and others), warned that advertisers must become sensitive to changes that are and will be taking place in the marketing arena in the years ahead. He advised them to tune in especially to "market segmentation," directing their advertising appeals to targeted audiences.

Daniel Seligman, senior staff editor, Time Inc., warned that the best minds among young people in universities today seemed to be "turned off" on advertising as a career. In his visits to campuses during the past year, he said, he felt that the more talented students planned to embark on careers that were educationally oriented and that advertising in particular was regarded as "a rat race, a Babbit occupation."

Robert Smith, assistant director of the Consumers Union, Mount Vernon, N.Y., stressed that the CU, contrary to some opinion, is not antiadvertising but is antisrepresentation. He said the future of advertising hinges on the role it plays as a purveyor of complete and honest information; on the efforts it takes to close the "credibility gap" and the involvement it assumes in areas of social responsibilities.

"Frankly, if the past is any criterion," Mr. Smith said, "I'm not optimistic that advertising will take any of these steps freely and on a substantial basis unless there is legislation."

The concluding session of the convention explored the theme of "World of Advertising/World of Ideas," and featured audio-visual presentations on effective advertising concepts.

Carl Ally, whose agency handled the presidential primary campaign for Senator Eugene McCarthy (D-Minn.) in 1968, said advertising in the political arena should be used to present issues and not to "build up" a personality. He felt that the current method of financing political advertising campaigns is faulty and suggested that perhaps public funds should be utilized, so that each qualified candidate would have equal opportunity for broadcast and print exposure.

William Bernbach, chairman and

chief executive officer of Doyle Dane Bernbach, told the group that effective advertising depends on artistry of execution. Important elements, he indicated, are believability, proper tone and a relevance to contemporary conditions.

Jeremy Bullmore, director of J. Walter Thompson Co., London, said international advertising is growing and will continue to grow, but he cautioned against using the same copy approaches or appeals in different countries because of local habits and needs. With respect to launching of American products abroad, Mr. Bullmore pointed out

that they often have to compete with established brands in overseas markets but their U.S. identity often can be exploited with proper advertising approaches.

Duke Marx, vice president, Marx Advertising Agency Inc., Milwaukee, which specializes in retail advertising, reported that the agency produced more than 400 retail TV commercials last year. He predicted that Marx shortly will become active in in-store closed-circuit TV communications and in a few years in the field of in-store counter visual communications with tape and film projection.

Admen take a swipe at middlemen

AAF panelists discuss media-buying promises and the emphasis on cost efficiency in spot

The independent media buying service was the target and top media executives of five major advertising agencies were the dart throwers at a panel discussion held during the American Advertising Federation annual convention last week (also see page 36).

The unscheduled and unanimous attack erupted during a panel on what is "new" in broadcast, print and outdoor media. And while panelists in their prepared scripts stressed the dominance of TV as influencing and reshaping all media, it was in the give-and-take that followed that the independent media buyer was raked over.

The discourse was triggered by formal remarks of Bernard Kanner, senior vice president and director of media management at Benton & Bowles, who said of the media-buying service approach:

"This [summertime] phenomenon is 'Mr. I can get it for you wholesale.' He promises savings of all sorts for all of us. He saves the advertiser money. He saves the agency time and payroll. He saves the stations from dealing with a large number of people as well as a loss of their inventory.

"I wonder why—like the mole—he always comes out when the weather is turning warm. Could one reason be that third-quarter expenditures and activity for spot television is about 10% below the annual average?"

Mr. Kanner also noted that "literally hundreds of people with little or no knowledge of this business have discovered a new word. It's called syndication." He described the would-be syndicator as a "fast-talking, one-shot artist who hasn't the remotest idea of the requirements necessary for proper and acceptable syndication." Mr. Kanner said that "he is appealing to that wholesale instinct. He is being accepted on merely a promise to save something, anything."

(Mr. Kanner later explained to a reporter that the independent promoter will approach an advertiser, or an advertising agency, with an "idea" for a show or show series, intimating that he has access to star performers, or top-notch directors or producers. He said the promoter does not actually use names but implies he can come up with somebody "like" a well-known performer or producing talent. The idea is for the advertiser, directly or through an agency, to "put up the money and clear the stations." Types of programs offered, he said, usually are "game shows, variety vehicles, series or one-shots—as a one-shot featuring a rock 'n' roll band."

(Mr. Kanner said that he understood a media-buying service had joined the parade, offering a "game strip" to be placed on stations for any one of several of the service's clients.)

The post-panel discussion on media-buying services was opened by Herbert Maneloveg, vice president and director of media, BBDO, New York, who asked other participants if agencies themselves could be faulted for the rise of media-buying services "by our stress-

Lever's Thurm new AAF chairman; board slimmed

Samuel Thurm, advertising vice president of Lever Bros., New York, was elected chairman and several organizational changes—including a streamlined board of directors—were approved during last week's American Advertising Federation convention in New York.

Mr. Thurm succeeds Walter Terry, senior vice president, D'Arcy Advertising, San Francisco, who continues as a board member.

The creation of an "interassociation

council" within the AAF was approved. The council will be made up of 28 AAF-member advertising and media associations, including such organizations as the National Association of Broadcasters, the Television Bureau of Advertising, the American Association of Advertising Agencies and the Association of National Advertisers.

This new unit will be represented on the AAF's board by its chairman (Peter Allport of ANA) and vice chairman (Norman E. Cash of TVB). The effect of the new structuring is to reduce the size of the board from more than 100 members to about 40.

Rent-an-ear.

When you buy into a market, you want every ear you can get.
Your Blair man can show you why you'll be missing plenty of them
if you don't buy WPRO. He's got the facts from the most comprehensive survey
on reach and frequency* in the market. It's an earful.

*Based on October 1968 ARB.

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



ing cost-per-thousand."

Mr. Kanner said he did not think there was a connection between media-buying services and "cost efficiency" though he acknowledged that because spot TV is "essentially a cost-efficiency-criteria medium" it has been "seized upon" by the independent buying services.

If the advertising agency is to be faulted at all, Mr. Kanner said, it would be for failure in "not publicizing to [agency] management and clients" the extent of negotiating necessary for "cost efficiencies in spot television." He said that in spot-TV buying it has been established "there is no rate card" but a system more similar to the stock market where it is "bid and ask" with spot business depending on "demand and negotiating skill."

Paul Roth, vice president in charge of media, Kenyon & Eckhardt, New York, indicated that media-buying services employ "a top negotiator, a senior buyer who is given a piece of the company," and said wryly that if advertising agency buyers negotiated spot TV placements for a fee, this "would change the agency business overnight."

Sam Vitt, senior vice president and director of media and program department, Ted Bates & Co., New York, said he would attribute the incidence of media middlemen to the "economics of the

business" and a philosophy of "we'll give you something for nothing."

Mr. Vitt said media departments have become "an expense item in the agency's budget" with a "service charge basically the same as in 1913." He said "we cannot raise our rates" and yet agencies "must deliver and negotiate." He said "no sophisticated client will use this [independent service] forever."

John Meskil, vice president and media director, Warwick & Legler, New York, however, was not as quick as his colleagues to exonerate agencies—"we are culpable—more than we admit," he said, in that agencies have failed to "educate the client" as to "what goes on in making a good spot buy." Instead, he said, agency media people are judged by the cost-per-thousand—"how little the client paid" for a spot buy—thus opening the way for somebody else who can promise to deliver buys for even less cost.

Barton, Brophy placed in AAF's Hall of Fame

The names of the late Bruce Barton and Thomas D'Arcy Brophy were added to those of other advertising greats in the Advertising Hall of Fame during the American Advertising Federation convention last week (see page 36).

Mr. Barton, a Republican member of

the U.S. House of Representatives from New York's 17th district (1937-41), helped form Barton, Durstine and Osborn in 1919. In 1928 BBDO was established after a merger with George Batten Co., thus adding Batten to the agency's name. Mr. Barton was chairman until 1961. He died in July 1967.

Mr. Brophy, who also died in July 1967, joined Kenyon and Eckhardt in 1931. He retired in 1957 as board chairman.

The Hall of Fame is maintained by the AAF and a permanent exhibit is at the Advertising Club of New York.

Avis moves account, but stands pat on TV

Although Avis-Rent-a-Car has changed agencies and will launch a new campaign soon, the company will retain its television emphasis and the "We Try Harder" slogan characteristic of its previous advertising through Doyle Dane Bernbach.

Benton & Bowles, New York, was notified June 27 of its selection to handle the estimated \$6-million account. Avis and DDB had announced a parting by mutual agreement two months ago, to be effective Aug. 31 (BROADCASTING, May 12).

Media details had not been settled as of late last week, but Avis advertising director Ronald Wulken said: "TV will figure prominently in the new campaign, and there is a distinct possibility of going into radio." There was never any doubt about keeping the slogan—"it's as much a part of the company as the name Avis,"—Mr. Wulken declared.

Avis previously spent about half its budget in spot TV, and the rest in print and outdoor advertising.

Benton & Bowles was competing for the account with Gilbert Advertising and Marschalk Co. in the final stages. Working on the B & B presentation were Chairman L. T. Steele, President Victor Bloede, Creative Director, Mitchell Epstein and Frank Stanton, who will be management supervisor on the account, and George Simko, vice president and media manager.

There will be two account executives on the Avis account—one working with Avis headquarters and another working in the field.

Business briefly:

Viking Carpets Inc., through David Singer Associates, both New York, has bought announcements on CBS Radio's *Arthur Godfrey Time* and *Dimension's "At Home."* **Glidden Paints**, through Meldrum & Fewsmith, both Cleveland, has also bought into "At Home" and *The Reasoner Report*.

Abbotts Dairies, Philadelphia, through

HEADHUNTING?

We Guarantee to Find Your Man

Corporations use our modern "search" techniques to locate executives, air talent, and other key employees.

Nationwide has successfully completed assignments to fill every position within a radio or television station and CATV system.

Headhunting is our profession and we're good at it! Try us and find out!



Contact
Ron Curtis, Pres.
312-337-5318
645 North Michigan Avenue
Chicago, Illinois 60611

Nationwide
Management Consultants, Inc.

Bozell & Jacobs, New York, will begin a new regional ice cream campaign using spot radio and television.

Avco Corp., through Pritchard Wood Associates, both New York, will sponsor television coverage of the final two rounds of *The First Avco Golf Classic* on NBC-TV Aug. 23-24 (5-6 p.m. and 4:30-6 p.m. EDT).

FTC tells Vicks to stop Sinex claims

"I can feel it," exclaimed the model breathing into an apparatus full of Vicks Sinex nasal spray. And so did Richardson-Merrell Inc., manufacturer of Vicks products, which was told by the Federal Trade Commission, last week that certain TV commercials for Vicks Sinex would be discontinued.

The spots depict two men, each supposedly suffering with nasal congestion, standing over a funnel-like apparatus, which is open-ended and stuffed with cotton. One man sprays Sinex through the apparatus; the other man sprays another nasal decongestant and claims nothing passed through the cotton. A voice-over comments on how Sinex vapors are powerful enough to penetrate congestion.

The commission claimed the spots could mislead the public as to the spray's ability to promote "instantaneous free breathing," which it could not. The commission accepted Richardson-Merrell's voluntary pledge to remove the commercials and declined to proceed formally against the company.

FC&B, Menley & James don't agree on Contac

Foote, Cone & Belding, New York, which has been creating the advertising for Contac cold capsules for nine years, was informed by the manufacturer, Menley & James Laboratories, last week that other agencies are being asked to consider the \$10-million account.

An internal memo at the agency reported that Menley & James did not agree with recommendations put forth in a presentation to the client Monday (June 30).

The account bills over \$6 million in television and around \$1 million in radio.

Rep appointments:

- **WITH-AM-FM** Baltimore and **WKEE-AM-FM** Huntington, W. Va.: Edward Petry Co., New York.
- **WEMT(TV)** Bangor, Me.: Jack Masla & Co., New York.
- **Wisconsin Network Inc.**: Walton Radio Representatives, Chicago.



Can an Oil Company convert to Canned Heat?

Only marketing myopia can prevent it.

For the people who prefer Canned Heat's kind of music are the mature young marrieds and middle management executives of today.

The same people who are the largest users of automotive products: gasoline, oil, tires, etc.

The proof? KHJ is a prime outlet for Canned Heat. Yet look at our audience profile. Number 1, by far, with the 18 to 49 age group.*

And our share of this big spending age segment grows year after year.

So step on the gas. In L.A. it's KHJ that delivers the bread.

Cut yourself a slice.

93/KHJ
BOSS RADIO IN LOS ANGELES

5515 Melrose, Hollywood, Cal. 90038
(213) 462-2133 • TWX 910-321-2345
Represented by: RKO Radio Reps.
Division of RKO General, Inc.

*Radio Pulse, Jan. - Feb. 1969.
Audience measurement data are estimates only and are subject to the qualifications set forth by the



Shapp wants WFIL-TV license lifted

Triangle charged with 'news monopoly';
Annenberg pictured as 'lord of the press'

Triangle Publications Inc. has become the latest in a series of multimedia owners to find one of their license-renewal applications challenged on the ground that they exercise an undue concentration of mass-media control.

Milton Shapp, defeated Democratic candidate for governor of Pennsylvania in 1966 and the former head of Jerrold Electronics Corp., has called on the FCC to deny Triangle's renewal application for WFIL-TV Philadelphia.

Mr. Shapp, in a letter to the commission last week, said the renewal application should not be granted because Triangle "exercises a near news monopoly in the Philadelphia area" and because its "handling of the news is distinctly not in the public interest."

In the process, he accused the man who is now U.S. ambassador to Great Britain—Walter H. Annenberg, president of Triangle—of being "a self-appointed 'lord of the press' who has used the media he controls to poison the political life of Pennsylvania and to attack the fabric of the democratic process."

Mr. Shapp also said Triangle's *Philadelphia Inquirer* had conducted a "vendetta" against him during the 1966 gubernatorial campaign that "reached a low in character assassination."

George H. Koehler, general manager of Triangle's radio and television division, said in a brief statement: "Triangle has continuously operated its broadcast facilities in the highest tradition of broadcasting, in a manner consistent with the public interest and in furtherance of the best interests of its communities. Triangle's history of selfless public service is a matter of record and Triangle is proud of its outstanding performance in the operation of WFIL-TV."

Mr. Koehler also said that Mr. Annenberg's performance and public-service achievements in Philadelphia and nationally are a matter of record. "The attack by Shapp on WFIL-TV operations—and more regrettably on Mr. Annenberg's personally—is both unfounded and untrue," Mr. Koehler added.

The Shapp letter, submitted one month ahead of the Aug. 1 date on which Pennsylvania licenses are due for renewal, referred to recent commission

actions indicating concern over the concentration-of-control of media issue.

The commission set the license-renewal applications of KRON-FM-TV San Francisco and of WCCO-AM-FM-TV Minneapolis-St. Paul for hearing on that issue, among others. And the issue figured prominently in the commission's decision to deny the *Boston Herald-Traveler's* WHDH-TV Boston a renewal of its license and to award the contested channel 5 to a competing applicant (BROADCASTING, Jan. 27).

Triangle is owned by the Annenberg family. Walter H. Annenberg, principal force in the operation of the company, was named ambassador to the Court of St. James's by President Nixon in February (BROADCASTING, Feb. 24).

Besides the television station in Philadelphia, Triangle owns WFIL-AM-FM, the *Inquirer* and the *Philadelphia Daily News*, one of the city's two afternoon newspapers. It also owns WFBG-AM-FM-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pennsylvania; WBNF-AM-FM-TV Binghamton, N.Y.; WNHC-AM-FM-TV New Haven-Hartford, Conn., and KFRE-AM-FM-TV Fresno, Calif.

Triangle, in addition, publishes *TV Guide*, which has the largest weekly magazine circulation in the nation; the *Morning Telegraph*, a leading horse-

race publication; and *Seventeen Magazine*. Through a subsidiary, it is active in CATV.

Mr. Shapp said Triangle's degree of media concentration in the Philadelphia market is greater than that which has drawn expressions of concern from the Department of Justice. Justice has urged the commission to break up multimedia holdings within a market, and to prohibit television stations from controlling CATV systems in their markets.

"There is little question that a truly free press can best be assured by maintenance of competition among media outlets—the press and the electronic media," Mr. Shapp said. "One of the gravest dangers facing this nation is the threat of excessive concentration of ownership and control of the media."

He cited articles in the April and May 1969 issues of the Philadelphia magazine as the basis for assertions that Triangle-provided news, "under personal direction of Walter Annenberg, . . . has been censored, omitted, twisted, distorted and used for personal vengeance and other personal purposes." He enclosed copies of the two issues as documentation for his statements. He also sent copies of his letter and the magazines to the attorney general and the chief of the Justice Department's anti-trust division.

"If the political freedoms of this nation are to be guarded," he added, "the Federal Communications Commission and the Department of Justice must stand guard against excessive concentration of media power in the hands of any self-appointed 'lord of the press.'"

"The FCC can begin by rejecting the Annenberg application for license renewal for WFIL-TV. In so doing it will demonstrate that the public airwaves are a public trust, and not the toy or weapon of any man, no matter how great his wealth, nor how strong his political connections"—the closest reference Mr. Shapp made to Mr. Annenberg's present position.

Mr. Shapp, who said he would be "happy" to appear at hearing on the WFIL-TV license-renewal application, is not interested in applying for the frequency—channel 6—on which the station operates, according to a spokes-

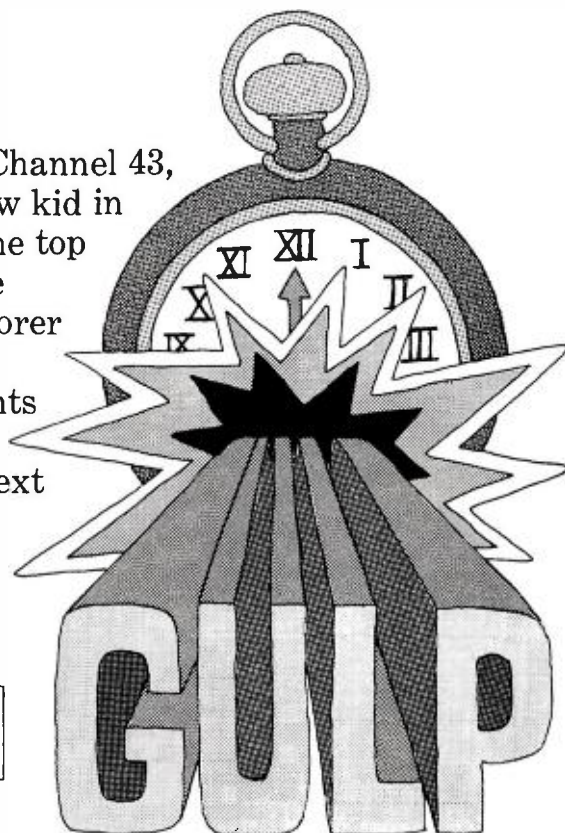


Mr. Shapp

The first 167 days

In 6 quick months WUAB-TV, Channel 43, has grown from the nervous new kid in town to the top-rated UHF in the top fifteen markets. We did it in the major leagues against NBC, Storer (CBS), Scripps-Howard (ABC), and Kaiser. ARB* says so. Clients say so. Billings say so. If we weren't so nervous about the next six months we'd probably be pleased with our success.

Nationally: Ask Petry



*ARB Feb.-March 1969 Sun. thru Sat. 9:00 AM to midnight, Metro Share.

man. Mr. Shapp simply feels the facility should be "put up for grabs," the spokesman added.

Mr. Shapp has remained active politically since his defeat in 1966, and recently announced that he plans another try soon for statewide office. The terms of Governor Raymond P. Shafer and Senator Hugh Scott, both Republicans, expire in 1970.

Mr. Shapp, who developed Jerrold into a leading firm in the CATV field—both as an equipment manufacturer and as a system operator—sold his stock in the company when he ran for governor. He is now back in the CATV business, with major or sole interests in systems in Williamsport, Reading, Coraopolis and Greensburg, all Pennsylvania. He also heads a management consulting firm which represents those systems. In addition he has an interest in WHJB Greensburg.

Court asked to void 1964 KQVR purchase

Construction firm claims McClatchy has monopoly on advertising in area

The U.S. District Court in San Francisco has been asked to declare the 1964 acquisition by McClatchy newspapers of KQVR(TV) Stockton-Sacramento, Calif., in violation of federal antitrust law. The civil suit, filed on behalf of McKeon Construction Corp., San Francisco and Sacramento, seeks a decree ordering McClatchy to divest itself of KQVR.

Attorneys for McKeon Construction, Dahl, Hefner, Stark & Marois, Sacramento, told BROADCASTING that their client is not seeking KQVR's channel 13 for itself. "That kind of request would not be addressed to the court," attorney Archie Hefner explained. "That would be strictly an FCC matter." And "as of right now" McKeon Construction has made no complaint to the FCC.

In asking the district court to order divestiture, McKeon alleges that McClatchy dominates television, radio and newspaper advertising in California's central valley. It is argued that McClatchy should be ordered to divest itself of its Stockton-Sacramento television station because its act in acquiring KQVR caused it to expand a monopoly it already had in advertising in the area.

Breaking down the "effectively dominated and controlled" mass-media interests of McClatchy, the complaint points out that in Sacramento county, McClatchy is the owner and publisher of *The Sacramento Bee*, one of two daily newspapers published and distrib-

uted in the county. The suit estimates the *Bee's* advertising sales in 1967 were \$12.1 million, or more than 72% of the combined advertising revenues of the *Bee* and its only competitor, the *Sacramento Union*.

The McKeon suit also estimates that McClatchy-owned KFBK-AM-FM Sacramento together "account for in excess of 20% of the total estimated advertising revenues derived by all radio stations located in Sacramento county." The McClatchy AM station alone is said in the suit to rank first among Sacramento radio stations with 29.5% more audience than its nearest competitor.

Sources close to the McClatchy interests said that the McKeon suit was filed after *The Sacramento Bee* editorially looked askance at some of the political pressures being used in seeking local construction variances. Mention also was made of a story appearing in the paper that linked Mr. McKeon as the host for Sacramento city councilmen at a dinner.

The suit contends McClatchy dominates mass-media advertising in the area surrounding Sacramento county. In Fresno county, it is alleged, McClatchy owns and operates *The Fresno Bee*, which as of March 31, 1968, is estimated to have accounted for more than 78% of the total daily circulation of newspapers in Fresno county and 100% of Sunday circulation. Estimated advertising revenues of *The Fresno Bee* in 1967, according to the suit, were \$7,820,000, or 85% of the combined estimated revenues of its own and that of the only local competitor, *The Guide*, a three-times-a-week paper.

The suit estimates the advertising revenues of McClatchy-owned KMJ-TV Fresno as \$1,710,000 in 1967, "or nearly 40% of total estimated advertising revenues derived by all television stations located in Fresno county." The

Hart moves to help poor

Senator Philip A. Hart (D-Mich.) last week introduced a bill "to give the poor a voice in federal government rulemaking procedures." The bill (S. 2544) calls upon the attorney general to contract with or to make grants to organizations such as the American Civil Liberties Union and the National Legal Aid and Defender Association to represent the poor or those with limited funds before federal agencies.

"We are witnessing a growing tendency among federal regulatory agencies to open their proceedings more to the public," Senator Hart noted. "In cases which affect the poor, the poor should have the same opportunity to be represented as affluent individuals and companies."

TV station, it's noted, is in addition to McClatchy ownership of KMJ-AM-FM Fresno.

The complaint also lists *The Modesto Bee*, as "the only newspaper of daily circulation located in Modesto, Calif.," and estimates that this McClatchy-owned paper in 1967 had total advertising revenues of \$2,360,000. Other McClatchy-owned properties listed in the suit are KBEE-AM-FM Modesto and KOH Reno, Nev. Note also is taken of McClatchy's intention to file an application for a CATV system in Sacramento.

The suit says the application has been made by McClatchy through California Antenna TV Inc., a company in which it holds a joint interest, and that the CATV system would be the only one in Sacramento.

The suit charges that "McClatchy has been able to arrange for reciprocal dealing between its newspaper and television operations in Sacramento county."

McKeon Construction is headed by developer George McKeon. The company constructs, leases and sells residential properties, mostly in Sacramento county.

McClatchy acquired KQVR in 1964 from Metromedia for \$7.8 million (BROADCASTING, Aug. 10, 1964). The McClatchy broadcasting stations group is privately owned by the McClatchy family, Eleanor McClatchy, president.

UHF grant is based on good AM record

In an initial decision an FCC examiner has proposed granting a construction permit for channel 66 in Terre Haute, Ind., to Alpha Broadcasting Corp.—largely on the merit of the broadcasting record of one of its stockholders.

The competing applications of Alpha and Terre Haute Broadcasting Corp. were designated for hearing in September 1968. A third application by Broadcasting Affiliates Corp. was dismissed at its own request last December.

In awarding the construction permit to Alpha and denying the Terre Haute application, Hearing Examiner David I. Kraushaar pointed out that the decision rested on an over-all comparative evaluation — primarily public service and maximum diversification of mass media. Terre Haute would be preferred on the diversification issue, he said, since none of its stockholders have mass media ownership, while George A. Foulkes, president and largest stockholder (16.675%) of Alpha, owns WAAC Terre Haute.

At the same time, he said, a proposal to have Mr. Foulkes manage the TV station provided a significant integration of management and ownership factor and Mr. Foulkes' broadcast record offered "persuasive assurance"

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

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

ANGEL OF THE MORNING
Blackwood Music, Inc.
Chip Taylor

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

AUTUMN OF MY LIFE
Unart Music Corp.
Bobby Goldsboro

THE BALLAD OF BONNIE AND CLYDE
Pear International Corp.
Peter Callander, Mitch Murray

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

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

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

BY THE TIME I GET TO PHOENIX
Johnny Rivers Music

CAB DRIVER
Blackhawk Music Co.
C. Carson Parks

CABARET
Sunbeam Music Corp.
Fred Ebb, John Kander

CALL ME
Duchess Music Corp.
Tony Hatch

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

CARMEN
Irving Music, Inc.
Peter Metz

CLASSICAL GAS
Irving Music, Inc.
Mason Williams

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

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

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

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

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

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

DREAMS OF THE EVERYDAY
HOUSEWIFE
Combine Music Corp.
Chris Gentry

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

EVERYTHING THAT TOUCHES YOU
Beechwood Music Corp.
Terry Kirkman

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

GENTLE ON MY MIND
Glaser Publications, Inc.
John Hartford

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

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

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

GRAZING IN THE GRASS
Cherio Corp.
Philemon Hou

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

HANG 'EM HIGH
Unart Music Corp.
Dominic Frontiere

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

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

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

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

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

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

THE HORSE
Dandelion Music Co. / Jamesboy
Publishing
Jesse James

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

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

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

I LOVE YOU
Mainstay Music, Inc.
Chris White

I WANNA LIVE
Windward Side Music
John D. Loudermilk

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

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

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

MISSION: IMPOSSIBLE THEME
Bruin Music Co.
Lalo Schiffrin

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

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

MRS. ROBINSON
Charing Cross Music
Paul Simon

MY SPECIAL ANGEL
Viva Music, Inc.
Jimmy Duncan

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

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

OVER YOU
Viva Music, Inc.
Jerry Fuller

PLAYBOY
Acuff-Rose Publications, Inc.
Gene Thomas

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

SCARBOROUGH FAIR
Charing Cross Music
Paul Simon

SIMON SAYS
Kaskat Music, Inc.

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

SOMETHIN' STUPID
Greenwood Music Co.
C. Carson Parks

SOUNDS OF SILENCE
Charing Cross Music
Paul Simon

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

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

THE STRAIGHT LIFE
Viva Music, Inc.
Sonny Curtis

STONED SOUL PICNIC
Laura Nyro

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

SUNDAY MORNIN'
Blackwood Music, Inc.
Margo Guryan

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

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

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

TALK TO THE ANIMALS
Hastings Music Corp.
Leslie Briceau

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

TIGHTEN UP
Cottillion Music, Inc. / Orelia Publishing
Billy H. Buttler, Archie Bell

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

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

TURN AROUND, LOOK AT ME
Jerry Capehart

THE UNICORN
Hollis Music, Inc.
Shel Silverstein

UP, UP AND AWAY
Johnny Rivers Music

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

WE CAN FLY
Akbestal Music, Inc. / Luvin Music, Inc.
Bob Cowdill, Bill Cowdill,
Artie Kornfeld, Steve Duffoff

WINDY
Irving Music, Inc.
Ruthann Friedman

WITH PEN IN HAND
Unart Music Corp.
Bobby Goldsboro

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

YESTERDAY
MacLen Music, Inc.
John Lennon, Paul McCartney

YOUNG GIRL
Viva Music, Inc.
Jerry Fuller

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

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

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

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



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

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

INDIAN LAKE
Pocketful of Tunes, Inc.
Tony Romeo

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

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

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

L. DAVID SLOANE
Dunbar Music, Inc.
Angela Martin

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

LADY WILLPOWER
Viva Music, Inc.
Jerry Fuller

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

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

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

MICHELLE
MacLen Music, Inc.
John Lennon, Paul McCartney

that Alpha could best provide the service to the public. WAAC's performance is "unusually good" for an independently owned daytimer, he added.

The examiner also cited the fact that Alpha's plan to have several stockholders other than Mr. Foulkes participate in certain programming areas "appears to be more meaningful" than Terre Haute's plan to have periodic meetings of directors and stockholders. Thomas W. Roberts is president and a 4.9% stockholder of Terre Haute.

The initial decision becomes effective in 50 days unless appealed or reviewed by the commission on its own motion.

N.Y. state to study pay, cable regulations

A New York State Assembly committee has authorized a study of pay TV and cable TV to determine if state regulation should apply. The committee on corporations, public utilities and commissions will conduct the survey before taking any action on a bill that seeks to limit program origination and proposes a regulatory procedure through the state public service commission.

Some of the questions to be considered, include: Is there enough regulation by the FCC? If not, should the state step in and set rates? Might

there be a future problem of anti-trust? Can these media be regulated as utilities? Are there differences in problems faced by upstate and New York City systems? And in general, the whole complex field of CATV.

Changing Hands

Announced:

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

■ **WNMP** Evanston, Ill.: Sold by Harry H. Semrow and others to Alan H. Cummings and Buddy Black for \$875,000. Mr. Cummings has car wash interests and owns an investment firm. Mr. Black owns 31% of **WEBH**(FM) Chicago. **WEBH** is being sold to James H. Rich for \$325,000 (**BROADCASTING**, May 26). **WNMP** is a daytimer on 1590 kc with 1 kw.

■ **KAIN** Nampa, Idaho: Sold by Mrs. Doyle Cain and Howard Nafziger to Brent T. Larson and Henry A. McNeal for \$135,000. Mr. Larson is a salesman for **KINS** Eureka, Calif., and Mr. McNeal is a sales representative for **Texaco** Oil Co. Buyers also have real estate investments. **KAIN** is full time on 1340

kc with 1 kw day and 250 w night. Broker: Chapman Associates.

■ **WRJC** Mauston, Wis.: Sold by John D. Rice and others to George S. Blum for \$68,000. Mr. Rice owns 50% of **WRVF-FM** River Falls, Wis., sale of which is pending FCC approval (**BROADCASTING**, March 3). Mr. Blum is general manager of **KXGN-AM-TV** Glendive, Mont. **WRJC** is a daytimer on 1270 kc with 500 w. Broker: J. D. Stebbins Co., Lake Forest, Ill.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 68).

■ **KQTV**(TV) St. Joseph, Mo.: Sold by John P. McGoff, Michael L. Dow, Ned S. and Dorothy D. Arbury and others to Paul Hamilton Jr. and others for \$3,150,000 (see page 47).

■ **KWG** Stockton and **KGNU** Santa Clara, both California: Sold by John Jacobs and others to B. E. Barnes, Robert J. Hoth and others for \$900,000. Mr. Barnes owns 95% of a construction equipment sales company and 51% of a jewelry store chain. Mr. Hoth is former manager of **KAKC** Tulsa, Okla. **KWG** is full time on 1230 kc with 1 kw day and 250 w night. **KGNU** is full time on 1430 kc with 1 kw.

■ **KMSC**(FM) Clear Lake City (Houston), Tex.: Sold by I. J. Saccomanno and others to L. Raymond Dawson and others for \$230,000. Buyers own **KMOD**(FM) Tulsa, Okla.; **KXXX**(FM) Dallas, and **KXLS**(FM) Midwest City (Oklahoma City), Okla. **KMSC** is on 102.1 mc with 100 kw and an antenna height of 255 feet above average terrain.

Cable television

■ Junction, Sonora, Coleman, Marlin, Ranger, Cisco, Eastland, Colorado City and Brackettville, all Texas: Communications Inc., Austin, Tex., multiple CATV owner, intends to make six separate stock exchange offers for the Texas cable systems for a total of 70,550 shares of Communications Inc. common stock. The systems serve over 7,000 subscribers. When the exchange offers are consummated, Communications Inc. will serve approximately 19,000 subscribers in 12 cities and own 51% of the systems to be constructed in Texarkana, Tex., and Texarkana, Ark. Communications Inc. already operates systems in Del Rio, Kerrville and Uvalde, all Texas.

■ Sidney, Ohio: United Utilities Inc. has purchased Sidney Cable Television Co. for 26,000 shares of United Utilities common stock. The Ohio system, which serves about 2,800 subscribers, will be operated by United Transmis-

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sion Inc., the CATV subsidiary of United Utilities. United Utilities also operates the United Telephone System, Shawnee Mission, Kan.

Field drops its permit for a UHF in Milwaukee

With an assist from the FCC, Field Enterprises Inc. last week took another step out of the broadcasting business. The commission, at Field's request, cancelled the company's construction permit for a television station on channel 24 in Milwaukee.

Field, which acquired the permit from Lou Poller in 1966 for \$35,000, had decided to give it up after reaching an agreement to sell its only other broadcasting property, WFLD-TV Chicago (ch. 32), to Metromedia Inc. (BROADCASTING, March 10). That agreement, which involves a purchase price of \$10,044,000, is still awaiting commission approval.

Field five years ago had high hopes of building itself into an important factor in broadcasting—both as a station owner and programmer (BROADCASTING, April 6, 1964). But when it decided to sell WFLD-TV, after seeing it lose money for the three years it was on the air, Field saw no point in proceeding with construction of a Milwaukee UHF.

Its disposal of the Chicago station will actually mark Field's second departure from broadcasting. It once owned five radio stations, but sold them in the 1950's.

Moon shot holds up strike-bill action

With Congress set to make an en masse trip to Cape Kennedy for the Apollo 11 moon shot on July 16, the Senate Communications Subcommittee hearings on the bill to prohibit strike applications against existing licensees has been pushed back to August. And with those hearings moving, the Senate Subcommittee on the Consumer has lost its August dates for hearings on the cigarette labeling and advertising bill.

The strike-application hearings were originally scheduled for July 15-16 and have now been moved back to Aug. 5-7. The second flight of the cigarette hearings, scheduled for Aug. 6-7, has not been given a new date and may wind up being held in early September. The first part of the cigarette hearings will be held July 21-22.

The postponements came after the National Aeronautics and Space Administration offered to send the entire Congress and its guests to Cape Kennedy for the launching. Nearly all are expected to accept.

The Communications Subcommittee has yet to issue a witness list for its

hearings on the proposed legislation (S. 2004). The eventual list is certain to include FCC Chairman Rosel H. Hyde and several broadcast representatives; in addition, two opponents of the bill have made known their plans to testify: Earle K. Moore, attorney for the National Citizens' Committee for Broadcasting and the United Church of Christ Office of Communication, and Anthony R. Martin-Trigona, owner of now dark WTAF-TV Marion, Ind.

St. Joseph, Mo. VHF sold for \$3 million

The sale of KQTV-TV St. Joseph, Mo., from Panax Corp. to Intermedia Inc. was approved by the FCC last week. Price of the channel 2 ABC-TV affiliate was \$3,150,000.

Intermedia is a new corporation, wholly owned by ISC Industries Inc., Kansas City, Mo., which owns finance, leasing and insurance companies. Paul Hamilton Jr. is board chairman and president of Intermedia.

Before the KQTV sale becomes effective, Lamar Hunt, an ISC director, will resign as director of Kansas City Southern Industries Inc., which owns KMOS-TV Sedalia, Mo.; and R. C. Kemper Sr., a director of Kansas City Southern, will place the 4.13% of ISC stock he owns

in trust subject to independent control.

Panax principals include John P. McGoff, president; Michael L. Dow, vice president, and Ned S. and Dorothy D. Arbury. Mr. and Mrs. Arbury own 98.24% of WQPC(FM) Midland, Mich. Panax owns WSWM(FM) East Lansing, Mich., and four months ago sold its KFEQ St. Joseph to Ross Beach and Robert E. Schmidt for \$565,000 (BROADCASTING, March 10).

The vote was three to one with Commissioner H. Rex Lee dissenting.

KQTV, which went on the air in September 1953, has 100 kw visual.

Poughkeepsie AM-FM get short-term renewals

Saying it found indications of fraudulent logging and technical violations at WKIP and WSPK(FM) Poughkeepsie, N.Y., the FCC last week handed down short-term (one year) renewals to licensee Star Broadcasting Corp. Star was also made liable for a \$10,000 fine because of the alleged infractions.

A 1968 inspection, the commission said, showed that WKIP operated frequently during daylight hours with nighttime power and antenna patterns. The commission also said the station had failed to make required field inten-

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sity measurements. WKIP claimed the measurements had been made, but the FCC said its inspection indicated that false log entries on this had been made.

WSPK(FM) was cited for alleged failure to make proper inspection of all transmitting equipment in use by a qualified operator at required intervals. Entries in the station's log are fraudulent, the commission said, as logs show the operator to be on duty at WKIP and WSPK(FM) simultaneously. The general manager and chief engineer of WSPK(FM) admitted that errors were made.

Star Broadcasting has 30 days to file a statement of nonliability or request reduction or remission of the fine.

Network goes local with golf broadcasts

Golf Network Inc., has been established to provide local radio coverage of a series of Professional Golfers Association tournaments.

The principals, Robert I. Angelus, former vice president of Pepsico International, and Donald E. Degnan, president of his own New York public relations firm, have hired an announcer, Pat Hernon, and lined up six advertisers for each tournament.

Golf Network buys local broadcast rights from the tournament sponsor, ac-

quires time on a station, usually FM, in the tournament city, and broadcasts the golf matches from 10 a.m. to 6 p.m. Advertisers pay \$1,500 per tournament and receive a 30-second spot each half-hour, or 16 commercials per day.

Sponsors for this year's series of 10 tournaments are: Acushnet Sales Co., New Bedford, Mass, through Reach-McClinton, New York; McGregor-Doniger Inc., through Cadwell-Davis, both New York; Anheuser-Busch, through D'Arcy Advertising, both St. Louis; Mallory Battery Co., Indianapolis, through Needham, Harper & Steers, New York; Mem Co., Northvale, N. J., through Cunningham & Walsh, New York, and Time Inc., through Young & Rubicam, both New York, for *Sports Illustrated*.

The company has already broadcast the Atlantic Classic on WKLS(FM), the Memphis Invitational on WMC-FM, and the Cleveland Open on WNOB(FM). Arrangements are being made for The American Classic from Akron, Ohio, the Westchester Open in New York and others.

Golf Network is also renting special earplug transistor receivers to spectators at the tournament so they can keep track of golfers on all 18 holes. The PGA does not allow regular transistor radios on the tournament course.

FCC doesn't belong in some CATV areas

AT&T tells commission states, cities can handle licensing, franchising

American Telephone & Telegraph Co. last week told the FCC that it should leave regulation of CATV licensing and franchising to states and local cities.

AT&T's comments were submitted in response to the FCC's April notice of inquiry and proposed rulemaking on the relationship between telephone companies and affiliated CATV systems. Comments were due July 2.

Asserting that telephone companies should not be "singled out" for restrictions on their business operations, AT&T said that such restrictions would contravene the 1968 brief filed by the commission with the Supreme Court defending the legality of its jurisdiction over CATV. AT&T noted that the brief said: "No attempt has been made to franchise or otherwise regulate entry into the CATV business, nor to fix CATV rates or limit the number of systems which can operate in a particular area."

If the FCC were to require that an



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applicant for CATV channel service establish that prerequisites to entry imposed by local authority have been met, AT&T said, the commission would become involved in the regulation it disclaims. (The commission ruled in June 1969 that section 214 of the Communications Act applies to telephone company construction of CATV channel service. Section 214 requires common carriers proposing to extend their lines to apply for a certificate of convenience and necessity.)

Anyone alleging violations of local or state requirements in a CATV channel service case, AT&T argued, has available to him "appropriate remedies in the state."

Since such cases are "peculiarly" matters of state and local jurisdiction, the company said, the "commission should not attempt to make a determination in this area."

AT&T in its comments also sought to correct what it said was an inaccuracy in the commission's April notice of inquiry. It noted that 17 applications for Section 214 certificates were listed in the notice, three of which were filed, "under protest," by Southern Bell Telephone, an AT&T subsidiary, to provide service to a North Carolina CATV system in which Southern Bell then held an interest.

The notice states that in all of the 17 applications there exists a degree of ownership between the telephone company applicants and the CATV customer to be served.

However, AT&T pointed out, Southern Bell sold its interest in the CATV system in March 1969. It suggested that the confusion stemmed from the short (eight-day) interval between sale of the stock and issuance of the notice. It added that the notice had no immediate bearing on any Bell System company, as none of the companies "now offer, or have any intention of offering CATV service."

In another filing, United Telephone System supported AT&T's position, arguing that "nothing in the Communications Act of 1934, as amended, authorizes the commission to adopt rules or regulations which would restrict or bar ownership of common carriers and CATV systems."

Claiming that proposed restrictions would exceed limits of authority delegated to the commission by Congress, United maintained that rules which would bar a carrier from serving a particular customer solely because an affiliation exists between the two is "patently discriminatory."

The commission should continue to judge applications for certificates on individual merit and on a case-by-case basis, the company also noted in its comments last week.

FCC puts cable TV in the Pueblo picture

Pueblo TV Power Inc. was given the green light by the FCC last week to operate its Pueblo, Colo., CATV system, and Mountain Microwave Corp., at Almagre Mountain (Broadmoor), Colo., was granted a construction permit to provide microwave service to the Pueblo system.

The commission's action follows the Supreme Court's refusal two weeks ago to review a lower court decision. The decision affirmed the FCC's rejection

of requests by KRDO-TV Colorado Springs and KOAA-TV Pueblo for a hearing on the proposal of Vumore Video of Colorado to operate a system in Colorado Springs (BROADCASTING, June 30). The vote was three to one with Commissioner Kenneth A. Cox dissenting.

When the commission first rejected the hearing requests (BROADCASTING, March 31), it concluded that the stations failed to establish special circumstances to justify the special relief requested, and failed to show the existence of any "substantial and material question of fact" requiring a hearing.

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WHDH case troubles Harvard's Jaffe

Law professor says FCC action is 'lurch to left' that could be more destructive than helpful

Broadcasters, particularly prosperous ones, seldom have reason to look these days to the intellectual community for sympathetic treatment of their problems. But multimedia owners worried about the implications of the FCC's unprecedented decision in the WHDH Inc. case would find much they could agree with—up to a point—in an article in the current *Harvard Law Review*.

Harvard Law School Professor Louis L. Jaffe, writing on the FCC's license-renewal procedures, described the WHDH decision as "a desperate and spasmodic lurch toward 'the left' [which] is neither just nor constructive." Regulation, he argued, cannot be looked to as a means for making "basic improvements in broadcasting."

The commission last January denied ch. 5 WHDH-TV Boston a license renewal and granted the application of a competing group, principally on the grounds of advancing two commission objectives—diversification of control of mass media and integration of ownership with management. WHDH Inc., also licensee of WHDH-AM-FM, is owned by the publisher of daily and Sunday newspapers in Boston.

Professor Jaffe saw the decision—the first in which such criteria were used in a comparative hearing involving a renewal applicant—as jeopardizing licenses of multimedia-owned stations with a market value of \$3 billion (*BROADCASTING*, Feb. 3). He expressed concern over the concurring opinion written by Commissioner Nicholas Johnson, which had referred to the decision as, "at the very least, an interesting experiment which will be watched carefully by many." Professor Jaffe found "this blithe and ingenuous attitude toward interests of considerable substance disturbing."

Professor Jaffe said the "heavy forfeitures" that would result if WHDH became the new FCC policy would be warranted only if there is no alternative way of eliminating the evil it is resigned to cure. And he believes there is. But it is at this point that multimedia owners would part company with him.

Their solution is the proposed legislation they are backing in Congress that would prevent the commission from considering applications filed against a renewal applicant until the FCC had found him disqualified to be a licensee.

Professor Jaffe's suggestion is divestiture. He noted that the commission has in the past granted renewals of license on condition that the owners sell

the stations involved. He said such renewals were granted "as an exercise of equity." If there is any doubt as to the commission's authority to issue such renewals, he said, Congress could confirm it with legislation. Indeed, he said, the WHDH case "re-emphasizes" what he feels is a long-apparent truth—that the FCC is the "victim of congressional failure to provide guidance."

Professor Jaffe based his contention that regulation cannot be counted on to improve broadcasting on the argument that there is no acceptable method of formulating official standards for judging performances and, therefore, no way of measuring the effects of the principles applied.

But although he feels the best hope for more representative programing rests with the creation of additional types of service—public broadcasting, CATV, pay television—he does not rule out all program-content regulation. He suggested limiting advertising time and requiring "in a gross over-all manner" that broadcasters provide certain categories of desirable programs, such as news, public discussion and the like.

In connection with the latter suggestion, he said it was "unfortunate" that the commission had not responded on the merits to the arguments of Commissioners Johnson and Kenneth A. Cox, who have urged such program regulation. "This failure to rationalize," he said, "both exemplifies and partially accounts for the indeterminate, ambivalent character of our broadcasting regulatory policy."

Harriscopes acquires CATV and translators

A group broadcaster last week received FCC approval to purchase two translators and a Trancas, Calif., CATV system for \$150,000 plus a five-year noncompeting agreement.

The sale from R. F. Edouart to Malibu Translator Co. was granted on conditions that translator service continue without increased charges and not be degraded or the signal quality impaired; that translator equipment be maintained in working condition, and that Malibu respond to all reasonable complaints about service. The grant is also conditioned on the outcome of the FCC's inquiry into cross-ownership of CATV systems and broadcast facilities.

Group station owner Harriscopes Broadcasting Corp. owns 30% of Malibu; Burt I. Harris, president of Malibu

and Harriscopes, owns 10% of Malibu and votes another 30%. Geoffrey M. and Gilbert Nathanson, who have interest in Harriscopes, each own 10% of Malibu. The Harriscopes stations are KFBB-AM-TV Great Falls, Mont.; KTWO-AM-TV Casper, Wyo.; KBAK-TV Bakersfield, Calif.; KULR-TV Billings, Mont.; 50% of WSNS-TV Chicago; 10% of KGGM-AM-TV Albuquerque, and 10% of KVSF Sante Fe, both New Mexico.

FCC gets A for effort

Court says it will lean toward FCC that's trying to make CATV policy

Although it was not happy with the draftsmanship of the order under review, the U.S. Court of Appeals last week affirmed an FCC action waiving the distant-signal rule for three CATV companies in the Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill., market. The court said the conditions under which the commission is laboring to formulate a CATV policy warrant "a more flexible standard of judicial review" than would otherwise be the case.

The commission waiver of the rule requiring hearings on CATV proposals affecting the top-100 markets authorized systems owned by Benton Television Co., Egyptian Cablevision Inc. and Southern Video Corp. to import distant signals into a total of seven communities in the market. The commission held that the proposed CATV service would not have an adverse impact on UHF in the area.

This was disputed by the three VHF stations in the market that appealed the order. WPSD-TV Paducah, WSIL-TV Harrisburg, and KFVS-TV Cape Girardeau argued that the commission decision was arbitrary and capricious and was reached on the basis of inadequate facts and unwarranted inferences.

Judge Carl McGowan, who wrote the opinion in which Judges Edward A. Tamm and Spottswood W. Robinson III joined, agreed that the stations had cut "much of the ground out from under the commission's decision." And, he said, "it is unfortunate that the commission did not elucidate further the reasoning behind some of its summary conclusions, and did not focus more sharply on the primary justifications for choosing to waive a hearing in this

case."

However, he added that "sufficient rational basis for the commission's decision remains even after the petitioners' points have been tallied up, and certainly it must be said that sufficient evidence on the record as a whole supports the commission's decision."

Judge McGowan said the court found two commission arguments persuasive. The more important was that there was no UHF opposition to the CATV proposals; the only commercial UHF permittee in the market, WDXR-TV Paducah, actually favored all but one of the proposals and was satisfied that the remaining one would not jeopardize its position in the market.

The other was the "uniqueness" of the market and its position near the bottom of the top 100 (the parties disagreed as to whether it is ranked 80th or 87th). Judge McGowan said that a decision that makes no sense for a market with a center city of substantial size might be reasonable for a market, like the one involved in the appeal, "stretched over a considerable area, without any large cities, and with a substantial population not reachable by CATV."

Judge McGowan said that the stations had a "legitimate complaint" about a commission conclusion that the "maximum cumulative impact" of the

CATV systems on television homes in the market could be computed at 15%; he said the commission did not attempt to support the accuracy of that assertion. But, he added, this failure did not constitute a reason for reversing the commission.

Judge McGowan made clear that if the court were to take "a strict view of the commission's performance," the order "arguably could not be affirmed." But he said the court recognizes that the commission "seems to be making serious efforts" to keep pace with rapidly changing technology. In addition, he said, the commission has been seeking—so far without success—congressional aid in formulating policy governing the interrelationship of CATV and other aspects of broadcasting.

"The considerations," he said, "provide justification for this court's employing a more flexible standard of judicial review than it might ordinarily be called upon to use in assessing commission actions" at a time the relationship between CATV and broadcasting industry is in a state of flux.

He also had praise for the Second Report and Order, in which the commission in 1966 asserted authority over all CATV systems and adopted rules to regulate them. "With all its flaws and imponderables," he said, the Second

Report "was a commendable effort."

Judge McGowan noted that the commission, in proposals it issued in December for overhauling its CATV rules, has shifted its focus. Instead of CATV impact on UHF, he said, the commission's primary concern appears to be the "unfair competition" that CATV programming might provide in relation to local stations. The commission has proposed dealing with this problem by bringing market forces into play; one proposed rule would require CATV systems to obtain retransmission permission from the distant stations whose signals they want to import.

But Judge McGowan said the policy reflected in the Second Report "was a rational one, conceived after prolonged deliberation" by the responsible government agency. And, he added, the "court is confident that no injustice is done . . ."

Johnson finds new forum

FCC Commissioner Nicholas Johnson's frequently expressed view that the danger of censorship in broadcasting rests with networks and advertisers rather than the government is being given national exposure this week in *TV Guide*.

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cials are keeping off your television screen anything they find inconsistent with their corporate profits or personal philosophies," he wrote, "the FCC has been repeatedly defending their First Amendment rights against government censorship."

He said some corporations have become large enough to have both the incentive and power to control the information reaching the public. And he

accused broadcasters of fighting, "not for free speech, but for profitable speech."

Commissioner Johnson put forward a suggestion—an elaboration of one offered by former FCC Chairman John Doerfer some 10 years ago—that each of the three networks devote one third of its prime-time programing to something other than entertainment or sports.

He said it could be nonsponsored

cultural, educational and public affairs programing and that if the networks staggered such fare, the viewer "would have an alternative, a choice," during prime time. "There would still be at all times two networks with the commercial-laden, lowest-common-denominator mass entertainment of situation comedies, westerns, quiz shows and old movies," he said. "The third, however, would have something else."

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The following local market data are Papert, Koenig, Lois estimates as of July 1969. They are projections from Nielsen Station Index spring data, adjusted to regional

growth patterns, developed by Nielsen from ARF/Census data, set sales and Nielsen's own survey materials.

The markets listed are NSI defined "Designated Market Areas" which exclusively assign each county to a specific market. The PKL ranking is based upon each market's DMA TV households.

Nielsen cautions that because NSI survey data are sample-base estimates, they are subject to both survey and sampling error, and thus should *not* be regarded as exact to precise mathematical values. The PKL projections have the additional error-possibility associated with such forecasting.

"Telestatus" appears in the first BROADCASTING issue of each month. A "Telestatus" report on how network TV program audiences distribute by local markets, will appear on Aug. 4.

	Nielsen Station Index		PKL projections			Nielsen Station Index		PKL projections	
	9/1/68 DMA area TV Households	7/1/69 Multi-TV ests: %	7/1/69 Multi-TV ests: Households			9/1/68 DMA area TV Households	7/1/69 Multi-TV ests: %	7/1/69 Multi-TV ests: Households	
1. New York	5,638,920	42	2,340,200	33. Denver		421,030	32	135,200	
2. Los Angeles	3,201,990	38	1,202,300	34. Birmingham, Ala.		408,130	23	93,700	
3. Chicago	2,449,950	37	910,500	35. Charleston-Huntington- Parkersburg, W.Va.		405,540	25	101,300	
4. Philadelphia	2,051,340	42	856,200	36. Grand Rapids- Kalamazoo, Mich.		383,950	30	116,500	
5. Boston-Manchester, N.H.- Worcester, Mass.	1,429,000	37	524,900	37. Albany-Schenectady-Troy, N.Y.		382,620	29	109,900	
6. San Francisco-Oakland	1,404,900	34	475,500	38. Dayton, Ohio		374,010	40	149,200	
7. Detroit	1,344,150	41	551,300	39. San Diego		369,810	34	127,000	
8. Cleveland-Akron	1,239,470	39	485,200	40. Charlotte, N.C.		366,880	23	84,600	
9. Washington	989,910	37	364,000	Markets 31-40		3,974,700	30	1,179,000	
10. Pittsburgh	950,920	37	349,100	Markets 1-40		36,292,300	36	12,934,200	
Markets 1-10	20,700,550	39	8,059,200						
11. St. Louis	834,530	29	245,800	41. Louisville, Ky.		366,370	29	104,500	
12. Dallas-Ft. Worth	813,340	31	248,800	42. Oklahoma City		348,770	24	83,700	
13. Minneapolis-St. Paul	678,760	30	206,100	43. Greenville-Spartanburg- Anderson, S.C.-Asheville, N.C.		339,880	21	70,800	
14. Seattle-Tacoma-Bellingham	650,860	32	206,100	44. Lancaster-Harrisburg- Lebanon-York, Pa.		337,600	29	98,300	
15. Indianapolis-Lafayette- Muncie-Marion, Ind.	632,540	35	223,700	45. Wichita-Hutchinson-Ensign- Garden City-Hays-Goodland, Kan.-McCook, Neb.		329,180	24	77,800	
16. Houston	631,950	30	189,600	46. Norfolk-Portsmouth-Newport News, Va.		322,730	33	105,000	
17. Baltimore	627,470	42	262,400	47. San Antonio, Tex.		322,580	24	76,900	
18. Atlanta	591,500	30	177,500	48. Phoenix		317,530	36	114,200	
19. Kansas City-St. Joseph, Mo.	572,860	30	170,400	49. Flint-Saginaw-Bay City, Mich.		315,010	35	109,100	
20. Cincinnati	560,950	39	218,400	50. Syracuse, N.Y.		313,420	33	104,600	
Markets 11-20	6,594,760	33	2,148,800	Markets 41-50		3,313,070	29	944,900	
Markets 1-20	27,295,310	37	10,208,000	Markets 1-50		39,605,370	35	13,879,100	
21. Miami-Ft. Lauderdale	552,700	33	179,700	51. Orlando-Daytona Beach, Fla.		304,260	29	87,100	
22. Hartford-New Haven, Conn.	549,960	32	178,500	52. Salt Lake City		296,040	30	87,400	
23. Buffalo, N.Y. (U. S. only)	543,010	30	164,000	53. Tulsa, Okla.		286,690	23	66,300	
24. Milwaukee	532,820	34	180,100	54. Greensboro-High Point- Winston-Salem, N.C.		284,810	24	68,600	
25. Memphis-Jackson, Tenn.- Jonesboro, Ark.	496,130	23	115,300	55. Toledo, Ohio		277,710	34	93,700	
26. Providence, R.I.	487,910	34	164,500	56. Richmond-Petersburg, Va.		275,870	30	82,100	
27. Portland, Ore.	479,120	33	156,500	57. Shreveport, La.		273,280	23	63,900	
28. Tampa-St. Petersburg, Fla.	472,100	26	122,000	58. Wilkes-Barre-Scranton, Pa.		272,010	29	79,400	
29. Sacramento-Stockton, Calif.	466,950	32	150,700						
30. New Orleans-Biloxi, Miss.	441,590	31	135,900						
Markets 21-30	5,022,290	31	1,547,200						
Markets 1-30	32,317,600	36	11,755,200						
31. Columbus, Ohio	434,000	39	167,300						
32. Nashville-Bowling Green, Ky.	428,730	22	94,300						

	Nielsen Station Index		PKL projections			Nielsen Station Index		PKL projections	
	9/1/68 DMA area TV Households	7/1/69 Multi TV ests: %	7/1/69 Households			9/1/68 DMA area TV Households	7/1/69 Multi TV ests: %	7/1/69 Households	
59. Little Rock-Pine Bluff, Ark.	263,420	23	59,300		126. Western North Dakota	105,160	19	19,700	
60. Rochester, N.Y.	256,620	37	95,000		127. Topeka, Kan.	101,380	20	20,700	
Markets 51-60	2,790,710	28	782,800		128. Austin, Tex.	99,630	25	25,100	
Markets 1-60	42,396,080	35	14,661,900		129. Erie, Pa.	99,010	29	28,500	
61. Davenport-Rock Island-Moline, Ill.	252,660	26	65,600		130. Eugene, Ore.	96,080	26	25,100	
62. Omaha	251,900	27	67,700		131. Mason City, Iowa-Austin-Rochester, Minn.	95,870	21	19,700	
63. Jacksonville, Fla.	251,420	29	71,700		132. Wausau-Rhineland, Wis.	95,670	24	22,800	
64. Knoxville, Tenn.	250,810	21	53,300		133. Yakima, Wash.	92,110	23	21,600	
65. Des Moines-Ames-Ft. Dodge, Iowa	249,760	23	57,900		134. Macon, Ga.	91,610	26	23,400	
66. Champaign-Springfield-Decatur, Ill.	244,740	26	62,700		135. Cadillac-Traverse City, Mich.	90,510	24	21,900	
67. Mobile, Ala.-Pensacola, Fla.	240,040	25	59,500		136. Odessa-Midland-Monahans, Tex.	89,620	28	24,700	
68. Fresno, Calif.	237,850	24	58,000		137. Savannah, Ga.	87,050	25	22,000	
69. Raleigh-Durham, N.C.	237,770	25	58,400		138. Las Vegas	86,820	46	39,600	
70. Roanoke-Lynchburg, Va.	237,620	23	55,100		139. Bakersfield, Calif.	85,910	26	22,200	
Markets 61-70	2,454,570	25	609,900		140. Chico-Redding, Calif.	85,880	23	19,700	
Markets 1-70	44,850,650	34	15,271,800		141. Boise, Idaho	82,990	25	20,400	
71. Johnstown-Altoona, Pa.	235,990	25	59,000		142. Wilmington, N.C.	81,400	19	15,800	
72. Green Bay, Wis.	231,520	29	66,200		143. Beckley-Bluefield, W.Va.	80,460	22	17,500	
73. Cedar Rapids-Waterloo, Iowa	224,410	22	48,500		144. Harlingen-Weslaco, Tex.	80,020	24	19,100	
74. Spokane, Wash.	222,420	27	60,000		145. Huntsville-Decatur, Ala.	79,380	24	19,200	
75. Jackson-Greenwood, Miss.	218,190	21	46,600		146. Tallahassee, Fla.	79,290	19	14,900	
76. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	209,210	20	40,900		147. Santa Barbara, Calif.	76,950	34	26,000	
77. Portland-Poland Spring, Me.	206,250	26	54,000		148. Bangor, Me.	74,440	23	17,100	
78. Lincoln-Hastings-Kearney-North Platte-Hayes, Neb.	204,080	20	41,100		149. Abilene-Sweetwater, Tex.	73,220	21	15,400	
79. Greenville-New Bern-Washington, N.C.	194,800	21	40,700		150. La Crosse, Wis.	71,870	19	13,900	
80. Chattanooga	187,770	26	48,700		Markets 126-150	2,182,330	25	536,000	
Markets 71-80	2,134,640	24	505,700		Markets 1-150	55,218,450	32	17,888,100	
Markets 1-80	46,985,290	34	15,777,500		151. Alexandria, Minn.	71,660	15	10,800	
81. Springfield-Holyoke, Mass.	178,410	33	58,700		152. Reno	68,040	30	20,400	
82. Albuquerque, N.M.	177,200	27	48,700		153. Albany, Ga.	67,890	23	15,400	
83. Honolulu	173,380	28	48,700		154. Florence, S.C.	67,820	21	14,100	
84. Sioux Falls-Aberdeen-Mitchell, S.D.	170,330	15	25,600		155. Watertown, N.Y.	63,820	23	14,800	
85. Peoria, Ill.	167,860	28	47,400		156. Meridian, Miss.	61,810	19	12,000	
86. South Bend-Elkhart, Ind.	153,890	31	47,800		157. Clarksburg-Weston, W.Va.	59,900	24	14,500	
87. Ft. Wayne, Ind.	152,600	33	49,900		158. Billings, Mont.	58,990	20	11,800	
88. Evansville, Ind.	151,430	28	43,000		159. Dothan, Ala.	58,180	21	12,200	
89. Fargo-Valley City-Pembina, N.D.	149,100	17	24,800		160. Great Falls, Mont.	58,150	21	12,200	
90. Tri-Cities, Tenn.-Va.	145,910	19	27,100		161. Ft. Smith, Ark.	56,210	16	8,900	
Markets 81-90	1,620,110	26	421,700		162. Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	55,400	21	11,900	
Markets 1-90	48,605,400	33	16,199,200		163. Mankato, Minn.	54,770	18	9,600	
91. Lansing, Mich.	145,900	34	49,500		164. Alexandria, La.	50,530	21	10,700	
92. Amarillo, Tex.	142,460	27	38,400		165. Marquette, Mich.	50,300	17	8,500	
93. Binghamton, N.Y.	142,420	23	33,000		166. Idaho Falls	49,880	25	12,700	
94. Rockford, Ill.	141,650	32	45,600		167. Lima, Ohio	49,370	27	13,100	
95. Duluth, Minn.-Superior, Wis.	139,890	25	34,600		168. Roswell, N.M.	47,530	23	10,800	
96. Wheeling, W.Va.-Steubenville, Ohio	138,850	33	45,800		169. Lake Charles, La.	45,110	24	10,900	
97. Springfield, Mo.	136,920	16	21,300		170. Rapid City, S.D.	43,890	18	7,800	
98. Monterey-Salinas, Calif.	136,900	31	42,600		171. Columbus, Miss.	43,500	16	6,900	
99. West Palm Beach, Fla.	136,490	25	33,700		172. Ada-Ardmore, Okla.	42,220	16	6,700	
100. Augusta, Ga.	135,570	25	33,700		173. Medford, Ore.	40,460	24	9,600	
Markets 91-100	1,397,050	27	378,200		174. Ottumwa, Iowa	39,500	13	5,300	
Markets 1-100	50,002,450	33	16,577,400		175. Eureka, Calif.	39,450	28	11,000	
101. Wichita Falls, Tex.-Lawton, Okla.	135,480	21	28,500		Markets 151-175	1,344,380	21	282,600	
102. Sioux City, Iowa	134,930	21	27,700		Markets 1-175	56,562,830	32	18,170,700	
103. Baton Rouge	134,210	27	36,300		176. Hattiesburg, Miss.	38,700	23	8,800	
104. Columbus, Ga.	132,990	26	34,000		177. Florence, Ala.	36,180	18	6,500	
105. Waco-Temple, Tex.	129,300	21	27,000		178. Tyler, Tex.	36,090	21	7,700	
106. Madison, Wis.	128,870	27	34,800		179. Butte, Mont.	34,820	18	6,400	
107. Columbia, S.C.	128,260	25	32,600		180. Eau Claire, Wis.	33,420	20	6,800	
108. El Paso	127,690	30	38,700		181. Harrisonburg, Va.	32,550	18	5,900	
109. Terre Haute, Ind.	126,690	26	32,700		182. Ft. Myers, Fla.	32,430	19	6,300	
110. Colorado Springs-Pueblo, Colo.	126,400	30	38,500		183. Grand Junction-Montrose, Colo.	31,750	15	4,700	
111. Monroe, La.-El Dorado, Ark.	126,260	20	25,500		184. Casper, Wyo.	31,140	21	6,500	
112. Beaumont-Port Arthur, Tex.	126,000	27	34,100		185. Panama City, Fla.	30,150	18	5,400	
113. Youngstown, Ohio	124,280	39	48,400		186. Twin Falls, Idaho	28,830	17	5,000	
114. Joplin, Mo.-Pittsburg, Kan.	122,850	18	22,000		187. Salisbury, Md.	27,710	25	7,000	
115. Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	122,620	22	26,900		188. Lufkin, Tex.	27,320	19	5,200	
116. Tucson, Ariz.	118,290	34	40,300		189. San Angelo, Tex.	25,990	27	7,000	
117. Utica-Rome, N.Y.	117,330	29	33,600		190. Zanesville, Ohio	24,230	24	5,700	
118. Charleston, S.C.	113,750	29	32,800		191. Presque Isle, Me.	24,220	20	4,900	
119. Lafayette, La.	111,130	23	25,300		192. Missoula, Mont.	22,210	18	4,100	
120. Burlington, Vt.-Plattsburgh, N.Y.	110,430	25	27,200		193. Tupelo, Miss.	19,980	12	2,300	
121. Lubbock, Tex.	109,660	27	29,800		194. Laredo, Tex.	16,140	24	3,900	
122. Columbia-Jefferson City, Mo.	108,580	17	18,800		195. Klamath Falls, Ore.	16,000	22	3,500	
123. Montgomery-Selma, Ala.	106,490	21	21,900		196. Yuma, Ariz.	14,420	30	4,300	
124. Corpus Christi, Tex.	105,690	27	28,100		197. Riverton, Wyo.	10,460	15	1,600	
125. Lexington, Ky.	105,490	28	29,200		198. Glendive, Mont.	4,280	12	500	
Markets 101-125	3,033,670	26	774,700		Markets 176-198	599,020	20	120,000	
Markets 1-125	53,036,120	33	17,352,100		Markets 1-198	57,161,850	32	18,290,700	
					Nielsen Territory				
					Northeast				
					East Central				
					West Central				
					South				
					Pacific				
					Total U. S.				
					(excluding Alaska and Hawaii)				

More muscle for USIA urged

Advisory commission suggests re-examination of agency, criticizes relatively small budget for information services

The U.S. Advisory Commission on Information says the United States is spending too little on its information services. In its annual report to Congress the advisory commission says that even though the U.S. professes "to see the solution to men's problems with words, not weapons," it still maintains a ratio of about 19-to-1 in defense spending as opposed to spending on agencies engaged in "international affairs." That includes spending for the Department of State, the Agency for International Development, the Peace Corps and the U.S. Information Agency, among others.

The five-man commission, headed by CBS President Frank Stanton, noted that the group had already gone on record in hearings before a House Subcommittee on Foreign Affairs, saying: "There are four channels through which a nation may conduct its foreign affairs. The first is diplomacy. The second is trade. The third is communication. The fourth is force. Three are complementary, the last is alternative. Indeed, the last alternative. It is indicative of the disordered priorities of our time that 95% of our foreign-affairs monies are devoted to the channel that the other 5% is dedicated to avoid."

The report says that in fiscal 1968, the U.S. spent \$80.5 billion for national defense but only \$4.6 billion for agencies involved in "international affairs"—State Department, USIA, AID and the Peace Corps—a ratio of 94.6% to 5.4%.

The USIA, which had \$194,255,000 to spend in fiscal 1968, has a budget of only \$173,168,000 in fiscal 1969 and \$177,650,000 for fiscal 1970, the report detailed.

"But the essential problem is not in dollars. It is in direction." The report goes on to advocate a bigger role for the USIA in foreign-policy decision making.

As things stand now, the report explains, the U.S. "gives but cursory due to public opinion abroad" when making foreign-policy formulations. But the report says the U.S. can no longer ignore public opinion abroad.

The advisory commission, in its re-

port, urges a complete review of USIA goals and policies. The commission repeats a previous observation: "The plain fact is that in too many cases the agency does not know what it is doing." A footnote to the report suggests that an examination of USIA and associated activities could be conducted by a "committee of nine" appointed by the President. The committee would include one member each from the advisory commission, the USIA, the Senate, the House and the National Security Council.

In addition to Dr. Stanton, the other members of the advisory commission are William F. Buckley Jr., editor of *National Review* and group broadcast owner; M. S. Novik, radio-television consultant, New York; Palmer Hoyt, editor and publisher of *The Denver Post*, and Thomas Vail, editor and publisher of the *Cleveland Plain Dealer*.

Satellite shuffle saves the show

Indian ocean satellite is pressed into service for live TV from Wales

Network coverage of transatlantic events using satellite transmission will have to rely on a "substitute" satellite system in the foreseeable future.

Any fears of a complete TV satellite blackout were dispelled last week, however, during the network's use of an improvised system for coverage on July 1 of the investiture of Prince Charles as Prince of Wales.

Original plans called for the networks to use Atlantic Intelsat III, which hangs over the Atlantic between Britain and the U.S. Antenna trouble knocked it out of commission on June 28, causing hasty transmission rerouting over 91,000 miles. The color TV pictures went by ground from Wales to Goonhilly Downs, England, then via a new antenna to the Indian Ocean satellite, which retransmitted the signal to Yamaguchi, Japan. From Yamaguchi the

program was retransmitted by cable to Ibaraki, Japan. From Ibaraki signals were moved up to the Intelsat III Pacific satellite over the equator. The Intelsat satellite beamed the signals down to the Communications Satellite Corp. ground station at Jamesburg, Calif. The signals then went the microwave route to the Canadian Broadcasting Corp. in Montreal, which relayed them on to U.S. networks in New York.

In the meantime, Comsat pressed substitute satellite service into operation to maintain its communications service between North America, Europe and Latin America.

Comsat reactivated its Early Bird satellite, which will work with Intelsat II, already over the Atlantic. (Early Bird was not used by the networks for its coverage of the British ceremony). Early Bird will link North America and Europe through earth stations, while Intelsat II will link earth stations in Southern Europe, Latin America and the Eastern U.S. Comsat noted, however, that since the improvised system has less capacity than Intelsat III, television transmission and phone service to Latin America and Puerto Rico "will be interrupted."

The next satellite in the Intelsat III series is to be launched in early fall. Now, however, Comsat said it plans "to accelerate" this schedule.

NBC research estimated that more than 20 million people in the U.S. watched the networks' coverage of the investiture ceremony.

Although a satellite solution to the coverage problem was eventually found, NBC-TV reportedly was considering a plan at one point to fly video tapes of the investiture to Halifax, N.S., for transmission to New York by land lines. Under the arrangement live coverage would have been replaced by a delayed telecast.

Coverage of the ceremony, with the exception of the satellite rerouting, went as planned (BROADCASTING, June 30), with NBC-TV providing about three hours of coverage; CBS-TV with about two-and-a-half hours plus a half-hour highlight special in the evening, and ABC-TV with an hour-and-a-half.

WBAP-TV decided to go full color, and Fort Worth gave them the business.

"Sure, we added the KODAK ME-4 Process primarily for the color news, documentary, and sports capability we needed to round out our color programming," says Jett Jamison, Director of TV Operations for the Fort Worth station. "But, we also knew that we could count on commercial processing business. We were more than right.

"Besides processing an average of 70,000 feet of our color film per month, we often do as much as 100,000 feet of commercial color processing. The extra income from commercial processing helps offset the cost of operating the lab for station use.

"We now process color footage for many local football teams, including

the bands' halftime shows. We shoot commercials for our local advertisers. We also do work for several local advertising agencies and production houses. We are even processing 16mm KODAK EKTACHROME Film footage for camera shops. It keeps us hopping.

"In two years we've had no trouble at all. We're quality conscious—run-

ning quality control tests daily. The Kodak packaged chemicals are a real boon. We use the Kodak Silver Recovery System, and it's paying off too."

And you thought your station couldn't afford to go full color! Not only can you do it, but you can make money at it. Check into the sizes and prices of the new processors on the market. Find out how they can fit into your operation by calling a Kodak Regional Chief Engineer. In New York, Ray Wulf; in Chicago, Dick Potter; in Hollywood, John Waner. Don't wait.



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Kodak



GOLD PLAQUE WINNER:

Mr. James A. Landon
Director of Research
Cox Broadcasting Co.
Atlanta, Georgia

Entry:

Development and application of special computer analyses for station and market sales support.



SILVER PLAQUE WINNER:

Mr. Bob Hosfeldt
General Manager
Station KNTV
San Jose, California

Entry:

Relating audience strength to a specific area to show how San Jose supplements buys in San Francisco with unduplicated audience.



BRONZE PLAQUE WINNER:

Mr. Harold Baker
Vice President for News
Station WFGA-TV
Jacksonville, Florida

Entry:

Development of an organized and prestige program of public sentiment sampling to gain community involvement and public interest

The Innovators



The American Research Bureau extends congratulations to the top three winners in the 1969 ARB Innovator Awards Program — an honor program designed to recognize outstanding uses of audience research by television stations — and to the following individuals whose material was selected by our panel of judges for special recognition: Reese Barkley, WNAC, Boston; A. James Ebel, KOLN/KGIN, Lincoln; Ron Gleason, KABC, Los Angeles; Bob Hosfeldt, KNTV, San Jose; Ben Hovel, WKOW, Madison; Michael T. Malone, KTTV, Los Angeles; Stan Rudick, WTTG, Washington; and Reg Stagmaier, WRCB, Chattanooga.

And, our special thanks to the many other professionals in the industry who submitted entries for the 1969 awards.

To further stimulate the creative uses of audience and market research data, ARB will soon publish a collection of this year's entries. Reserve your copy by writing to: Chairman, ARB Innovator Awards Program, 4320 Ammendale Road, Beltsville, Maryland 20705.



AMERICAN RESEARCH BUREAU
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CATV issues big June losers

Only eight stocks in index
show gains during month;
Metromedia starts back up

Broadcasting industry stocks followed the general market slump in June, falling 5.8%, compared to the 5.5% drop in the Standard & Poor Industrial Average. The BROADCASTING index of selected stocks showed declines in all six categories with service stocks, off 0.2%, making the best showing of the month.

The biggest decrease was reflected in the CATV issues, off 14.6% as a group.

The broadcasting-with-other-major-interests category was down 10.7% and programing stocks were off 10.1%. Broadcasting issues were down 4.7% and manufacturing companies showed a 4.5% fall.

Good first-quarter and half-year reports were unable to help the over-all list as the continuing sell trend in the market affected just about all stocks. Of the 83 stocks listed in the index, only eight showed gains during June.

In the broadcasting category, Metromedia had started a comeback by month's end from its low for the year, reached about the time MM and Transamerica called off their planned merger.

Among the CATV issues, the highly publicized opposition by some broadcasters to the proposed National Asso-

ciation of Broadcasters-National Cable Television Association staff agreement, was felt throughout the industry. Sterling Communications was off 29%, followed by Teleprompter at 24% and Entron at 23%.

In the service category Papert, Koenig, Lois was the big gainer, moving up 13%. Late in the month John Blair & Co. went from the over-the-counter market to the New York exchange and closed at 27½, up 1½ from its initial trade.

Ampex, up 5%, showed the only gain in the manufacturing stocks with Westinghouse holding its own.

New additions to the stock index are group owner Starr Broadcasting and J. Walter Thompson, the world's largest advertising agency.

The Broadcasting stock index

A weekly summary of market activity in the shares of 85 companies associated with broadcasting.

	Stock Symbol	Ex- change	Closing July 2	Closing June 30	% change Month of June	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Broadcasting									
ABC	ABC	N	64½	64	— 7	76½	56½	4,796	\$ 306,900
Atlantic States Ind.		O	10	9½	+ 6	15½	8½	1,798	17,100
Capital Cities	CCB	N	33	33½	— 8	37½	32	5,748	192,600
CBS	CBS	N	53½	52½	— 5	59½	44½	25,378	1,341,900
Corinthian	CRB	N	26	26½	— 15	37½	23½	3,384	89,700
Cox	COX	N	41½	41½	— 13	59	40½	2,891	120,300
Gross Telecasting	GGG	A	19½	20	— 17	24½	17½	805	16,100
Metromedia	MET	N	24	25½	— 23	53½	23	5,507	142,500
Pacific & Southern		O	17	17	— 13	25½	16½	1,616	27,500
Reeves Telecom	RBT	A	17½	17½	— 22	35½	17½	2,230	39,000
Scripps-Howard		O	24½	25	— 7	31½	23	2,589	64,700
Sonderling	SDB	A	37	37½	— 15	47½	32	985	37,700
Starr Broadcasting		O	7	6½	—	7	6½	338	2,300
Taft	TFB	N	36½	36½	— 6	43½	34½	3,415	124,600
						Total		61,480	\$ 2,522,900
Broadcasting with other major interests									
Avco	AV	N	27½	27½	— 11	49½	25	12,872	\$ 352,300
Bartell Media	BMC	A	12½	11½	— 28	22½	11½	2,292	26,900
Boston Herald-Traveler		O	30	30	—	71	28	574	17,200
Chris-Craft	CCN	N	16½	16½	— 20	24½	15	3,201	53,200
Cowles Communication	CWL	N	12½	12½	— 20	17½	12	3,620	43,900
Fuqua	FQA	N	39	36½	— 15	47	34	5,073	185,500
Gannett	GCI	N	36½	36½	— 9	42	35½	4,736	172,900
General Tire	GY	N	22½	21½	— 10	34½	20½	17,914	387,400
Gray Communications		O	9½	9½	— 5	12½	9	475	4,600
Lamb Communications		O	4½	5	— 9	10	4½	2,650	13,300
Liberty Corp.	LC	N	16½	16	— 6	23½	15½	6,743	107,900
LIN		O	11½	11½	— 14	33	10½	1,890	21,000
Meredith Corp.	MDP	N	41½	40½	— 23	59½	40	2,762	111,500
The Outlet Co.	OTU	N	21	21	— 11	30½	20½	1,332	28,000
Plough Inc.	PLO	N	69	68½	— 3	72½	62½	6,788	463,300
Post Corp.		O	17½	18½	— 18	40	17	566	10,500
Rollins	ROL	N	37	36½	— 3	38½	30½	7,942	289,900
Rust Craft	RUS	A	30	29	— 12	38½	28½	1,169	33,900
Storer	SBK	N	36½	36	— 8	62	35½	4,213	151,700
Time Inc.	TL	N	50½	50½	— 20	100½	49½	7,238	363,700
Wometco	WOM	N	20	20	— 11	23½	18½	5,860	117,200
						Total		99,910	\$ 2,955,800
CATV									
Ameco	ACO	A	11½	11	— 15	14½	10½	1,200	\$ 13,200
American TV & Communications		O	13½	13½	+ 13	15	11½	1,775	24,400
Cable Information Systems		O	3½	3½	— 18	5	3½	955	3,300
Columbia Cable		O	10½	11½	— 17	15½	11½	580	6,700
Cox Cable Communications		O	18	18	— 5	21½	16½	2,540	45,700
Cypress Communications		O	13½	13½	— 12	23	12	808	10,700
Entron		O	3½	3½	— 23	10	3½	607	2,400
H & B American	HBA	A	15½	16	— 15	20½	13½	5,016	80,300
Sterling Communications		O	7½	7½	— 29	10½	6½	500	3,800
Teleprompter	TP	A	56½	52½	— 24	70½	46½	1,006	52,600

(Continued on page 58)

The Broadcasting stock index

(Continued from page 57)

	Stock Symbol	Ex- change	Closing July 2	Closing June 30	% change Month of June	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
CATV									
Television Communications		O	15¼	15	— 18	20	12¾	2,090	31,400
Vikoa	VIK	A	28	28½	— 10	33¾	23½	1,795	51,200
							Total	18,872	\$ 325,700
Programming									
Columbia Pictures	CPS	N	33¾	33¼	— 2	42	29¼	5,863	\$ 194,900
Commonwealth United	CUC	A	10¾	10½	— 20	24¼	10½	12,428	132,000
Disney	DIS	N	76¾	75	— 7	86¾	69¾	4,367	327,500
Filmways	FWY	A	26¼	25¾	— 20	38¾	24¾	1,120	28,800
Four Star International		O	6¾	4¾	+ 12	10	3¾	666	3,200
Gulf & Western	GW	N	25¼	26¼	— 15	50¼	24	16,061	421,600
MCA	MCA	N	30¾	31¾	— 9	44¾	29¾	8,059	255,900
MGM	MGM	N	29¾	27¾	— 19	44¾	26¾	5,762	158,500
Transamerica	TA	N	29	29¾	— 13	38¾	28¾	61,869	1,817,400
Trans-Lux	TLX	A	26¼	23¾	— 29	58¾	22¾	979	22,900
20th Century-Fox	TF	N	24¼	22¾	— 24	41¾	21¾	8,006	182,100
Walter Reade Organization		O	11	10½	— 5	15¾	8¾	2,083	21,900
Warner-Seven Arts	WBS	A	48¼	48¾	— 9	64¾	39¾	3,925	191,300
Wrather Corp.		O	12¾	12¾	— 17	22¾	12¾	1,760	22,000
							Total	132,948	\$ 3,780,000
Service									
John Blair	BJ	N	28	27½	—	28¼	25¼	2,265	\$ 62,300
Comsat	CQ	N	50¾	51	+ 3	55¾	41¾	10,000	510,000
Creative Management		O	15	15	+ 3	20¼	13	1,020	15,300
Doyle Dane Bernbach		O	24¾	25	— 17	31¾	24¾	2,104	52,600
Foote, Cone & Belding	FCB	N	12¾	12½	— 17	15¾	11¾	2,147	26,000
Grey Advertising		O	15¾	15	— 13	18¾	14	1,163	17,400
Movielab	MOV	A	9¾	9½	+ 3	14¾	7¾	1,407	13,400
MPO Videotronics	MPO	A	11	11	— 13	22¾	10¾	542	6,000
Nielsen		O	33¾	33¼	— 8	37	31¾	5,240	174,200
Ogilvy & Mather		O	28	28	— 18	34¾	21¾	1,090	30,500
Papert, Koenig, Lois	PKL	A	24¼	22¾	+ 13	30¾	10¾	721	16,100
J. Walter Thompson		O	29¼	29¼	—	37	29¼	790	23,100
Wells, Rich, Greene		O	12¼	12	— 20	18	11¾	1,501	18,000
							Total	29,990	\$ 964,900
Manufacturing									
Admiral	ADL	N	18¾	16¾	— 12	21¾	15	5,110	\$ 85,600
Ampex	APX	N	43¾	44	+ 5	44¾	32¾	10,571	465,100
General Electric	GE	N	90¾	90	— 5	98¼	85¾	91,025	8,192,300
Magnavox	MAG	N	47¾	46¾	— 13	56¾	44¾	16,561	776,300
3M	MMM	N	103¾	101	— 6	112¾	94	54,388	5,493,200
Motorola	MOT	N	120	117	— 7	133¾	102¾	6,148	719,300
RCA	RCA	N	40¾	41¾	— 6	48¾	40¾	62,713	2,594,800
Reeves Industries	RSC	A	6¾	5¾	— 16	10¾	5¾	3,437	20,200
Visual Electronics	VIS	A	18¼	17	— 16	37	15	1,326	22,500
Westinghouse	WX	N	60¾	62	—	71¼	55¾	38,509	2,387,600
Zenith Radio	ZE	N	45¾	43¾	— 13	58	42¾	18,935	823,700
							Total	308,723	\$21,580,600
Grand total								651,925	\$32,129,900
Standard & Poor Industrial Average			108.51	107.06	— 5.5	116.85	105.82		

N-New York Exchange

A-American Stock Exchange

O-Over the counter (bid price shown)

Shares outstanding and capitalization as of June 30

Company reports:

Cypress Communications Corp., Stamford, Conn., group CATV owner, reported a 37% increase in revenues while net income remained about the same for the first nine months of the fiscal year. Cypress, also a majority owner of KTXL(TV) Sacramento-Stockton, Calif., still awaits FCC approval to purchase the Dynamic Broadcasting group for \$2.5 million. For the nine months ended March 31:

	1969 (\$0.04)	1968 (\$0.06)
Earned per share	2,274.00	1,653.000
Revenues	48,000	35,000
Pretax income	36,000	35,000
Net income		
Average shares outstanding	853,000	600,000

Notes: Cypress purchased Altoona Video Corp. on March 27, 1968, and to permit comparison 1968 figures are presented on pro forma basis as if purchases had been made on July 1, 1967. Company paid no taxes in 1968.

Rust Craft Greeting Cards Inc., Dedham, Mass., greeting card publisher, group broadcaster and multiple CATV owner, reported increases in unaudited net sales and net income for the three months ended May 31:

	1969 \$0.19	1968 \$0.14*
Earned per share	10,434,000	9,576,000
Net sales	390,000	275,000
Pretax income	222,000	161,000
Net income		

* Adjusted to reflect 3-for-2 stock split.

Wometco Enterprises Inc., Miami, diversified company and group broadcaster, reported increases in sales and net income for the 24 weeks ended June 14:

	1969 \$0.43	1968 \$0.36*
Earned per share	37,351,480	28,695,866
Sales	2,419,347	1,981,992
Net income		

*Adjusted to reflect 3-for-2 stock split in March 1969.

Financial notes:

■ **John Blair & Co.**, New York, has declared a dividend of 12 cents per share, payable Aug. 15 to stockholders of record June 15.

■ **Corinthian Broadcasting Corp.**, New York, has declared a dividend of 7 1/2 cents per share payable July 31 to stockholders of record July 14.

■ **Outlet Co.**, Providence, R.I. has declared regular quarterly dividends of \$1.37 1/2 per share on 5 1/2 % convertible preferred stock and 16 1/4 cents per share on common stock, payable Aug. 6 to stockholders of record July 18.

■ **Cox Broadcasting Corp.**, Atlanta, has acquired Dealers Indianapolis Auto Auction Inc. for approximately \$1 million in cash and notes.

McClellan awaits copyright accord

Ford hopes for agreement by Aug. 31;
in Denver NAB contemplates its next move

The National Association of Broadcasters and the National Cable Television Association continue their search for accord on CATV regulation—and Senator John McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, continues to stand watch and keep score.

The senator, who frequently reminds the sparring interests that failure to effect a workable compromise will mean failure to exert strong influence on copyright legislation dealing with CATV, last week told NAB, NCTA and attorney Louis Nizer (representing motion-picture interests) in a letter that he is "compelled to request that the parties participating in the current discussions submit to the subcommittee not later than Aug. 31 a statement indicating such agreements, if any, that they have reached, and identifying those matters on which the parties continue in disagreement."

Senator McClellan reiterated his belief that the best course of action is for copyright owners and broadcast and cable interests to "reach certain understandings which could then be recommended to the subcommittee for its consideration." However, he added, copyright legislation by Congress is now "clearly necessary"—both generally and as it specifically relates to CATV—and indicated, once again, that the key is to hang together or hang separately.

NCTA President Frederick W. Ford promptly replied in a letter that the Aug. 31 date, in his opinion, "provides ample time for the parties to resolve their differences if they can be resolved by them." He added: "We will employ all of our ability and resources to convert the public-interest proposals of the NAB-NCTA staffs, as rapidly as possible, to specific recommendations . . . consistent with our dedication to preserving the present broadcast structure and providing the diversity and choice of service to the public which cable television can provide."

Mr. Ford took several potshots at the NAB board's resolution of last month (BROADCASTING, June 23), in which the board effectively wiped out the previous agreement between NAB and NCTA staffs by calling for "major revision" and the resolution of "other

issues" in subsequent negotiations.

According to Mr. Ford: "The NCTA board's general endorsement of the proposed compromise was conditioned on acceptance of the principles embodied in the proposal as a package, subject to clarification and implementation and was clearly not intended to be a basis from which bargaining would begin. The NAB board's resolution does not appear to be responsive to this condition."

That compromise was designed to launch a joint broadcast-cable quest for legislation and FCC regulation in which CATV's would be permitted to import sufficient distant signals to provide customers with three network and three independent stations; to originate on one channel of entertainment and unlimited automated programming, with one channel carrying advertising, and to grandfather existing service in the

event of new legislation. The cable systems would also have been liable for copyright payments, at rates to be fixed by the pending copyright bill; would have been required to respect exclusivity agreements between stations and program suppliers; and would have been prohibited from interconnection (BROADCASTING, June 2 et seq.).

It is unclear to NCTA, Mr. Ford said, why these proposals need major revision and what other issues need to be resolved.

One answer may emerge shortly. The negotiating committee selected last month by the NAB boards to represent a cross-section of broadcasting sentiment meets this week in Denver. No one seems at all ready to predict what accord, if any, may develop at the meetings. However, an NAB source said, "I'm sure we can meet the date" set by Senator McClellan.

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FCC reveals letter in WPIX challenge

Still intriguing question: Why did FCC's Johnson keep it in office so long?

"The letter" in the WPIX(TV) case—the letter which figured in the FCC decision to set aside its license-renewal grant to the New York station and thus to open the door to a comparative hearing on the station's frequency (channel 11)—was released by the FCC last week.

The letter, alleging that the station mislabeled news clips and used outdated film to illustrate current events, was written by former WPIX news staff member Nancy McCarthy. She implies she was fired for protesting what she said were the station's unethical practices.

Fred Thrower, president of the *New York Daily News* station, declined to comment on the charges until he had an opportunity to study the letter. But Ted Kamp, producer of the station's half hour nighttime news program and the official most frequently mentioned in the letter, said the station puts together "a news broadcast based on the journalistic standards accepted in the industry."

He disputed most of Miss McCarthy's charges, but conceded some of the episodes mentioned in the letter may have resulted from "misunderstanding" on the part of station personnel. He said he had never given anyone orders to distort news.

The substance of the letter has been known for some time (BROADCASTING, June 9). And the charges it contains were reported in *Variety* on Jan. 1. The commission released the letter at the request of both WPIX and Forum Communications Inc., the group headed by former NBC advertising vice

president Lawrence K. Grossman, which has filed a competing application for channel 11.

Miss McCarthy, who now works for an independent film producer in New York, said in her letter that the station had used film of crowd scenes of Budapest, Hungary, with "Prague" and "via satellite" superimposed on it to accompany a report on the Soviet invasion of Czechoslovakia. She added that the voice over the silent film was of "a stringer in Vienna, who wrongly identified himself as the UPI correspondent in Prague."

She also said that the station had used film of an Army tank that was taken in Fort Belvoir, Va., but identified as coming from Vietnam—"Central Highlands or Da Nang, I forget which," she said.

She charged, in addition, that the station had used film of student demonstrations at San Francisco State College on a day later than that on which it was taken to illustrate campus disorders. "Ted [Kamp] couldn't resist the really bloody San Francisco State College riot," she wrote, "and he phoned film."

Miss McCarthy said other present and former WPIX news staff members shared her concern. She recalled that one of those colleagues, Colin Gibson, had "clashed" with Mr. Kamp over a humorous piece about a Vermont man who got a ticket for driving too slowly on a throughway in an aged car. "Ted thought adding—incorrectly—that the man was in jail, would funny up the story no end."

Mr. Kamp conceded the station might have been guilty of some "misunderstanding" in connection with the Prague-Budapest and Army tank items. But he said no "purposeful deceit" was involved.

However, he said the film used in the San Francisco State College piece was correctly labeled as having been shot earlier. And he denied directing Mr. Gibson "to put something in the

[humor] story that wasn't there."

He also labeled as "absolutely false" Miss McCarthy's statement that "at least once each night, a piece of dated UPI newscast was phoned in to look like a current story—frequently at the cost of the story, and certainly at a cost of credibility. Ted," she added, "was always trying to compete with the networks."

He said two other allegations related to stories that were not broadcast. In one story, Miss McCarthy said, film in a bad weather story was identified as the Atlantic ocean "when it was really the East River." In the other, she wrote, a reporter was required to redo a stand-up piece on a black militant artist feature "because they didn't like the reporter's accurate description of what happened."

Miss McCarthy's view that a hunger for ratings lay behind many of the practices about which she complained was evident throughout her letter. At one point she said: "Ted frequently urged writers to draw conclusions, or sensationalize news, to whip up public interest." She quoted him as saying: "Write it hard, write it tight, and blame somebody."

Mr. Kamp said the correct quote is: "Write it hard, conversational, and be accurate."

The facts surrounding Miss McCarthy's letter add up to one of the singular chapters in what is being compiled on the WPIX case. Miss McCarthy, who was with WPIX from August to December 1968, wrote it to a friend shortly before she left the station. The friend's name has not been divulged but it's known he was working for the Public Broadcast Laboratory in Washington at the time, doing a study of television newsroom operations.

The friend referred the letter to Commissioner Nicholas Johnson some time in January. But Mr. Johnson did not bring it to the attention of the commission staff until May 22, several hours after the staff had routinely granted the WPIX license renewal. Commissioner Johnson says Miss McCarthy's request for anonymity prevented him from divulging the letter's contents sooner. (The commission released the letter after getting clearance from Miss McCarthy.) He blames the staff for not following up on the *Variety* story outlining the charges.

The manner in which the complaint was handled was crucial since May 22 was also the date on which the Forum application was tendered—too late, the commission said, to be accepted for filing. However, the preliminary results of an investigation undertaken by the staff after reviewing the letter led the commission to set aside the renewal grant (BROADCASTING, June 23). The

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investigation is continuing.

In her letter Miss McCarthy said she and other staff members, disturbed about the practices in the news room, talked to management on several occasions, but without effecting any changes. Besides Mr. Gibson, who is now a writer at WNEW-TV, she named Jerry Nadel, who is with WINS New York, and Jim Fusca, who is still at WPX.

She said the four drew up a list of recommended changes, which they presented to Mr. Engels, Miss McCarthy wrote that "after a lengthy meeting, during which Walter swore on his dead mother's grave with tears that he had no knowledge of the abuses, he promised changes by December first." Miss McCarthy added that on Dec. 2, Mr. Engels told her "the only change he could remember planning was giving me more money." It's understood the memorandum subsequently provided the basis for the story in *Variety*.

Miss McCarthy said her final encounter with station management on her complaint came early in December, after the program on the San Francisco State College disorders. "I went to station president Fred Thrower and complained," she wrote. "After a lot of revolving door talk from Fred, and several meetings later, I was fired. Walter said I was disruptive."

She said she wasn't the only casualty. She said that Mr. Nadel "lost his job" and that several part-time writers, whom she did not identify, "were abruptly dismissed, after they criticized content." "And one other writer, a sweet little nebbish who really thought it was a good news show, got fired two weeks ago," she said. "Walter thought he was one of the co-conspirators."

Violence called rife in TV drama

It's found in 80%
of TV plays in study
by Annenberg school

A team of investigators from the University of Pennsylvania's Annenberg School of Communications has completed a study of violence in television drama, conducted for the Mass Media Task Force of the President's Commission on the Causes and Prevention of Violence. Its primary conclusion: "Television drama projects a largely violent America in a wild world of many violent strangers, with a mostly violent past and a totally violent future."

The study, carried out by Dr. George Grebner, dean of the Annenberg School, with the aid of four associates, analyzed the portrayal of overt physical violence

in TV plays, cartoons and feature films broadcast during the first week of October 1967 and the first week of October 1968. The analysts recorded observations about the nature and frequency of violent episodes; the significance of violence to the plot; the roles of different times, places, major and minor characters, and the law in "the world of domestic violence," and "some characteristics of encounters between parties inflicting and suffering violence."

Among the key findings:

■ Some violence prevailed in eight out of 10 plays, and was usually an "integral part of the play in which it occurred."

■ Acts of violence were usually committed in "self-interest" rather than from great emotion or in the name of a "noble cause."

■ Violent acts rarely lead to visible hurt or suffering except when severe or fatal, although some injury was "evident in half of all violent episodes."

■ Most violence represented a battle between "clear-cut good and evil," with "good guys" inflicting as much violence as "bad guys," and perhaps suffering somewhat more but emerging victorious.

■ Foreigners and nonwhites "committed more than their share of violence, and unlike white Americans, who get away with much 'justified' vio-



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lence, these groups paid for every life taken with a life of their own."

▪ Witnesses to violence are usually passive spectators. When they act, they are as likely to encourage as to combat the violence.

▪ The prevalence of violence remained about the same in the two years, although there was "some evidence of moderation in its rate and tone."

The study found less violence on CBS than on the other two networks. On that network, the analysts said, the prevalence and rate of violence increased mildly from 1967 to 1968, but the "proportion of violence significant to the plots" decreased. ABC and NBC were judged to be approximately equal in the 1967 study; in 1968, the study said, violence on NBC "declined slightly in some respects," and ABC cut the proportion of programs "containing the most significant type and the highest rate of violent episodes," although it "maintained its share of violent programming."

Special gets simulcast on and off the air

An exhibition of Appalachian folk art and photographs of the region shared attention with a 30-minute documentary, *The Proud People*, last week as Reeves Telecom Corp. presented a special evening preview of the third annual Festival of American Folklife at Washington's Smithsonian Institution.

The documentary, produced by Reeves's WHTN-TV Huntington, W. Va., was shown on that station as it was being presented in Washington. It depicts the craftsmen of West Virginia—weavers, wood carvers, musicians—in the process of craftsmanship, in their explanation of their work, and in their attempts to transmit and preserve their heritage.

Reeves, a co-sponsor of the festival, also presented a sales exhibition of photographs by Arthur Tress, complemented by actual crafts from the region and live music.

Among the representatives of indus-

try and government to attend the preview was FCC Chairman Rosel H. Hyde. Reeves representatives included Hazard Reeves, chairman of the board; Richard L. Geismar, president, and Fred E. Walker, president, broadcast/CATV division.

Where there's smoke there'll be satire

The "positive" approach to giving up smoking will be stressed in a Westinghouse Broadcasting Co. half-hour special produced by WJZ-TV Baltimore for the five WBC TV stations.

No Butts About It, scheduled for this week (July 7), will spoof cigarette commercials: a young-couple running through a field—without cigarettes—and a cowboy pulling an apple out of his pocket instead of taking out a cigarette pack. *

The program will also examine several systems for quitting and will be narrated by Arnold Zenker and Wiley Daniels.

TV network showsheets: 3d-quarter schedules

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsorship. Abbreviations: sust., sustaining; part., participating; eff., effective. All times Eastern. Showsheets are published in BROADCASTING at the beginning of each quarter.

Sunday morning

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 *Dudley Do-Right*, part.
CBS-TV 8:30-9 *Black Heritage*, part.; 9-9:30 *Tom & Jerry*, part.; 9:30-10 *Adventures of Aquaman*, part.
NBC-TV No network service.

10 a.m.-noon

ABC-TV 10-10:30 *Linus the Lionhearted*, General Foods; 10:30-11 *King Kong*, part.; 11-11:30 *Bullwinkle*, Deluxe Reading, General Mills; 11:30-12 *Discovery '69*, part.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 *Face the Nation*, part.
NBC-TV No network service.

Sunday afternoon-evening

Noon-1 p.m.

ABC-TV 12-1 No network service.
CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, part. (2d feed).
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions*, sust.; 1:30-2 *Issues and Answers*, part.
CBS-TV No network service.
NBC-TV 1:130 *Meet the Press*, Sperry Rand, Allstate; 1:30-2 NBC religious series, sust.

2-5 p.m.

ABC-TV No network service.
CBS-TV AAU International Track & Field.

part.
NBC-TV No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *Jetsons*, part. 5:30-6 *Original Amateur Hour*, J. B. Williams and part.
NBC-TV No network service.

6-7 p.m.

ABC-TV No network service.
CBS-TV *21st Century*, Union Carbide; 6:30-7 No network service.
NBC-TV 6-6:30 *Congressional Report*, part.; 6:30-7 *Frank McGee Sunday Report*, part.

7-8 p.m.

ABC-TV *Land of the Giants*, part.
CBS-TV 7-7:30 *Lassie*, part. 7:30-8 *Gentle Ben*, part. (Eff. 9/28 *When in Rome*, part.).
NBC-TV 7:30 *Huckleberry Finn*, part.; 7:30-8:30 *Walt Disney*, RCA, Gulf, Miracle White.

8-9 p.m.

ABC-TV *The FBI*, Ford.
CBS-TV *Ed Sullivan*, part.
NBC-TV 8:30 *Walt Disney*, cont.; 8:30-9 *Mothers-in-Law*, P&G. (Eff. 9/21 *Bill Cosby Show*).

9-10 p.m.

ABC-TV 9-11 *Sunday Night Movie*, part.
CBS-TV *Hee-Haw*, part.
NBC-TV *Bonanza*, Chevrolet, R. J. Reynolds, American Home Products.

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV *Mission: Impossible*, part.
NBC-TV *My Friend Tony*, part. (Eff. 9/21 *The Now People*).

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *CBS Sunday News with Harry Reasoner*, part.
NBC-TV No network service.

Monday-Friday

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 *Morning News with Joseph Benti*, part.; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lucy Show*, part.; 10:30-11 *Beverly Hillsbillies*, part.
NBC-TV 10-10:25 *It Takes Two*, part.; 10:25-10:30 *News*, part.; 10:30-11 *Concentration*, part.

11 a.m.-noon

ABC-TV No network service.
CBS-TV 11-11:30 *Andy Griffith Show*, part.; 11:30-12 *Dick Van Dyke Show*, part.
NBC-TV 11-11:30 *Personality*, part.; 11:30-12 *Hollywood Squares*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bewitched*, part.; 12:30-1 *That Girl*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *CBS Middy News with Joseph Benti*, part.; 12:30-1 *Search for Tomorrow*, P&G and part.
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55 *Eye Guess*, part.; 12:55-1 *News*, part.

1-2 p.m.

ABC-TV 1-1:30 *Dream House*, part.; 1:30-2 *Let's Make a Deal*, part.
CBS-TV 1-1:30 *Black Heritage*, part.; 1:30-2 *As the World Turns*, P&G and part.
NBC-TV 1-1:30 No network service; 1:30-2 *You're Putting Me On*, part.

2-3 p.m.

ABC-TV 2-2:30 *Newlywed Game*, part.; 2:30-3 *Dating Game*, part.
CBS-TV 2-2:30 *Love Is a Many Splendored Thing*, part.; 2:30-3 *Guiding Light*, P&G and part.
NBC-TV 2-2:30 *Days of Our Lives*, part.; 2:30-3 *Doctors*, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.: 3:30-
One Life to Live, part.
CBS-TV 3-3:30 *Secret Storm*, part.: 3:30-4
Edge of Night, P&G and part.
NBC-TV 3-3:30 *Another World*, part.: 3:30-4
You Don't Say, part.

4-5 p.m.

ABC-TV 4-4:30 *Dark Shadows*, part.: 4:30-5
No network service.
CBS-TV 4-4:30 *Linkletter Show*, part.: 4:30-5
No network service.
NBC-TV 4-4:25 *Match Game*, part.: 4:25-
4:30 *News*, part.: 4:30-5 No network service.

5-7:30 p.m.

ABC-TV 5-6 No network service; 6-7:30 *ABC
Evening News with Frank Reynolds*, part.
(three feeds).
CBS-TV 5-7 no network service; 7-7:30 *CBS
Evening News with Walter Cronkite*, part.
(two feeds).
NBC-TV 5-6:30 No network service; 6:30-
7:30 *Huntley-Brinkley Report* (two feeds),
part.

11 p.m.-1 a.m.

ABC-TV 11-11:30 No network service; 11:30
p.m.-1 a.m. *Joey Bishop Show*, part.
CBS-TV No network service. (Eff. 8/18 *Merv
Griffin Show*, part.)
NBC-TV 11-11:30 No network service; 11:30
p.m.-1 a.m. *Tonight Show*, part.

Monday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Avengers*, part.: 8:30-9
Guns of Will Sonnett, part. (Eff. 9/22 7:30-
8:15 *Music Scene*, part.: 8:15-9 *Now People*,
part.)
CBS-TV 7:30-8:30 *Gunsmoke*, part.: 8:30-9
Here's Lucy, part.
NBC-TV 7:30-8:30 *I Dream of Jeannie*, part.
(Eff. 9/15 *My World & Welcome to It*, part.):
8-9 *Laugh-In*, part. (Eff. July 21. specials.)

9-10 p.m.

ABC-TV Outcasts, part.: (Eff. 9/22 *Survivors*,
part.)
CBS-TV 9-9:30 *Mayberry R.F.D.*, part.: 9:30-
10 *Family Affair*, part. (Eff. 9/22 *Doris Day
Show*, part.)
NBC-TV 9-11 *Monday Night at the Movies*,
part.

10-11 p.m.

ABC-TV *Dick Cavett*, part.: (Eff. 9/22 *Love
American Style*, part.)
CBS-TV *Jimmy Rogers*, part.
NBC-TV *Movie*, cont.

Tuesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Mod Squad*, part.: 8:30-
9:30 *It Takes a Thief*, part. (Eff. 9/23 8:30-
10 *Movie of the Week*, part.)
CBS-TV 7:30-8:30 *Lancer*, part.: 8:30-9:30
Red Skelton Hour, part. (Eff. 7/15 *Liberace
Show*, part.)
NBC-TV 7:30-8:30 *Star Trek*, part.: (7:30-8
Eff. 9/16 *My World*; 8-8:30 Eff. 9/16 *Debbie
Reynolds Show*): 8:30-9 *Julia*, part.

9-10 p.m.

ABC-TV 9-9:30 *It Takes a Thief*, cont.: 9:30-
10 *N.Y.P.D.*, part.
CBS-TV 9-9:30 *Skelton*, cont.: 9:30-10 *Doris
Day Show*, part. (Eff. 9/23 *Governor and
J. J.*, part.)
NBC-TV 9-11 *Tuesday Night at the Movies*,
part.

10-11 p.m.

ABC-TV *Dick Cavett*, part.: (Eff. 9/23 *Marcus
Welby, M.D.*, part.)
CBS-TV 10 *Minutes*, part. (alt.). *CBS News
Hour*, part. (alt.).
NBC-TV *Movie*, cont.

Wednesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Here Come the Brides*,
part.: (Eff. 9/24 7:30-8 *Flying Nun*, part.:
8-8:30 *Courtship of Eddie's Father*, part.):
8:30-9 *King Family*, part. (Eff. 9/24 *Room
Two Twenty-Two*, part.)
CBS-TV 7:30-8:30 *Tarzan*, part.: 8:30-9 *Good
Guys*, part. (Eff. 9/24 *Beverly Hillbillies*,
part.)
NBC-TV 7:30-9 *Virginian*, part.

9-10 p.m.

ABC-TV 9-11 *Wednesday Night Movies*, part.
CBS-TV 9-9:30 *Beverly Hillbillies*, part.:
9:30-10 *Green Acres*, part. (9-10 Eff. 9/24
Medical Center, part.)
NBC-TV *Kraft Music Hall*, Kraft.

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV *Hawaii Five-O*, part.
NBC-TV *Outsider*, part. (Eff. 9/17 *And Then
Came Bronson*, part.).

Thursday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Flying Nun*, part. (Eff. 9/18
Ghost & Mrs. Muir, part.): 8-8:30 *That Girl*,
part.: 8:30-9 *Bewitched*, Quaker Oats, Chev-
rolet.
CBS-TV 7:30-8 *Animal World*, part. (Eff.
9/25 *Family Affair*, part.): 8-9 *Prisoner*, part.
(Eff. 9/25 *Jim Nabors Variety Hour*, part.).
NBC-TV 7:30-8:30 *Daniel Boone*, part.: 8:30-
9:30 *Ironside*, part.

9-10 p.m.

ABC-TV *This Is Tom Jones*, part.
CBS-TV 9-11 *Thursday Night Movies*, part.
NBC-TV 9-9:30 *Ironside*, cont.: 9:30-10 *Drag-
net*, part.

10-11 p.m.

ABC-TV No network service. (Eff. 9/25 *It
Takes a Thief*, part.)
CBS-TV 10-11 *Movie*, cont.
NBC-TV *Dean Martin Presents the Gold-
diggers*, part.

Friday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Let's Make a Deal*, part.:
8-9 *John Davidson Show*, part. (Eff. 9/26
8-8:30 *The Brady Bunch*, part.: 8:30-9 *Mr.
Deeds Goes to Town*, part.)
CBS-TV 7:30-8:30 *Wild Wild West*, part.:
8:30-9 *Gomer Pyle-USMC*, General Foods.
(Eff. 9/26 7:30-8 *Get Smart*, part.: 8-8:30
Good Guys, part.: 8:30-9 *Hogan's Heroes*,
part.)
NBC-TV 7:30-8:30 *High Chaparral*, part.:
8:30-10 *Name of the Game*, part.

9-10 p.m.

ABC-TV *Judd for the Defense*, part. (Eff.
9/26 *Here Come the Brides*, part.).
CBS-TV 9-11 *Friday Night Movie*, part.
NBC-TV *Name of the Game*, cont.

10-11 p.m.

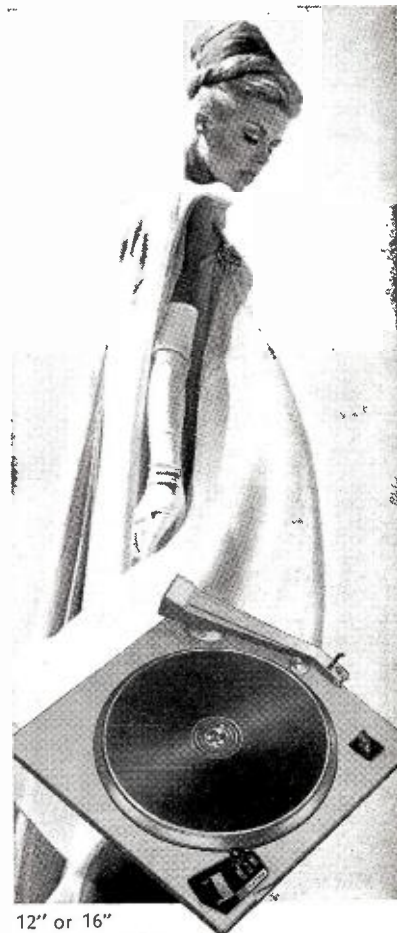
ABC-TV *Dick Cavett*, part. (Eff. 9/26 *Jimmy
Durante Presents the Lennon Sisters*, part.).
CBS-TV *Movie*, cont.
NBC-TV *The Saint*, part. (Eff. 9/19 *Brack-
en's World*).

Saturday

8-10 a.m.

ABC-TV 8-9 No network service. (Eff. 9/6
8-8:30 *Casper Cartoons*, part.: 8:30-9 *Smokey
Bear Show*): 9-9:30 *Casper Cartoons*, part.:
9:30-10 *Adventures of Gulliver*, part. (Eff.
9/6 9-10 *The Nashville Cats*, part.).
CBS-TV 8-8:30 *Go-Go Gophers*, part.: 8:30-
9:30 *Bugs Bunny/Road Runner Hour*, part.:

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9:30-10 *Wacky Races*, part.
 NBC-TV 8-9 No network service: 9-9:30 *Super Six*, part.: 9:30-10 *Cool McCool*, part. (Eff. 9/6 8-9 *Heckle & Jeckle*, part.: 9-9:30 *Here Comes the Grump*, part.: 9:30-10 *Pink Panther*, part.).

10-11 a.m.

ABC-TV 10-10:30 *Spiderman*, part.: 10:30-11 *Fantastic Voyage*, part. (Eff. 9/6 10-10:30 *Hot Wheels*, part.: 10:30-11 *Hardy Boys*, part.).
 CBS-TV 10-10:30 *Archie Show*, part.: 10:30-11:30 *Batman/Superman Hour*, part.
 NBC-TV 10-10:30 *Flintstones*, part. (Eff. 9/6 *HE Pufnstuf*, Hasbro): 10:30-11:30 *Banana Splits*, Kellogg.

11 a.m.-noon

ABC-TV 11-11:30 *Journey to Center of the Earth*, part.: 11:30-12 *Fantastic Four*, part. (Eff. 9/6 11-11:30 *Sky Hawks*, part.: 11:30-12 *Adventures of Gulliver*, part.).
 CBS-TV 11-11:30 *Batman/Superman*, cont.: 11:30-12 *Herculoids*, part.
 NBC-TV 11-11:30 *Banana Splits*, cont.: 11:30-12 *Underdog*, part. (Eff. 9/6 *Jambo*, part.).

Noon-1 p.m.

ABC-TV 12-12:30 *George of the Jungle*, part. (Eff. 9/6 12-12:30 *Fantastic Voyage*): 12:30-1:30 *American Bandstand*, part.
 CBS-TV 12-12:30 *Shazzan*, part.: 12:30-1 *Jonny Quest*, part.
 NBC-TV 12-12:30 *Storybook Squares*, part.: 12:30-1 *Untamed World*, part.: (Eff. 9/6 12-12:30 *Flintstones*, part.: 12:30-1 *Underdog*, part.).

1-2 p.m.

ABC-TV 1-1:30 *Bandstand*, cont.: 1:30-2 *Happening*, part.
 CBS-TV 1-1:30 *Moby Dick/Mighty Mightor*, part.: 1:30-2 *Lone Ranger*, part.
 NBC-TV No network service.

2-5 p.m.

ABC-TV No network service.
 CBS-TV *AAU International Track & Field and NFL Action*, part.
 NBC-TV *Major League Baseball*, part.

5-7:30 p.m.

ABC-TV 5-6:30 *Wide World of Sports*, part.: 6:30-7:30 No network service.
 CBS-TV 5-6 *Track & Field and NFL Action*, cont.: 6-7 No network service: 7-7:30 *CBS Evening News with Rober Mudd* (two feeds), part.
 NBC-TV 5-6:30 No network service: 6:30-7:30 *Huntley-Brinkley Report* (two feeds), part.

7:30-9 p.m.

ABC-TV 7:30-8 *Dating Game*, part.: 8-8:30 *Newlywed Game*, part.: 8:30-9:30 *Lawrence Welk*, part.
 CBS-TV 7:30-8:30 *Jackie Gleason Show*, part.: 8:30-9 *My Three Sons*, part.
 NBC-TV 7:30-8 *Adam 12*, part.: 8-8:30 *Get Smart*, part.: 8:30-9 *Ghost and Mrs. Muir*, part. (Eff. 9/20 7:30-8:30 *Andy Williams*

Specials in the third quarter

ABC-TV

July 3, 10-11 p.m. *Summer Focus—It Can Be Done*.
 July 7, 7:30-8:30 p.m. *Summer Focus—Operation Bread Basket*.
 July 12, 10:30-12 p.m. *British Open (R)*
 July 12, 3:30-5 p.m. *British Open (R)*
 July 13, 4-5 p.m. *Summer Focus—Welfare*
 July 16-24, T B A *Apollo 11—Moon Landing*.
 July 27, 4-5 p.m. *Summer Focus—Education & the Negro*.
 Aug. 1, 8-9 p.m. *Summer Focus—Medicare Plus Five*.
 Aug. 1, 12:30 a.m. *College All Star Game*.
 Aug. 2, 5-6:30 p.m. *Westchester Classic*.
 Aug. 3, 5-7 p.m. *Westchester Classic*.
 Aug. 4, 7:30-8:30 p.m. *Summer Focus—Ferment and the Catholic Church*.
 Aug. 7, 10-11 p.m. *Summer Focus—Prejudice and the Negro*.
 Aug. 15, 8-9 p.m. *Summer Focus—Law and Order*.
 Aug. 15, 10-10:30 p.m. *Dick Cavett*.
 Aug. 15, 10:30-11 p.m. *PGA Golf*.
 Aug. 16, 5-6:30 p.m. *PGA Championship*.
 Aug. 17, 5-7 p.m. *PGA Championship*.
 Aug. 24, 4-5 p.m. *Summer Focus—How it Feels to Be Black*.
 Aug. 30, 3:30-5 p.m. *Men's Amateur Golf*.
 Sept. 10, 7:30-8:30 p.m. *Legend of Lake Titicaca (R)*.

CBS-TV

July 5, 5-6 p.m. *Buick Open*.
 July 6, 4:30-6 p.m. *Buick Open*.
 July 19, 10-11:30 p.m. *Miss Universe Pageant*.
 July 26, 5-6 p.m. *American Golf Classic*.
 July 27, 4:30-6 p.m. *American Golf Classic*.
 Sept. 9, 9:30-11 p.m. *Making of the President 1968*.
 Sept. 14, 4:30-5:30 p.m. *Young People's Concert*.

NBC-TV

July 21, 8-8:30 p.m. *Pioneer Spirit*.
 July 22, 8-11 p.m. *All-Star Baseball Game*.
 July 28, 8-8:30 p.m. *Doc*.
 Aug. 4, 8-8:30 p.m. *The Best Years*.
 Aug. 5, 9-11 p.m. *First Tuesday*.
 Aug. 11, 8-11 p.m. *Major league baseball game*.
 Aug. 18, 7:30-8:30 p.m. *Tiger! Tiger!*
 Sept. 1, 7:30-8 p.m. *Film Flam Man*.
 Sept. 1, 8-11 p.m. *Major league baseball game*.
 Sept. 2, 9-11 p.m. *First Tuesday*.
 Sept. 5, 8:30-10 p.m. *Artur Rubinstein*.
 Sept. 6, 9-10 p.m. *All-Star Circus*.
 Sept. 6, 10 p.m. *Midnight Miss America Pageant*.
 Sept. 7, 10-11 p.m. *Battle for the Battle of Britain*.
 Sept. 8, 7:30-8 p.m. *A Country Happening*.
 Sept. 8, 8-9 p.m. *Jack Paar and His Lions*.
 Sept. 9, 7:30-8:30 p.m. *Mirror of America*.
 Sept. 10, 10-11 p.m. *Lena Horne*.

Show, part.: 8:30-9 *Adam-12*, part.).

9-10 p.m.

ABC-TV 9-9:30 *Lawrence Welk* cont.: 9:30-

10:30 *Hollywood Palace*, part.
 CBS-TV 9-9:30 *Hogan's Heroes*, part.: (Eff. 9/27 *Green Acres*, part.): 9:30-10 *Petticoat Junction*, part.
 NBC-TV 9-11 *Saturday Night at the Movies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Palace*, cont.: 10:30-11 No network service.
 CBS-TV *Mannix*, part.
 NBC-TV *Movie*, cont.

11 p.m.-1 a.m.

ABC-TV No network service.
 CBS-TV No network service.
 NBC-TV 11-11:30 No network service: 11:30-1 *Tonight Show*, part.

Program notes:

Space program recapped ■ Kinestasis, a film process said to be the cheapest way to say a great deal in the shortest time, will be used by CBS-TV to recapitulate highlights of America's space program. Chuck Braverman, who already has produced two brief film programs for CBS-TV using the Kinestasis technique—"American Time Capsule" (2 minutes and 45 seconds) and "The World of '68" (four-and-a-half minutes)—will do "A Film History of the Space Program in Five or Six Minutes" for the special 31-hour broadcast CBS News has scheduled covering the expected moon landing this month.

Support TV program ■ The National Newspaper Publishers Association, a black publishers' group, voted at its convention last week to support National Educational Television's *Black Journal*, with words if not with money. The association urged its members to promote the program, scheduled to go off the air because of lack of funds, through their newspapers.

First documentary ■ Metromedia Television News has scheduled its first documentary of the year for presentation on all five Metromedia television stations during the weekend of July 12 and 13. Entitled *Anything Goes: The New Freedom in the Arts*, the hour special examines the apparent "new morality" that exists in the country. The documentary is a composite effort by four of the Metromedia TV-owned stations.

Exclusive deal ■ Aaron Spelling, who with Danny Thomas is executive producer of ABC-TV's *The Mod Squad* and *The New People* series, has signed an exclusive long-term and theatrical motion picture contract with ABC-TV. The deal is with Mr. Spelling and his Aaron Spelling Productions and does not involve Mr. Thomas or Thomas-Spelling Productions. It calls for Mr. Spelling to develop television programming "of all types" for ABC-TV and also covers the development of properties for theatrical motion picture release.

Hymns and poetry ■ Two new daily five minute radio series, *Let's Go To Church* featuring hymns and sermonettes and *Moonbeams* with prose and poetry backed by organ music are offered by

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Hayden Huddleston Advertising Agency, Shenandoah Building, Roanoke, Va. **'Death Valley' Episodes** ■ Peter M. Ro-beck & Co., New York program distributor, has placed 52 half-hours of *Death Valley Days* into syndication under the title of *Call of The West*.

Black radio series ■ American Black Communications Inc., 140 West 57th Street, New York, headed by former WMCA News Director Barry Beere and former NBC sales executive John F. Small, is syndicating a new radio series, *Focus on Black*. About 100 segments, each two-and-a-half to three-minutes long, will be produced monthly, with James Earl Jones, Ruby Dee, Jackie Robinson, Johnny Nash and Percy Sutton as regular narrators.

'Playboy' in second year ■ Screen Gems

reports that a second-year group of 26 half-hour *Playboy after Dark* programs will go into production shortly. The series is produced by Playboy Enterprises and distributed by SG.

Five first runs ■ Western Video Industries, Los Angeles, plans to begin distribution of five new syndicated series within the next three months: *Paul Gregory Theater*, dramatic anthology specials; *Now and Then*, one-hour variety series; *Dr. Zodiac*, 12 one-hour variety specials; *Saucepans and the Single Girl*, five weekly half-hours on cooking, and *Man on the Go*, 130 five-minute commentaries by Alex Dreier. Western Video has also taken over distribution of the King Family specials and has opened a sales office in New York.

Equipment & Engineering

The technical side of satellite-to-home TV

Quantum electronic devices and satellites will beam television programs directly into homes, schools and offices, Dr. Simon Ramo, vice chairman of TRW Inc., Redondo Beach, Calif., predicts. Speaking before the Association of Industrial Advertisers on June 23, Dr. Ramo suggested that the coming of space technology will bring massive changes in living.

He foresees the possibility of thousands of educational programs, pre-taped, available in microwave form. He said that from dish antennas on rooftops, programs will be selected by push-button. In addition, he suggested that three-dimension holographic color TV, depending upon laser devices, might be available in far higher fidelity, visually and audibly, than current television signals.

Dr. Ramo also predicted the possibility of video telephone conferences that would obviate the necessity for people actually attending conferences, thus alleviating many of the transportation problems of the nation. Through higher reaches of the frequency spectrum, he pointed out, electronics also will handle much of the society's legal operations.

WOWW in clear

The FCC last week granted Nagatuck Valley Service Inc. a regular three-year renewal for woww Nagatuck, Conn., despite technical violations alleged to have been made by the station. The commission admonished Nagatuck for these incidents but imposed no fine because the one-year statute of limitations

had expired. The most serious violation, the commission said, concerned false maintenance log entries made Jan. 14-17, 1968, when a station employee had logged base current readings although no readings were actually made. Naugatuck disclaimed knowledge of falsified entries, the commission said.

Technical briefs:

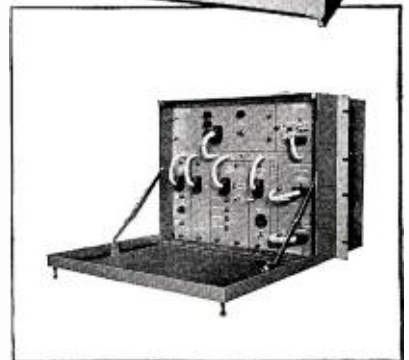
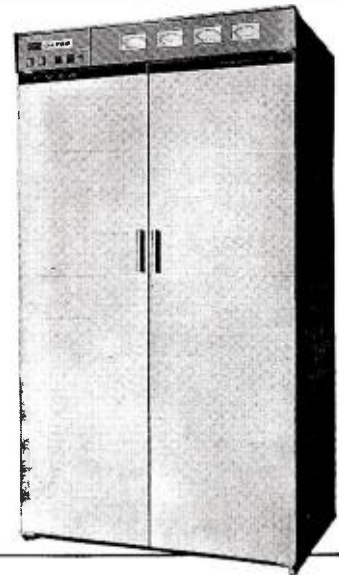
TV control console ■ Concord Communications Systems, a division of Concord Electronics Corp., Los Angeles, has introduced a professional TV control console, that sells for under \$3,000. The model TCC-100 series are for business and educational video-tape application. Concord claims that the console may be used with any video-tape recording system and produce professional studio quality recordings.

48-Month guarantee ■ Essex International Inc., Fort Wayne, Ind., announces a CATV program switcher with a two-year guarantee for all parts under normal conditions. Model 1619 consists of a time base and two program boards, each of which is designed to provide switching information on half-hour intervals for an 18-hour day, seven-day weekly period. Time base is \$1,195; first program board is \$350 and each succeeding board \$300.

New home ■ Optimedia Systems, Inc., Clifton, N.J. has moved to new headquarters at 1080 Route 46. The new facility also includes TV production studios.

New color processor ■ Terminal Data Corp., Los Angeles, announces the compact Colormate ME-4 processor for Ektachrome 16mm color film. The processor operates at 15 feet per minute.

What FM transmitter power do you need?



Gates has the most complete line of FM transmitters in the industry. From 10 watts to 40,000 watts. All with a 100% solid-state exciter employing DCFM (direct carrier frequency modulation) where modulation occurs at carrier frequency. The TE-1 exciter is the heart of all H series transmitters—one tube (1kW), two tube (3, 5 and 10kW), and three tube (20kW). All FCC-type accepted, ready for prompt shipment. Tell us the power you need and ask for data on our FM antennas. Write, or phone (217) 222-8200 today.



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Broadcast advertising



Mrs. Weir

Leo Burnett Co., Chicago, also joins K&E there as art director for Lincoln-Mercury Dealers Association account.



Mr. Allison

Harry L. Parker, previously with General Mills, Minneapolis, joins C-E as VP and director of personnel.

Robert Kriso, with William Esty Co., New York, named VP in media department.



Mr. Raphael

Mary Weir, fashion director, Kenyon & Eckhardt, New York, named VP. Robert N. Bauer, media director, Campbell-Ewald, Chicago, joins K&E there, as media manager.

Albert A. Fask Jr., formerly with

Ralph Allison, formerly VP and director of marketing research, National Distillers Products Co., New York, joins Campbell-Ewald Co., Detroit, as senior VP and director of marketing research.

Harry L. Parker, previously with General Mills, Minneapolis, joins C-E as VP and director of personnel.

Robert Kriso, with William Esty Co., New York, named VP in media department.

Gail Raphael, creative supervisor, Ted Bates & Co., New York, named VP.

William Kaletta, with The Katz Agency, New York, joins WDAF Kansas City, Mo., as general sales manager.

Howard Mead, market research manager, Bristol-Myers Co., New York, joins research department, Cunningham & Walsh there as group project director.

Thornton Lockwood, associate research director, Benton & Bowles, New York, elected VP.

Larry Lacy, with WCHS-TV Charleston, W. Va., joins WXII there as sales manager.

Samuel Kalish, VP-marketing, Revlon International Corp., New York, named to newly created post of senior VP-marketing.

Grayson Kirtland, with Clinton E. Frank

Inc., New York, appointed account supervisor.

David Platt, director of media, Grey Advertising, Los Angeles, joins BBDO, San Francisco, in same capacity.

William Huston, with Rose-Magwood Productions, New York, commercial producers, named VP and director of sales.

Thomas R. Boyd, formerly VP and account supervisor, Guardian Maintenance account, General Motors Corp., Detroit, joins McCann-Erickson there as account director.

Robert Larson, general manager, KGMV Missoula, Mont., appointed general sales manager, KUTI Yakima, Wash.

John Severino, sales manager, WLS-TV Chicago, joins WXYZ-TV Detroit as general sales manager. Both are ABC owned stations.

Media



Mr. McCarty

John McCarty, station manager, Capital Cities' KTRK-TV Houston, named VP, Capital Cities Broadcasting Corp., New York.



Mr. Bloom

Jake Gurley, with WIST Charlotte, N.C., appointed assistant station manager.

Larry Burroughs, program manager, WGY, WGFM(FM) and WRGB(TV) all Schenectady, N.Y., and Teddy Webster, production manager, WPGH-TV Pittsburgh, join WATL-TV Atlanta, soon to go into operation, as operations manager and assistant operations manager, respectively.

John McCarty, station manager, Capital Cities' KTRK-TV Houston, named VP, Capital Cities Broadcasting Corp., New York.

Dick Paul, advertising - promotion director, WAVY-TV Portsmouth - Norfolk-Newport News, Va., appointed operations manager.

Albert Bloom, VP and operations manager, Telesystems Corp., Philadelphia, named VP and general manager.

Edward Deedy, local sales manager, WNEB Worcester, Mass., appointed station

Programming

Joseph Sanford, senior commercial loan officer, Union Bank, Los Angeles, elected VP and treasurer, Western Video Industries Inc., Hollywood.

Jim Steele, assistant director of promotion, WCIX-TV Miami, and George Brown, director, KMVT(TV) Twin Falls, Idaho, join KBTV(TV) Denver as directors.

Buddy Holiday, music director, KPRC Houston, appointed program director.

James Case, president and executive producer, Circle Films, Denver, joins noncommercial KRMA-TV there as executive producer of newly created special projects department which will produce programs for national distribution.



Mr. McCarthy



Mr. Keck

Dean McCarthy, VP and general manager, ABC-owned WXYZ-TV Detroit, appointed director of program services, ABC owned TV stations division, New York. He is succeeded as general manager by Donald Keck, general sales manager. Harry Burkhardt, head of make-up department for ABC-TV, New York, retires.

William Burns, professor, University of Cincinnati, joins Alabama ETV Commission, Birmingham, as director of program coordination.

Edward Hallett, member of faculty, University of Oregon, Eugene, joins KIRO-TV Seattle, as producer-director.

J. Stephen Blauner, VP-new projects, Screen Gems, New York, resigns to enter independent feature film production.

Carl Gottlieb, writer for Smothers brothers series, Hollywood, joins Triangle Stations, New York, to work on "Remember Jack Hoxie," group's first feature film production.

Donald Kanter, VP and director of marketing research for Carson/Roberts/Inc., Los Angeles, promoted to VP and director of marketing services.

News

Joseph Bellon, business affairs manager, CBS News, New York, appointed to

newly created position of director, resources development and production which will coordinate by-product uses of CBS News material.

Ed Hart, business reporter, KFI Los Angeles among others, appointed financial editor, KNX there.

Stephen Schiff, newsman, WDSU-TV New Orleans, and **Andrew Guthrie**, newsman, Saigon bureau, NBC News, joins NBC's WKYC-TV Cleveland as general assignment reporters.

William Dean Jr., news director, WJZ-TV Baltimore, joins WLVI(TV) Indianapolis, in same capacity.

Jack W. Germond, political reporter and assistant Washington bureau chief, Gannett News Service, Rochester, N. Y., appointed chief of Washington bureau.

Peter Spudich Jr., news director, WFRA Franklin, Pa., joins radio news department, Pittsburgh bureau, UPI.

Jim Clayton, with WRFC Athens and WSAV-AM-TV Savannah, Ga., joins WBT(TV) Charlotte, N.C., as sports reporter. **Lou Heckler**, news editor and newscaster, noncommercial WUNC-TV Chapel Hill, N.C., and **Al Dale**, with WRNG and WSB, both Atlanta, join WBT(TV) as news reporters.

Mike McGee, with news department, KFJ Wichita, Kan., joins KCMO Kansas City, Mo., as newsman.

Steve Armstrong, program director and news director, WHEW Riviera Beach, Fla., joins WMPB Memphis, as newscaster.

Al Austin, writer and newscaster, WIBW-TV Topeka, Kan., joins WCCO-TV Minneapolis-St. Paul, as newsman and writer.

Mark Thomas, production coordinator, **Jim Lehman**, newscaster, and **Richard McCluney**, newsman, all WAVY-TV Portsmouth - Norfolk - Newport News, Va., appointed assignment editor, public affairs director and investigative reporter, respectively. **Rhonda Glenn**, formerly sports reporter, WLIZ Lake Worth, Fla., and columnist, *Miami Herald*, joins WAVY-TV as reporter, **Dick Lamb**, with WAVY-TV staff, promoted to sports director.

Karl Sinn, with KCAU-TV Sioux City, Iowa, appointed to news staff.

Donald Scott, newsman, WDAF-AM-FM-TV Kansas City, Mo., joins WIND Chicago, in same capacity.

Ambrose Dudley, with AP, appointed correspondent in charge of Providence, R.I., bureau.

Richard Minton, news director, WTOL-TV Toledo, Ohio, joins WKBS-TV Burlington, N. J.-Philadelphia, as news producer.

Carroll J. Sutton, news director and account representative, WFMB(FM) Springfield, Ill., joins WIRL-AM-TV Peoria, Ill., as newsman.

Promotion

Frank Long, PR director and account group supervisor, Montgomery and Associates, Bala Cynwyd, Pa., named VP.

Ernest Larson, program traffic manager, WFIL-TV Philadelphia, appointed to newly created post of manager of public services, WFIL-AM-FM-TV.

J. Clyde Parker, assistant promotion manager, KOTV(TV) Tulsa, Okla., appointed promotion manager. He is succeeded as assistant promotion manager by **James Stunkard**, assistant film director.

Kay Cushing, special events director, Gimbels department store, Pittsburgh, joins KQV there as director of advertising and promotion.

William Hodges, general manager, Noble-Dury public relations, Atlanta, joins WATL-TV, soon to go into operation there, as advertising-promotion manager.

Hal Richardson Jr., account executive, D. P. Brother & Co., Detroit, appointed PR director.

Equipment & engineering

James McNabb, manager of marketing planning, business products and systems division, Xerox Corp., Rochester, New York, joins supply division, Memorex Corp., Santa Clara, Calif., in newly created position of VP-sales.

Charles Power, director of engineering, video division, Reeves Telecom Corp., New York, elected VP, engineering, production division. **William Bauce**, account executive, Listfax Corp., New York, joins Reeves Telecom as director, sales planning and marketing.

Benjamin Leavitt, administrative head, physical electronics laboratories, and manager of technical liaison, General Telephone & Electronics Laboratories Inc., Bayside, N. Y., joins Educating Systems Inc., New York, as VP.

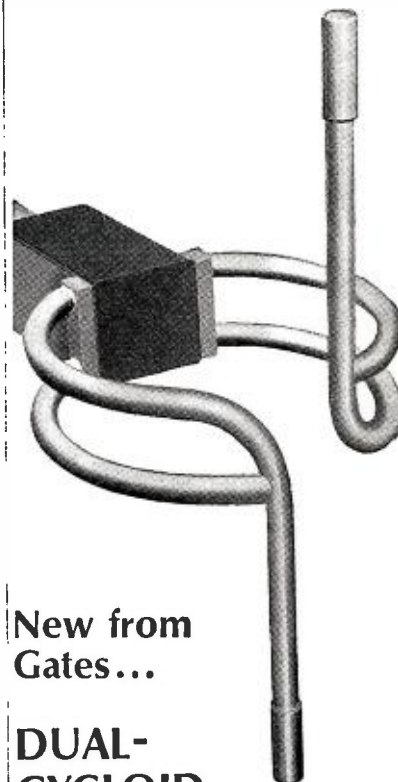
Arne Berg, with TEAC Corp., Santa Monica, Calif., equipment firm, appointed director of audio products.

O. G. Mills, with RCA, Camden, N. J., joins Visual Electronics Corp., Southeastern regional office, Atlanta, as sales engineer for Georgia and Florida.

Louis Garson, **Dale Sutton**, and **Paul Sweedler**, all with Sylvania Entertainment Products, New York, appointed manager-national accounts, regional manager-New York and metro manager-New York, respectively.

Morrell Beavers, with Vital Industries Inc., Gainesville, Fla., appointed re-

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gional sales manager, Middle West-Great Lakes region office, Terre Haute, Ind.

Marvin Athans, with American Electronic Laboratories Inc., Colmar, Pa., appointed CATV Southwest sales specialist, Fort Worth.

Joseph Bottali, with Philips Broadcast Equipment Corp., Montvale, N. J., appointed manager of indirect sales in U.S. for audio and closed-circuit TV product lines.

International

Tony Hemmings, with Polytel Film Ltd., London, appointed general coordinator and sales manager for British and Commonwealth territories. Polytel is part of European consortium that has been established for production and distribution of programs for use on television and in the theater.

John Pare, assistant manager, Young & Rubicam, Mexico City, named VP and general manager.

Deaths



Mr. Sullivan

cern in 1946, was president from 1946 to 1958 and chairman and chief executive officer from 1958 to 1960. He was former director of American Association of Advertising Agencies and honorary director of Advertising Council. He is survived by his wife, Marion, son and two daughters.

Robert O'Brian, 50, account supervisor for Television Syndication Division, Chicago, of Bing Crosby Productions Inc., died June 22 in private plane crash. His son Christopher, 12, also

Raymond Sullivan, 72, co-founder and former chairman, Sullivan, Stauffer, Colwell & Bayles, New York, died June 30 in White Plains (N. Y.) hospital. Mr. Sullivan helped form

the Sullivan concern in 1946, was president from 1946 to 1958 and chairman and chief executive officer from 1958 to 1960. He was former director of American Association of Advertising Agencies and honorary director of Advertising Council. He is survived by his wife, Marion, son and two daughters.

was killed. He is survived by his wife, Lona.

Dr. Charles G. Smith, 80, co-founder of Raytheon Co. and inventor of rectifier tube for radio, died June 28 at nursing home in Newton, Mass.

Raymond E. Krings, 65, retired Budweiser advertising manager for Anheuser-Busch Inc., St. Louis, died June 23 of heart attack. He had served as advertising manager for Budweiser since 1950 and retired last January. Mr. Krings is survived by his wife, Alice, and three daughters.

Stanley Andrews, 77, veteran character actor, died June 23 in Los Angeles. Mr. Andrews is best remembered for his role as the Old Ranger who did narration in the syndicated TV series, *Death Valley Days*.

Theodore Hekt, 61, character actor, died June 24 in Los Angeles. Mr. Hekt appeared on TV in Abbott and Costello and *China Smith* series. He is survived by his daughter.

ForTheRecord

As compiled by BROADCASTING, June 25 through July 1 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final actions

*Pocatello, Idaho—State Board of Education acting as trustees of Idaho State Uni-

versity. FCC granted VHF ch. 10; ERP 67 kw vis., 13 kw aur. Ant. height above average terrain 1,451 ft.; ant. height above ground 87 ft. P.O. address: Idaho State University. Estimated construction cost \$435,897.47; first-year operating cost \$159,408; revenue none. Geographic coordinates 43° 30' 02" north lat.; 112° 39' 36" west long. Type trans. RCA TT-11AH. Type ant. RCA TF-6AH. Consulting engineer John H. Mullaney, Rockville, Md. Principals: Dr. Lloyd Watkins, executive vice president. Herbert Everitt, director radio-TV service. John J. Peacock, president, state board of education. Action June 18.

*Evansville, Ind.—Evansville-Vanderburgh School Corp. FCC granted VHF ch. 9; ERP 316 kw vis., 63.2 kw aur. Ant. height above average terrain 578 ft.; ant. height above ground 570 ft. P.O. address: 200 Northwest Seventh Street, Evansville 47708. Estimated construction cost \$583,100; first-year operating cost \$203,152; revenue none. Geographic coordinates 38° 01' 31" north lat.; 87° 21' 43" west long. Type trans. RCA TT-25CH. Type ant. GE TY-54-A. Consulting engineer Ray L. Sherwood, Aurora, Ill. Principals:

Herbert Erdmann, superintendent. Robert Edelman, director. et al. E-V School Corp. owns *WPSR(FM) Evansville, Ind., and *KETC(TV) St. Louis. Action June 18.

*Terre Haute, Ind.—Alpha Broadcasting Co. Hearing Examiner David I. Kraushaar in initial decision granted UHF ch. 66; ERP 900 kw vis., 180 kw aur. Ant. height above average terrain 1,028 ft.; ant. height above ground 1,054 ft. P.O. address: Box 894, Terre Haute 47808. Estimated construction cost \$999,663.56; first-year operating cost \$290,340.00; revenue \$300,000. Geographic coordinates 39° 13' 58" north lat.; 87° 23' 49" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-42J. Legal counsel Booth and Lovett; consulting engineer Edward F. Lorentz. Principals: George A. Foulkes (16.68%), et al. Mr. Foulkes owns WAAC Terre Haute. Action July 1.

*Hutchinson, Kan.—Sunflower Educational Television Corp. FCC granted VHF ch. 8; 316 kw vis., 31.6 kw aur. Ant. height above average terrain 797 ft.; ant. height above ground 785.25 ft. P.O. address: 300 West Douglas Avenue, Wichita, Kan. 67202. Estimated construction cost \$615,366.40; first-year operating cost \$101,250. Geographic coordinates 38° 03' 21" north lat.; 97° 46' 35" west long. Type trans. GE TT-530-B. Type ant. GE TY-70-H. Consulting engineer David L. Steel Sr., Washington. Principals: D. Clifford Allison, secretary and incorporator. and W. Dale Critser, president and chairman of board. George M. Brown, television executive and incorporator is president and stockholder in Kansas State Network Inc., licensee of KARD-TV Wichita, KCKT(TV) Great Bend, KGLD(TV) Garden City, all Kansas; and KOMC(TV) McCook, Neb. Action June 18.

Other action

*Review board in Pocatello, Idaho, TV proceeding. Docs. 18401-02, granted petition to extend time for filing reply filed June 25 by The Post Company. Action June 27.

Action on motion

*Hearing Examiner Herbert Sharfman in Orlando, Fla. (Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corp. and TV 9 Inc.), TV proceeding, on request of Comit scheduled further prehearing conference for June

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Station boxscore

Compiled by BROADCASTING, July 2, 1969

	On Air		Total On Air	Not On Air CP's	Total Authorized
	Licensed	CP's			
Commercial AM	4,246 ¹	10	4,256 ¹	60	4,316 ¹
Commercial FM	1,976 ¹	28	2,004 ¹	166	2,170 ¹
Commercial TV-VHF	497 ¹	9	506 ¹	17	523 ¹
Commercial TV-UHF	126 ¹	53	177 ¹	158	337 ¹
Educational FM	365	7	372	41	413
Educational TV-VHF	71	6	77	3	80
Educational TV-UHF	88	12	100	12	112

Summary of broadcasting

Compiled by FCC, June 2, 1969

	Commercial			Educational	
	AM	FM	TV	FM	TV
Licensed (all on air)	4,244 ¹	1,977 ¹	619 ¹	366	159
CP's on air (new stations)	7	23	63	7	18
Total on air	4,251 ¹	2,000 ¹	680 ¹	373	177
CP's not on air (new stations)	70	174	176	45	12
Total authorized stations	4,321 ¹	2,174 ¹	858 ¹	418	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	0	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.

24 (Docs. 11083, 17339, 17341-2, 17344). Action June 23.

Call letter application

■ Apple Valley Broadcasting Inc., Kennewick, Wash. Requests KVEW(TV).

Existing TV stations

Final actions

■ KNXT-TV Los Angeles—FCC ruled station has shown reasonable compliance with obligations under fairness doctrine as applied to cigarette advertising; denied petition opposing renewal of KNXT-TV's license filed Nov. 15, 1968, by John F. Banzhaf III and Action on Smoking and Health. Action June 25.

■ *KPIX(TV) San Francisco—Broadcast Bureau granted CP to change type trans., type ant.; make changes in ant. system and increase height to 1,660 ft.; condition. Action June 24.

■ WMAQ-TV Chicago — Broadcast Bureau granted CP to install auxiliary ant. Action June 24.

■ WVUE(TV) New Orleans—Broadcast Bureau granted license covering installation of auxiliary ant. Action June 25.

■ WREC-TV Memphis—Broadcast Bureau granted CP to install precise carrier frequency control system at main trans. Action June 25.

■ *KERA-TV Dallas—FCC waived mileage separation requirements of rules and granted application of Area Educational Television Foundation for changes. Action June 18.

■ KVOS-TV Bellingham, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 24. Action June 24.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Charleston, S.C. (South Carolina Educational Television Commission [WITV-TV]), Reeves Broadcasting Corp. [WUSN-TV], First Charleston Corp. [WCIV-TV] and WCSC Inc. [WCSC-TV]): TV proceeding, designated Hearing Examiner James F. Tierney as presiding officer; scheduled pre-hearing conference for Aug. 4 and hearing for Sept. 8 (Docs. 18569-72). Action June 20.

■ Hearing Examiner Isadore A. Honig in Baton Rouge (Louisiana Television Broadcasting Corp. [WBRZ-TV], TV proceeding, postponed to July 11 date for initial pre-hearing conference (Doc. 18555). Action June 23.

■ Hearing Examiner Isadore A. Honig in Newark, N.J. (Atlantic Video Corp. [WRTV-TV], Vikcom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, granted motion by Atlantic Video Corp. and extended certain procedural dates; no change in phase 2 Aug. 5 hearing date (Docs. 18403-4, 18448). Action June 25.

Call letter application

■ KHBV(TV), Levin-Townsend Enterprises, Henderson, Nev. Requests KLTC(TV).

Network affiliations

ABC

■ WMSL-TV Huntsville, Ala. (Tennessee Valley Radio & Television Corp.) Contract dated June 6, 1969, replaces one dated Feb. 13, 1969; effective July 1, 1969, to July 1, 1971. First call right. Programs delivered to control board of WTVCTV Chattanooga. Network rate, \$150; compensation paid at 30% prime time. Formula: In arriving at

clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WKAB-TV Montgomery, Ala. (Montgomery Independent Telecasters Inc.) Contract dated May 5, 1969, replaces one dated July 6, 1967; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$200; compensation paid at 30% prime time.

■ KMSP-TV Minneapolis (United Television Inc.) Contract replaces one dated May 25, 1967; effective July 2, 1969 to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$1,350; compensation paid at 30% prime time.

■ KTVI(TV) St. Louis (Newhouse Broadcasting Corp.) Amendment extends agreement dated July 5, 1967; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$1,750; compensation paid at 30% prime time.

CBS

■ KIMA Yakima, Wash. (Cascade Broadcasting Co.) Contract dated Nov. 15, 1966, automatically renewed as of July 14, 1969. First call right. Programs delivered to station. Network rate, \$325; compensation paid at 32% prime time. Formula: Same as ABC.

New AM stations

Application

■ Gettysburg, Pa.—Raystay Co. Seeks 1320 kc, 500 w, 1 kw-LS, DA-2 U. P.O. address: Box 38, Carlisle, Pa. 17013. Estimated construction cost \$80,834; first-year operating cost \$56,000; revenue \$100,000. Principals: George F. Gardner, president-treasurer (75%), and James Allen Frank, vice president (25%). Mr. Gardner is multiple CATV owner and has interest in applicant for new AM at Waynesboro and new FM at Carlisle, all Pennsylvania. Mr. Frank is assistant manager of WHYL Carlisle. Ann. June 27.

Start authorized

■ WLLS Hartford, Ky.—Authorized program operation on 1600 Kc, 500 w-D. Action June 20.

Other action

■ Review board in Greenwood, S.C. AM proceeding, Docs. 18503-04, granted petition to enlarge issues filed April 21 by United Community Enterprises Inc. Action June 27.

Actions on motions

■ Office of Opinions and Review in Crowley, La. (Rice Capital Broadcasting Co.), AM proceeding, granted petition by Broadcast Bureau, and extended to July 18 time to respond to application for review (Doc. 16785). Action June 27.

■ Hearing Examiner Jay A. Kyle in Greenwood and Saluda, both South Carolina (United Community Enterprises Inc. and Saluda Broadcasting Co.), AM proceeding, rescheduled hearing for Aug. 11 (Docs. 18503-4). Action June 26.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lexington and China Grove, both North Carolina (Harry D. and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, reopened record and scheduled conference for July 2 (Docs. 18385-6). Action June 24.

Call letter application

■ Lewis County Broadcasting Co., Hohenwald, Tenn. Requests WMLR.

Call letter actions

■ Sandhills Broadcasting Co., Rockingham, N.C. Granted WLWL.
■ Bertie County Broadcasting Co., Windsor, N.C. Granted WBTE.

Existing AM stations

Applications

■ WDCJ Arlington, Fla. — Seeks CP to change to 1280 kc; 5 kw and install new trans. Ann. June 27.

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■ KEGG Daingerfield, Tex.—Seeks CP to change from 1560 kc. 1 kw, DA-D, to 1560 kc. 1 kw-D. Ann. June 27.

■ WBLU Salem, Va.—Seeks CP to change from 1480 kc. 5 kw-D, to 1490 kc. 250 w. 1 kw-LS. U.: make changes in ant. system (increase height). Ann. June 30.

Final actions

■ FCC dismissed requests by five licensees to identify with community other than community of license because dual-city identification proposals do not comply with principal city coverage requirements for AM's and FM's. Applicants were WINE Brookfield, Conn., WAAM Ann Arbor, Mich., WVOL Berry Hill, Tenn., WDAE Tampa, Fla., and KIKO Miami, Ariz. Action June 25.

■ WWWB Jasper, Ala.—Broadcast Bureau granted remote control. Action June 24.

■ KBBQ Burbank, Calif.—Broadcast Bureau granted remote control; conditions. Action June 24.

■ KHHV Honolulu — Broadcast Bureau granted CP to change trans. location to 331F Kiamani Street, Honolulu. Action June 24.

■ KWAL Wallace, Idaho—FCC, because of failure to answer commission correspondence concerning violations of rules and failure to file notice of publication on renewal application, dismissed application of Metals Broadcasting Co. for renewal of license effective July 31, terminated authorization to operate and deleted call letters. Action June 25.

■ WCCR Urbana, Ill.—FCC denied request by L. Frank Stewart for STA to operate beyond licensed hours through midnight. Action June 25.

■ WNAL Nelsonville, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 3, 1970. Action June 25.

■ KLPR Oklahoma City—Broadcast Bureau granted CP to replace expired permit for changes. Action June 23.

Initial decision

■ WRDS South Charleston, W. Va.—Hearing Examiner Millard F. French in initial decision granted CP to change from 1410 kc. 1 kw, D, to 1450 kc. 1 kw-D. 250 w-N (Doc. 18366). Action June 30.

Actions on motions

■ Chief, Office of Opinions and Review, in Gaithersburg, Md. (Nick J. Chaconas), renewal of license of WHMC, granted request by Nick J. Chaconas and extended to Aug. 15 time for filing exceptions and supporting brief to initial decision (Doc. 18391). Action June 25.

■ Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Mississippi (Meredith Colon Johnston [WECP] and Ford Broadcasting Co.), AM proceeding, on request by Meredith Colon Johnston scheduled further prehearing conference for June 26. (Docs. 18487-8). Action June 25.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM-FM proceeding, on request of Sierra Blanca Broadcasting Co. scheduled hearing conference for June 25 (Docs. 17624-5, 18537). Action June 24.

■ Hearing Examiner Chester F. Naumowicz Jr. in Cedar City, Utah. (New Era Broadcasting Co. and Southern Utah Broadcasting Co. [KSUB]), AM proceeding, granted in part petition by Southern Utah Broadcasting Co. and served applications; scheduled prehearing conference for July 1 (Docs. 18458-9). Action June 25.

Fines

■ WCAM Camden, N.J.—FCC ordered to pay forfeiture of \$700 for repeated violations of rules including improperly licensed operator on duty and in charge of transmitting apparatus in August, 1967. Action June 25.

■ KRBE Houston—FCC notified of apparent liability forfeiture of \$1,200 for violation of rules, including failure to have properly licensed operator on duty at trans. Action June 25.

■ WNHV White River Junction, Vt.—FCC notified of apparent liability forfeiture of \$1,000 for violation of terms of license and PSA and failure to maintain operating power. Action June 25.

Call letter action

■ KZIN, General Broadcasting Co., Yuba City, Calif. Granted KOBQ.

New FM stations

Applications

■ Tucson, Ariz.—Radio Fiesta Inc. Seeks 93.7 mc. 28.4 kw. Ant. height above average terrain minus 38 ft. P.O. address: Suite 500 Transamerica building, Tucson 85701. Estimated construction cost \$60,958; first-year operating cost \$15,000; revenue \$20,000. Principals: Harold Kohn, secretary-treasurer, et al. Ann. June 26.

■ Berlin, Conn.—Communicom Media. Seeks 105.9 mc. 7 kw. Ant. height above average terrain 750 ft. P.O. address: 292 New Britain Road, Kensington, Conn. 06037. Estimated construction cost \$3,150; first-year operating cost \$12,500; revenue \$15,000. Principals: Kenneth W. Sasso, W. Francis Pingree and Lawrence H. Buck (each 33⅓%). Messrs. Sasso and Pingree are announcer-personality and assistant chief engineer, respectively, at WDRG-AM-FM Hartford, Conn. Mr. Buck is engineer at WPOF Hartford, Conn. Ann. June 23.

■ Grenada, Miss.—Pemberton Broadcasting Co. Seeks 100.1 mc. 3 kw. Ant. height above average terrain 300 ft. P.O. address: 109 Fulton Street, Greenwood, Miss. 38930. Estimated construction cost \$37,400; first-year operating cost \$24,000; revenue \$29,200. Principals: Birne Imes Jr., president (97%), et al. Principals own WNAG Grenada, Mr. Birne owns 97% of WCBI, 25% of WCBI-TV both Columbus, 20% of WONA Winona and 72% of WELO Tupelo, all Mississippi. Ann. June 23.

■ Norfolk, Va.—Christian Communications Inc. Seeks 99.7 mc. 50 kw. Ant. height above average terrain 270.72 ft. P.O. address: 115 West Tazewell Street, Norfolk 23501. Estimated construction cost \$5,949.76; first-year operating cost \$48,000; revenue none. Principals: Lowell L. Davey, executive director of board, et al. Ann. June 26.

Start authorized

■ WORJ-FM Mount Dora, Fla.—Authorized program operation on 107.7 mc. ERP 100 kw, ant. height above average terrain 360 ft. Action June 20.

Final actions

■ Gainesville, Fla.—Gerler Broadcasting Co. Broadcast Bureau granted 105.5 mc. 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o E. A. Silmak, Box 12647, University Station, Gainesville, Fla. 32601. Estimated construction cost \$5,350; first-year operating cost \$17,500; revenue \$36,000. Principals: Irving Uram, Sarah Uram, Gertrude Koppel. Limited partnership (80% as group), et al. Irving Uram is engineer at *WRUF-AM-FM Gainesville, Fla., and is manager of motel. Sarah Uram and Gertrude Koppel are teachers. Action June 25.

■ Fayetteville, Tenn.—Time Broadcasters Inc. Broadcast Bureau granted 105.5 mc. 3 kw. Ant. height above average terrain 295 ft. P.O. address: c/o Joseph D. Young, 901 West Washington Street, Fayetteville 37334. Estimated construction cost \$44,450; first-year operating cost \$35,000; revenue \$35,000. Principals: Joseph Douglas Young, president, William Clarence Mason, secretary-treasurer and James Rhea Thompson, vice president (each 33⅓%). Mr. Young is teacher. Mr. Mason is partner in law firm, owns 25% of real estate rental and development firm and 25% of real estate holding company. Mr. Thompson is partner in law firm. Action June 25.

Other action

■ Review board in Vero Beach, Fla., FM proceeding, Docs. 18399-18400, granted petition for extension of time filed June 24 by Seaborn Rudolph Hubbard. Action June 26.

Actions on motions

■ Chief, Broadcast Bureau on request by Scoot Broadcasting Co. of Pennsylvania Inc., extended to July 21 time to respond to petition for rulemaking filed by Lawrence County Broadcasting Corp. in matter of amendment of FM Table of Assignments (New Castle, Pa.). Action June 26.

■ Office of Opinions and Review in Athens, Tenn. (Athens Broadcasting Co., 3 J's Broadcasting Co.), FM proceeding, granted petition by Athens Broadcasting Co. and extended to July 1 time to file reply to 3 J's opposition to application for review filed by Athens (Docs. 17617-8). Action June 26.

■ Hearing Examiner Ernest Nash in Day-

ton, Tenn. (Erwin O'Conner Broadcasting Co. and Norman A. Thomas), FM proceeding, in order following June 26 prehearing conference, set certain procedural dates and scheduled hearing for Sept. 16 (Docs. 18547-8). Action June 26.

Rulemaking petition

■ Francis L. Holton, Quincy, Ill.—Requests rulemaking proceeding to amend FM table of assignments to assign Ch. 272A to Canton, Mo. Ann. June 27.

Rulemaking action

■ FCC amended FM table of assignments effective August 4 as follows: assign ch. 261A to French Lick, Ind.; ch. 272A to Forest City, Iowa; add ch. 285A and delete ch. 269A at Breckenridge, Minn.; assign ch. 252A to Carthage, ch. 272A to Charleston and ch. 249A to Tylertown, all Mississippi; assign ch. 252A to Milford, Pa.; assign ch. 276A to Hampton, S.C.; assign ch. 240A to New Boston, Tex.; assign ch. 240A to Minocqua, Wis. Actions June 25.

Call letter applications

■ Lankford Broadcasting Co., Du Quoin, Ill. Requests WQDN-FM.

■ PBW Broadcasting Corp., Webster City, Iowa. Requests KWAU(FM).

■ Mad River Broadcasting of Education, Dayton, Ohio. Requests *WSMR(FM).

■ William T. Fridell Sr., Moncks Corner, S.C. Requests WWMCM(FM).

Call letter actions

■ Almarion Inc. of Florida, Pompano Beach, Fla. Granted WRBD-FM.

■ Glenbard West High School, Glen Ellyn, Ill. Granted *WGHS(FM).

■ Tiprad Broadcasting Co., Lafayette, Ind. Granted WXUS(FM).

■ Parsons College, Fairfield, Iowa. Granted *KVPC(FM).

■ Tri-Cities Broadcasting Corp., Gate City, Va. Granted WGAT-FM.

■ Voice of Puerto Rico, Ponce, P.R. Granted WPRP-FM.

Existing FM stations

Final actions

■ Geneva County Broadcasting Co., Geneva, Ala.—Broadcast Bureau granted mod. of CP of FM to change type trans. and type ant. Action June 26.

■ WWWB(FM) Jasper, Ala.—Broadcast Bureau granted remote control. Action June 24.

■ WORJ-FM Mount Dora, Fla.—FCC denied request for waiver of rules and mod. of CP to change main studio location and remote control point to Orlando and application dismissed. Action June 25.

■ WIAM-FM Williamston, N.C.—Broadcast Bureau granted CP to install new trans. and circular polarized ant.; ERP to 12.5 kw, ant. height to 210 ft.; condition. Action June 25.

Action on motion

■ Chief Hearing Examiner Arthur A. Gladstone in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. [KBUC-FM]), FM proceeding, granted request by Turner Broadcasting Corp. and extended to June 30 date for filing proposed findings of fact and conclusions of law and to July 14 date for filing reply findings (Docs. 18238-9). Action June 23.

Fine

■ WJR-FM Detroit—FCC notified of apparent liability forfeiture of \$500 for failure to observe provisions of rules (maintenance of operating power). Action June 25.

Call letter application

■ WFFM(FM), Greater Muskegon Broadcasting, Muskegon, Mich. Requests WMUS-FM.

Call letter actions

■ KVCW(FM), Thompson Broadcasting Co., Bartlesville, Okla. Granted KYFM(FM).

■ *WVMS(FM), World Christian Radio Foundation, Chattanooga, Tenn. Granted *WKES(FM).

(Continued on page 78)

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

Small New England station in pleasant college community desires experienced, mature, responsible, sales-minded station manager. Salary open. Sell us. Box F-402, BROADCASTING.

Operations manager to assume complete responsibility for programing, production, public affairs, etc., for Negro-oriented radio station in major southeastern city. Must have full knowledge of FCC regulations and employ, motivate and direct top staff of community minded dis. Salary commensurate with ability. Mail complete personal and work history with income requirements to Box G-2, BROADCASTING.

A major market group owner is seeking strong sales leadership for its FM flagship. Strict confidence guaranteed. Box G-24, BROADCASTING.

Sales manager-investor, northeast—important market, small station at bottom needs dynamic sales manager, willing to sell piece of station to right man. Box C-32, BROADCASTING.

Massachusetts station (AM-FM) in medium sized city isn't growing with the times. Station manager well-versed in all phases could make it go. Salary open, plus override. All replies in strict confidence. Send complete resume to Box G-41, BROADCASTING.

Sales Mgr-Asst Gen Mgr. . . should have solid sales record . . . outstanding opportunity for right man . . . 5' figures, plus . . . Contact: Irv Schwartz, WCLU Broadcasting Company Inc., 1st Natl. Bk. Bldg., Cincinnati, Ohio 45202.

Immediate opening in radio department of Back to the Bible Broadcast. Responsibilities: supervise Tape duplication department; part-time board work for music sessions; and tape editing. Technical knowledge and experience required. Send resume to: Back to the Bible Broadcast, Lincoln, Nebraska 68501.

Manager for radio "Air talent" division. Man selected must develop new station clients and supervise recruiting programs for existing clients. Young Salesman with programing experience can earn \$25,000.00 a year. College degree preferred. Send resume to Ron Curtis, President, Nationwide Management Consultants, 645 N. Michigan Ave., Chicago, Ill. 60611.

Sales

Successful, pro salesman, preferably RAB trained, salary, bonuses. Ideal climate, ideal working conditions. Box E-96, BROADCASTING.

Iowa opportunity for salesman or program man wanting sales. Continuous sales training offered. Box F-249, BROADCASTING.

Experienced, professional salesman for Middle Tennessee station. We've got the product and if you are willing to work you'll make money. Opening exists now. Send all details. Box G-13, BROADCASTING.

Chicago office of major radio-TV rep is adding a salesman in both the radio and television divisions. Applicants should have 2 to 3 years station sales experience and want to increase their present earning. \$18,500.00 salary plus bonus arrangement. Send resume to Box G-57, BROADCASTING. Completely confidential.

Radio time salesman wanted by KIDD, Monterey. Generous commission, ample guarantee. Permanent spot in ideal market for mature, stable self-starter. Complete details to Robert Sherry, Owner, Box KIDD, Monterey.

Madison, Wis.—#1 AM music/news—#1 FM MOR stations have career opportunity for young salesman on way up—strong on creativity. Six station mid-west group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. WISM, Madison, Wis.—A Mid-West Family station.

Sales continued

Immediate positions now open for two seasoned sales pros at modern facility 20 miles from N.Y.C. excellent salary, commission and fringe benefits. Call or write . . . Al Etkin, station/sales manager, WKQW Radio, P. O. Box 423, Nanuet, N. Y. #10954. PH. 914-623-5001.

Announcers

First Class License. Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Third 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.

First phone announcer for small south Florida station. Send tape, resume, and salary requirements. No maintenance. Box F-338, BROADCASTING.

Morning man. Good wake-up. Some TV work possible. Midwest medium market, modern but not frantic. Send resume, tape to Box F-340, BROADCASTING.

Experienced first ticket announcer strong on production. No beginners. Pay good for right man. Box F-345, BROADCASTING.

Immediate opening—small station market near New York City. Permanent. Box F-397, BROADCASTING.

Boss Jock strong on production or news. Dominant station within 60 miles of Philadelphia. Short tape and resume. Box G-16, BROADCASTING.

Young man on the way up in radio. Opportunity to advance into all phases of radio. West Texas MOR Station. Send tape to Box G-33, BROADCASTING.

Maryland! Immediate opening! First phone DJ. Sales available. Send tape. Box G-34, BROADCASTING.

Los Angeles . . . Need big-voiced, fast-paced personalities for contemporary non-rock. Experience necessary. Top 40 background helpful. Third phone. AFTRA. Send tape, resume and expected salary to Box G-35, BROADCASTING.

AM/FM/TV operation needs first phone DJ with some experience, no maintenance. Excellent benefits and working conditions for someone who wants to settle down. Contact John King, KBIM, 505-622-2120.

Western Washington 5kw first phone MOR morning man . . . good voice . . . \$625, personal interview required. Send tape, resume to: Dennis Willis, KBRC, P.O. Box 250, Mount Vernon, Washington 98273.

Immediate opening for first phone morning drive man—heavy on production—Modern Country music —KHOS—Box 5945, Tucson, Arizona—Pulse rated #1 in 12-station market. Send tape, photo, resume, references, salary requirements to Jim Stone. Also need midnight to 6 a.m. first phone jock—Country and Western experience not required.

KMHL Radio news needs three experienced announcers for challenging new mostly talk news-telephone format to replace middle of road music on AM. (Licensee also operates FM/stereo separately programing mostly musical. Applicants must be mature and able to carry on intelligent interviews on wide range of subjects. Midwest men, familiar with rural communities preferred. Must be free of military obligation 40 hour, five day week rotating shift includes four-day week-end every month. Opportunity to work sixth day at hourly rate, or option to sell on commission for ambitious men who want to make more money. Hourly rate up to \$3.00. Marshall is home of new 4-year State College. Send tape and resume to KMHL Radio, Marshall, Minnesota 56258.

Immediate opening for dependable 1st phone announcer to handle night Top 40 show. Must be progressive and ambitious. Contact Manager, KOKX, Keokuk, Iowa.

Announcers continued

See the orient! Openings now for two experienced, young, Top 40/MOR D.J.s with news and commercial copy writing ability. KSBK, 5kw on Okinawa Island near Southern Japan) English language operation geared to U.S. Troops. Transportation paid 1 yr. minimum. Send tape, resume and photo attention: station manager, KSBK, C.P.O. Box 4, Naha, Okinawa.

Wisconsin AM/FM in Milwaukee metro area. AM combo, MOR. News or sales an asset. Mature voice. Happy air. Midwest roots. WBKV, West Bend.

Announcer with sales experience as replacement for drafted staffer at MOR station. First phone helpful. WCSI, Morris, Illinois.

Modern country AM-FM operation has opening for right man! Must run tight, bright show, and like country music. Send tape, photo, resume, salary to Jack Rodgers, WDEB, Macon, Georgia.

Top 40 expanding to TV. Experienced personality with production talent and music/program director potential. Solid opportunity to move up. Resume and tape to WELK, Charlottesville, Virginia.

Morning man for AM/FM. Prefer experienced man interested in selling also. No drake, no shout. Must have relaxed easy style, 3rd endorsed, car. Will consider beginner if can read well, willing to work hard for low pay and training, and can follow instructions. Send tape and resume to Samson, WSMO, La Plata, Maryland 20545.

Open now, first phone D.J., 6 p.m. till Midnight. MOR format. Send tape, resume, photo. WVNA, Box 477, Tusculumbia, Alabama, 35674.

Announcer—immediately. Experienced. Excellent salary open. WVOS, Liberty, N. Y. 914-292-5533.

Two top 40 jocks—tape—resume—WVOW, Conneaut, Ohio.

#1 top 40 station in state seeks experienced announcer. Preferably 1st phone. No drifters. Send tape and resume to WWUN, Box E. Delta Station, Jackson, Mississippi 39213. No phone calls.

First phone combo, no maintenance, world's best climate. Most compatible staff Florida Gold Coast. Full time network. All fringe benefits and a great place to work. Call 1-305-276-5593 for manager.

Technical

Chief engineer for AM-FM in unusually pleasant western Pa. living area. Top flight maintenance including Marti a must. Present and recently added new equipment must be 100%. Send complete history immediately, including present earnings, Box F-312, BROADCASTING.

Small south Florida station needs chief engineer with some announcing ability. Minor maintenance. Send resume, tape. Box F-337, BROADCASTING.

Chief Engineer wanted for three stations in Ohio. Must be familiar with 1000 watt A.M. and 3000 watt FM equipment. Good salary plus travel between stations. Box G-23, BROADCASTING.

Chief engineer for 5000 W fulltime directional in Virginia, good equipment and working conditions. Send complete resume and salary requirements to G-29, BROADCASTING.

Chief engineer. California directional. Transmitter & studio maintenance. Planning power increase and move. Send resume and salary requirements. Box G-45, BROADCASTING.

Wanted: Chief engineer for AM-FM non-directional, pleasant eastern Pennsylvania city. Good schools and atmosphere for children. Chance to participate in ownership if desired. Colleges close. No announcing. Familiar with maintaining equipment. Be own boss. Salary negotiable. Box G-43, BROADCASTING.

Technical continued

We are looking for a Chief engineer who understands AM-FM equipment-maintenance, wants complete control of technical operation, is responsible and intelligent. Interested parties call Connecticut 203-447-0254 or write Carl Grande, WERI, Colonial Office Building, Westerly, Rhode Island 02891.

Chief engineer for ethnic programed station in the Hartford, Connecticut area. Write Robert I. Kimel, Box 270, St. Albans, Vermont or phone 802-524-2123.

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 coursework. Full fringe benefit program. Send resume to Kenneth C. Rimmer, Interviewer, The University of Michigan, Personnel Department, 1020 L.S.G.A. Bldg., Ann Arbor, Michigan. An equal opportunity employer.

NEWS

Join a progressive broadcast group as news director of one of five stations. Northwest Ohio city of 25,000. Good opportunity for the right man. Must have at least two years experience. Send complete resume, tape and picture to Box F-393, BROADCASTING.

Major market station seeks studio newsmen with good voice. Must be able to use the phone for gathering material and tapes, and not afraid of hard work and competition. You work with an award winning news staff at good pay, in all new facilities. Send complete resume with all references and tape to Box F-395, BROADCASTING.

Graduate assistantships—News and Public affairs director, powerful midwest educational station operated by state college of 10,000 students. Earn a livable salary while working on a Master's Degree. Minimum two years broadcast news experience. Positions open September 1. Send tape, resume to Box G-53, BROADCASTING.

Expanding North Dakota broadcasting group seeks third man for top-rated news department. Local news gathering, writing and on-air delivery. Most radio but some TV. Above average pay for qualified man. Will consider beginner if strong potential. Contact John Williams, News director, KCIB Radio, Box 1686, Minot, N. Dakota 58701.

Excellent opportunity—Immediate opening for newsmen. Send tape, resume and picture air mail to KEWI, 700 Kansas, Topeka, Kansas 66603.

Programing, Production, Others

News and sports director for Maryland AM-FM. Recognized area leader in local news and play-by-play sports. Network affiliate. Excellent opportunity. Send resume, tape, and photo. Box F-358, BROADCASTING.

Production supervisor for Michigan FM station. Sophisticated automation. MOR. Must have good voice and be mature. Better than average fringe benefits. Box G-17, BROADCASTING.

Graduate assistantship—Program director, powerful midwest educational station operated by state college of 10,000 students. Take charge of programming, monthly program guide, large stereo record library. Earn a livable salary while working on Master's Degree. Must have educational radio background. Position open September 1. Send resume to Box G-54, BROADCASTING.

Situations Wanted Management

General Manager-FM background who has solved the mystery of FM. I approach FM as radio... and it works. If you seriously want your FM radio station to work, contact me. Box F-352, BROADCASTING.

Established FM manager in major metro area seeks new challenge and opportunity for career advancement. Consistent record of highest ratings and proven sales ability. Thorough knowledge of all phases of station operations with group owners and independents. Vigorous, young, married. Exceptional industry references. Box G-15, BROADCASTING.

Young, aggressive sales manager presently employed, seeks challenge and future as general manager or sales manager in medium California market. Experienced all phases of business. Knows national and local sales. Exceptional record and references. Broadcasting degree. Family man, active leader in community affairs. Am able to lead people and get the most out of them. Box C-45, BROADCASTING.

Announcers

I do sports... experienced. Make me an offer. Box F-275, BROADCASTING.

Top 40 jock, late of top 5 market, is hungry. Box F-305, BROADCASTING.

Soul jock, first phone, sober, good, need money. Box F-341, BROADCASTING.

Personality with different approach, first phone, experienced, draft exempt, will relocate. Box F-355, BROADCASTING.

Negro 1st phone—four years experience in announcing, news, production and some experience in programing. No maintenance. Box F-365, BROADCASTING.

Colored man seeking broadcasting position. June graduate '69 from broadcasting school. Will relocate. 3rd phone Box G-1, BROADCASTING.

Young, mature, responsible MOR announcer and production director seeks position with outstanding station. Now in midwest. Repl. to Box G-5, BROADCASTING.

Alert, runs tight board, split second timing, strong, authoritative, voice of newscaster. 3rd phone. Box G-6, BROADCASTING.

300 mile radius of Philadelphia, AM-FM Radio or TV, 23 year old military vet—3rd ticket broadcasting school—seeks creative position. Dependable hard worker with good mature voice, very good meteorology background, not originally from nasaldelphia. Box G-12, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box G-14, BROADCASTING.

Soul jock, tight board, recent broadcast school grad, 3rd endorsed, will relocate anywhere. Box G-18, BROADCASTING.

Broadcast school grad—3rd phone. Married mature, currently road sales man wants announcer/salesman position, or newscasting. Box G-19, BROADCASTING.

Well-rounded first phone desires affiliation with honest, successful station. Strong CGW format specialist, consider MOR, Capable PD, Opns/Mgr, etc. Good production, news, big voice, assist engineering. Over 6 years experience small, medium markets. Presently manager-engineer. No primadonna. Accent-free. Desire permanency. Family. age 23. Box G-20, BROADCASTING.

Experienced sports director, play by play. DJ, married, all sports, draft exempt. Box G-22, BROADCASTING.

Listen! Top 30 Market. MOR or Rock. I talk to people, not at them. Now I want to talk where there's more of a challenge. Listen to my air check. Maybe you'll like me. Maybe I'll like you. Master's degree, 4 years commercial experience. Top 50 market 26, married. Want to hear? Box G-26, BROADCASTING.

Want first phone personality who is a very funny guy? In no hurry to move. Will wait for right shot. Currently making \$11,500. Box G-27, BROADCASTING.

Broadcast school graduate. 1st phone, some experience, will work hard. Box G-28, BROADCASTING.

Announcer DJ gospel or jazz format. Telephone (212) 463-5103. Box G-39, BROADCASTING.

Black soul jock. New dynamic personality, tight board, creative, military completed. Third endorsed, recent broadcasting school graduate, will relocate. Picture, tape, resume. Box G-49, BROADCASTING.

Professional: Fifteen years. Solid references, veteran. College. News-music experience. Finest background. Investigate. Box G-50, BROADCASTING.

Combo-man—first phone announcer—DJ (News & Sports) trained in New York City. Draft deferred, reliable performer with solid technical education—recent broadcast grad. Available for relocation: contact: Arnold Koenig 73-30 Bell Blvd, Bayside, N. Y.

Man, 3rd endorsed, with some radio experience, wants to work part time at rural radio station. Please write to Bruce Langdon, 9312 13th Ave., So. Minneapolis, Minnesota, 55420.

Versatile first phone seeks PD, Opns/Mgr, etc. with successful, honest station near family recreation, fishing, Northwest, Rockies, Sierras, elsewhere. Prefer CGW, consider MOR. Over 6 years experience small, medium markets. Presently manager-engineer. Good production, news, resonant voice. Assist engineering. No primadonna. Age 23. Desire permanency. Bill Brink, Box 474, Fairburias, Texas. Phone (817) 327-8785.

Announcers continued

Top 40 personality—ratings—5 years—PD—MD—any format—If you've got the money? I've got the action. Available northern market. 205-845-4158. Dick LaDonna.

Beginner will go anywhere in fifty states for a job, just want a chance, third, draft exempt. call 212 FI 7-5145.

Foot in the door, but wrong room working as CGW, news—small mkt., des pos. CGW. MOR. 215-644-3679

3rd ticket wants central or southern Minnesota or Wisconsin. Bill Heaton, Minnesota Lake, Minnesota. Married, permanent. Loves midwest. Call 201-HO-25426.

Beginner. Looking for announcer position. Call 617-551-6125. Collect. Ask for Mike.

Underground!!! Man with subterranean existence—uniquely self-propelled. Doing my own thing, in professional state of mind. Pursuing good offer—returning good ratings. R. J. Bell, 78 Branch St., Medford, N.J. 08055. (609) 654-5746.

Overpowering, mature air personality, experience rock and CGW, draft exempt. Conn. only. 628-5759. 426 North Main St., Southington, Conn. 06489

Experienced first phone announcer available for fulltime employment. Call 914-452-2838 or write James R. Taylor, 319 Dutchess Turnpike, Poughkeepsie, New York 12603.

Announcer, experienced, 3rd phone endorsed, married, completing military—Available August 15. Desire permanent opportunity in midwest. Will relocate. D. L. Rooker, Rt. #1, Box 359, Hubert, N.C. 28539.

NEWS

Experienced newsmen desires Iowa position. Family man. References. Box G-4, BROADCASTING.

Ambitious, hard working, mature ethical broadcaster seeks position in news and program department of aggressive radio or tv station. Currently in Europe, but wishing to return to United States and offer worldwide experience in a practical way to station seeking highest quality employee. Capable of teaching broadcasting and conducting research for non-commercial stations. Complete details by writing to USA representative, 151 T. Ownby, 100 N. Arlington, Reno, Nevada 89501

Programing, Production, Others

College graduate, 3rd endorsed, 3½ years experience. Energetic, imaginative, strong on production & creative commercial continuity. Box F-202, BROADCASTING.

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.

Small Stations: Let announcers at San Francisco Area stations do your commercial and promotional production. Reasonable prices. Write for more information. Box G-11, BROADCASTING.

Program/operations manager now programing MOR top 30 market. Nine years experience: DJ, news, promotion, sales. Marketing masters degree. Age 27. Box G-47, BROADCASTING.

Male 23—Three years experience in radio programming, serious music direction, library work in Nation's oldest FM station—seeks job in field. Will relocate. Mr. Lied, 733 Oakdale, Chicago 60657.

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.

Chief photographer. Full color, group-owned VHF station with NBC affiliation in the Midwest. Management of department, color film and slide processing, equipment maintenance, documentary and commercial experience required. Send resume and salary requirement with first letter. Box G-9, BROADCASTING

Television Help Wanted

Management continued

Account executive needed to contact radio and TV station owners to develop new clients for our "Executive Search" division. Position ideally suited to a college graduate on his way up to becoming a corporation executive. Experience accumulated with our firm has enabled several former employees to obtain top executive positions with our client stations. Minimum 2 years radio or television sales experience required plus strong interest in all phases of station operation. Limited travel. Base salary plus commission should exceed \$20,000 first year. Send resume in confidence to Ron Curtis, President, Nationwide Management Consultants, Inc., 645 N. Michigan Ave., Chicago, Illinois 60611. All replies acknowledged.

Sales

Professional local salesman for mid-west metro market. A career opportunity with sales oriented net outlet. Top compensation plan in the market. Send resume including present earnings to Box G-25, BROADCASTING.

Guy or gal—can you sell TV time? Fast growing UHF needs sales person with radio or TV experience. Immediate position. Roanoke, Virginia. 703-342-7863.

Announcers

Announcer who can direct or director who can announce needed by medium market VHF in mid-west. You will spend most of your time doing whichever you do best but will have to do some doubling. Will consider radio announcer who wants to learn directing. Send photo, audio tape, resume and salary requirements to Box F-369, BROADCASTING. An equal opportunity employer.

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. Will consider (train) radio personality. Contact R. Vincent—Manager—701-825-6292, or send tape, picture and resume to KCND-TV, Box 191. 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. 1st phone engineer for full color. Studio experience desirable, contact Jim Lockard, KSWO-TV, 405-355-7000.

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, WB-A-TV, Binghamton, N.Y. 712-1122.

Immediate openings for experienced and inexperienced engineers. Must have 1st phone. Salary commensurate with background and experience. Send your resume to Mr. Roger Hale, Chief Engineer, WTVM, Box 1848, Columbus, Ga. 31902.

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.

Television maintenance engineers for expanding California ETV station. Experience with videotape recorders and color equipment—contact Bud Untiedt, KCET, Ch. 28, 1313 N. Vine Street, Los Angeles, California 90028.

Transmitter supervisor, channel 3, Escanaba, Michigan. Transmitter experience necessary, member progressive group operation with liberal fringe benefits. Tired of crowded living conditions? Relocate in ideal hunting, fishing and recreation area. Excellent promotion potential. Contact Harry Hill, WFRV-TV, Green Bay, Wisconsin. Phone 414-437-5411.

NEWS

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. Sports-news combo. Radio and TV. Nine man staff, will be $\pm$ 2 in sports. Some play by play. Midwest medium market. Good town. Also, due to draft, have full-time news opening. Send details, tape, photo to Box F-282, BROADCASTING, or call Jack, 319-364-4194. Equal opportunity.

News continued

Midwest independent UHF station is now auditioning candidates for News Director. We are a top 20 station looking for a young aggressive experienced newsmen. Strong on-camera personality. Must: organize an all-new News Department from the ground up. Please send complete resume, video tape or audio tape and photograph with first letter. Box F-333, BROADCASTING.

Combination reporter-photographer. Journalism degree or comparable experience necessary. Contact Gene Strul, WCKT-TV, Miami, Fla. PL-1-6692.

Newsmen for award winning radio and TV news department. Prefer man experienced in writing, filming techniques and air work. Send resume and tapes to news director, WSBT AM/FM/TV, 300 West Jefferson Boulevard, South Bend, Indiana 46601.

Programing, Production, Others

Commercial Production Unit of major market TV station seeking creative camera-man-editor with experience in commercial film production. Applications only from those with such experience will be accepted. Box F-331, BROADCASTING.

Artist midwest network VHF. layout, handletter, hotpress . . . All color. some print and set design. Send resume and salary requirements to . . . Box F-358, BROADCASTING.

Full color VHF group station needs producer/director for news shows and commercial production. Switching experience desired. Send full resume and salary desired to: Production Manager, WTEN/TV, P.O. Box 10, Albany, New York.

TELEVISION

Situation Wanted Management

Sales manager or general manager, medium to large market. Makes right decisions, good sales closer. Widely known, top leader, finest references. Family, college grad, age 45. Stable. Entire career in broadcasting. Currently employed. Box F-344, BROADCASTING.

General manager or sales manager—professional broadcast management; outstanding profit & sales performance; sound judgment; good experience; excellent contacts and references . . . Seek opportunity and challenge. Write F-403, BROADCASTING.

Looking for tired general manager who needs number-two man with managerial experience. Strong in sales, public relations, detail, organization . . . you name it! Box G-38, BROADCASTING.

Station and sales manager looking for medium market, midwest 17 years experience all phases of broadcasting. Making move after 11 years with same company. Box G-42, BROADCASTING.

Announcers

Weather forecaster—mature, adaptable, former Air Force weather officer with wide experience including some television. Authoritative and knowledgeable presentation. Box G-37, BROADCASTING.

Technical

Engineering manager, twenty years top experienced, 14 years management. Exceptional references. Looking for top spot with solid organization. Box F-371, BROADCASTING.

1st phone, experienced TV engineering, studio, camera, film projection, lighting, transmitter operations. Box G-52, BROADCASTING.

News

Investigative reporter, expert in film technique seeks position with professional, dedicated news organization of highest caliber. 4 years in a leading market, master's degree, married. Box G-5, BROADCASTING.

News director. Successful record in directing efficient news operation. Consistently top-rated on the air reporter, several awards for news film photography. Extensive production experience in public affairs and special events programing. Box G-10, BROADCASTING.

Midwest radio-TV news director, possessing top news and personal reputation in area, looking for new opportunity with growing liberal company. Have ten years television and 20 years radio news. Authoritative, clear, pleasing voice of network calibre. I can do the air job to bring you to the news price. Prefer midwest or south. Box G-30, BROADCASTING.

News continued

TV/Radio news anchorman seeking opportunity and income commensurate with years of experience in major markets with proven record of high ratings and community acceptance. Skilled interviewer, experienced in foreign, domestic and local reporting. Mature and responsive. Interested only in news-oriented station or group in I-P market. Resume and VTR on request. Box G-36, BROADCASTING.

Programing, Production, Others

B.A. and M.S. in television. 1 1/2 years production experience. Seeking producer-director's position. Experienced in film. Box G-7, BROADCASTING.

Soon to be 27 and married. 7 years in radio, 2 in TV. Presently sports director of midwest radio-TV organization in top-100 market. Combine good sense of what is interesting together with creative writing and energetic on the air approach. Good voice, excellent delivery. Strong on public relations, capable typist, equipped with first phone. Good knowledge of all sports. Heavy play by play via both mediums. Experience as host of weekly TV bowling show and state-am. golf tourney. Also, excellent production. Hard working, top references. I don't want a job. I want a future. Box G-5, BROADCASTING.

Attention—New York City . . . Can you use my 20 years experience: Advertising agency (radio TV commercial producer) 8 years; radio announcer, program director, 11 years; recording company assistant to president, studio manager 1 year . . . also: Have created several TV game shows yet unrevealed. Box G-44, BROADCASTING.

Talented, photogenic woman. Have done weather shows, in-depth interviews, documentaries, panel moderating, news, commercials, and copy. Salary requirements are low. Pictures and resume upon request. Presently located in highly competitive San Francisco Bay area; will relocate anywhere. Box G-46, BROADCASTING.

Attention: Television stations—preferably New England or northeast. Young, experienced radio man seeking a start in television production. Box G-55, BROADCASTING or call 1-617-343-4679, after 5 pm.

'69 college grad, in R-TV seeking director or AD position; write Box 122, Bloomington, Indiana 47401.

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.

Used 1kw FM transmitter, 4 Bay antenna tuned to 93.5, and monitors . . . George Wilson, KFNV, Ferriday, Louisiana.

College student willing to pay up to \$200 for "used" black and white camera (for experimentation purposes). Contact: Steve Raddock, 131 Hastings St., Brooklyn, New York 11235.

FOR SALE—Equipment

Coaxial cable—Helix, Styroflex, Spirolene, etc. and fittings. Unused mat—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Gates BC-5B transmitter. Excellent condition. Available immediately. KRLC, Lewiston, Idaho, 208-743-1551.

Towers for sale, AM-FM & cable TV. United States Towers & Construction, 249 Bartow Lane, Petersburg, Virginia.

Visual 6000 TV Automation system—true time and elapsed time switching, 12 pre-rolls 2-punch tape readers, one tape punch-audio switcher for mixes and audio follow. Unit in service and can be seen by appointment. Also—GE PF 10-16mm continuous motion TV projector; GE TV86 optical multiplexer; GE PE21 vidicon film chain, John Neeck, WPIX, 220 E. 42nd St., New York, N.Y.

RCA BTA 1M, good condition. 1500' RGU17. 300' lengths. KZIA, Box 1047, Albuquerque, N.M.

Gates model SA40 speech input console with model CB60 desk—\$400.00 WCDL, Carbondale, Penna. 15407.

Rust $\pm$ 108 Studio-Transmitter remote control units \$400.00, 24-position type. Moved transmitter—using microwave. KUTE radio Los Angeles, Calif. 90015.

RCA 1 kw Mod 1R1 transmitter in "Mint" condition available 1st week in August. Contact Ed Dala Pena, KHI-AM, 5515 Melrose Ave., Los Angeles, Calif. 90038. Phone 213/462-2133.

FOR SALE—Equipment

continued

TV transmitting tower, played excellent—available 30 days dismantled on the ground ready to ship. Johnny Andrews 772-44" face-square, includes ladders, hardware, complete with lightning. Presently supports the following: 1-CE 5 bay VHF TY70B Ch. 13 antenna; 1-CE 5 bay VHF TY70B Ch. 13; 1-12 bay RCA FM-BTF-12 ERI horiz. 6 vert. antenna; 2-12' x 15' microwave screen; 1-6' x 8' rotating microwave screen. TV transmitting antenna, Ch. 13 VHF GE netwing TY70B dismantled and available in 30 days. Unbelievable price. Contact: Mr. Sid Grayson, KLBK-TV, P.O. Box 1559, Lubbock, Texas 79405. Phone: 806-744-2345.

Shure mixers and microphones, Turner, AKG, Vega, Fairchild, Langevin, Pultec, Universal audio. Best deals! Audiovox, Box 7067-55, Miami, Florida 33155.

Self-supporting and guyed towers. Any type ground wire—68¢ per pound. Bill Angle, P.O. Box 55, Greenville, N. C. 752-3040.

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Deejays! 11,000 classified gag lines \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95335.

Voice Drop-ins Los Angeles success sound can make you number 1. 50 professionally taped comedy drop-ins only \$5. ROW Broadcast Associates, 6155 De S. Woodland Hills, California 91364.

"Unique" Source Guide. "Hard to find" names—addresses, prices of products and services for: deejays, PD's, managers. Save time, save money! \$4.95—Write for "Free" brochure. Command, Box 26344, San Francisco 94126.

Due to expanding facilities, 3 personal dj finales now available only \$10.00. Send check or m.o.: Bill Shirk, Mid-America Promotions, Box 2512, Muncie, Indiana.

Deejay Manual is a collection of funny radio one-liners, bits and gimmicks. \$3.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service (Dept. B) 1735 East 26th Street, Brooklyn, N.Y. 11229.

A complete joke service: \$35/year. "Happy Huffman Enterprises," 4213 Riverdale, Anaheim, Calif.

Deejay lines—by top comedy writers. 3 recent samples—\$5.00, \$25 yearly. Humor Originals, Box 86, East Meadow, N.Y. 11554.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

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The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veterans Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

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INSTRUCTIONS continued

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Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License—famous 3 week course. Total tuition \$360. Class begins at all R.E.I. Schools Aug. 4 and Sept. 5. Call or write the R.E.I. School nearest you for information.

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R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Follow the leader to a fast first phone. . . . The nation's original four week accelerated course with results guaranteed. . . . Tuition \$295.00. GI approved. Tennessee Institute of Broadcasting, 2106-A, 5th Ave. South, Nashville, Tennessee. Phone 615-297-9084.

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Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for July 9, Oct. 1, Jan. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

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See our display ad under instruction on page 85. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California. HO 2-3281.

Sales

RCA

BROADCAST ANALYST

The candidates we are seeking should have 3-5 years experience in marketing of broadcast audio/AM-FM transmitter equipment plus several years in broadcast engineering.

Educational background should include a college degree or related technical training.

Position responsibilities include liaison with engineering, marketing and customers; and analysis of products and competitive broadcast product lines.

To arrange a confidential interview, send your resume, including salary information, to Mr. M. H. Kessler, Manager, Administrative Engineering and Employment, RCA, Bldg 3-2, Camden, N.J. 08102. We are an equal opportunity employer.

RCA

Help Wanted—Announcers

TALK SHOW MODERATOR

wanted for major market Florida station. Do your talking where the weather is tops year round. We're looking for a pro who knows how to handle controversial subjects, guests, and listeners for a daily phone-in show. Great opportunity with a highly successful station. Rush tape, resume, salary requirements to:

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Help Wanted—Announcers

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News

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25 years reporter all media. 18th when joined staff—number 1 now . . . I am News Director—Controversial program moderator . . . Heavy local news top thirty market now . . . Money only problem . . . Stylized, accurate news.

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FIVE STATIONS BECAME #1 within the same two month period under the programming guidance of GRAHAME RICHARDS. Becoming #1 is fun—and profitable! Contact Gra-hame at 3104 Belmont Boulevard, Nashville, Tenn. 37212.

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Midwest VHF station market, aggressive, knowledgeable national and local business, able to motivate men. Excellent salary and incentive. Send resume and photo to:

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NEWS

Newscaster-Commentator

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Top 15 Market, Northeast

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RCA

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RCA Magnetic Products Division has an opening for a unique individual with that rare combination of Technical Knowledge coupled with Marketing "know how."

The Video Tape Product Planning Manager will have full responsibility for development and implementation of Market Plans for Quadruplex and Helical Video Tape. He will coordinate with Advertising, Sales, Market Research, Engineering and will make direct contact with key customers to assure specific Marketing goals are met.

The successful candidate will know the broadcast television market and will have had considerable experience with quadruplex broadcast recorders. A knowledge of helical scan recorders is desirable.

This is a Home Office opportunity for an aggressive man. Location: New York City, reporting to the Manager, Marketing.

Please send your resume, in confidence, to Mr. D. C. Creswell, Manager Marketing, RCA Magnetic Products Division, 201 East 50th Street, New York, New York 10022. We are an equal opportunity employer.

RCA

Programing, Production, Others

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We are considering applications for production assistants in our department offering opportunity for advancement, world-wide travel, unlimited training and experience in TV production at the network level. Applicants must be college graduates, under 25, preferably single, no military obligations, with outstanding knowledge and background in sports. No phone calls accepted but send one-page resume with photo to:

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STATIONS FOR SALE

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Other actions, all services

- FCC granted request by the National Association of Broadcasters for extension of time to file comments in commission's rulemaking proceeding proposing prohibition of cigarette advertising on TV and radio. (Doc. 18434). Action June 27.
- WKIP and WSPK (FM) both Poughkeepsie, N.Y.—FCC notified Star Broadcasting Corp. that license renewal applications have been granted for one-year ending June 1, 1970. In same action, licensee notified of apparent liability forfeiture of \$10,000 for violations including fraudulent logging. Action June 25.

Translator actions

- W72AK, W77AF, W80AH and W82AJ all White Haven, Pa.—Broadcast Bureau granted CPs to replace expired permits for new UHF translators. Action June 24.
- K78CD Morton and Randle, both Washington—Broadcast Bureau granted CP to change trans. location of UHF translator and make changes in ant. system. Action June 24.
- W04AP Eagle River, Phelps and Land O'Lakes, all Wisconsin—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action June 24.
- W02AN Land O'Lakes, Phelps and Eagle River, all Wisconsin—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action June 24.

CATV

Applications

- Halifax Cable TV Inc.—Requests distant signals of WJCT(TV) Jacksonville, WEDU(TV) Tampa and WUFT(TV) Gainesville, all Florida, to Daytona Beach, South Daytona, Port Orange and Volusia County, all Florida, (Orlando-Daytona Beach, Fla. ARB 65). Ann. June 27.
- Cass Community Antenna TV Inc.—Requests distant signals of WAND(TV) Decatur, Ill.; WBBM-TV, WMAZ-TV, WBKB-TV, WGN-TV, WCIU-TV and WFLD-TV, all Chicago to Gilman and Onarga, both Illinois, (Champaign-Decatur-Springfield, Ill. ARB 72). Ann. June 27.
- Brandt Cablevision Inc.—Requests addition of WKXN-TV Saginaw, Mich. to WWO-TV Detroit; WOOD-TV Grand Rapids, WKZO-TV Kalamazoo, and WILX-TV Onondaga, all Michigan, to Mount Pleasant, Mich. (Flint-Saginaw-Bay City, Mich. ARB 46). Ann. June 27.

Final action

- FCC ruled KIRO-TV Seattle entitled to program exclusivity on CATV system operated by Everett Cablevision Inc., Everett, Wash. Everett had been carrying KVOS-TV Bellingham, Wash., on equal basis with KIRO-TV. Action June 25.

Other actions

- Sault Ste. Marie, Mich.—FCC ordered American Cablevision Co. to show cause why it should not be ordered to cease and desist from further violation of rules in providing carriage and program exclusivity for WTOM-TV, Cheboygan, Mich. Action June 25.
- Wheeling, W. Va.—FCC directed V & G Cable Service to show cause why it should not be ordered to cease and desist from further violation of program exclusivity requirements in case of WSTV-TV Steubenville, Ohio. Action June 25.
- Platteville, Wis.—FCC ordered Platteville Cable TV Corp. to show cause why it should not cease operation of system in violation of program exclusivity requirements. Forward Television Inc., licensee of WMTV-TV Madison, Wis., petitioned for issuance of order. Action June 25.

Action on motion

- Chief Hearing Examiner Arthur A. Gladstone in Rensselaer, Ind. (TV Cable Co. of Rensselaer Inc.), request for issuance of cease and desist order, designated Hearing Examiner Chester F. Naumowicz as presiding officer; scheduled prehearing conference for July 25 and hearing for Aug. 25 (Doc. 18575). Action June 20.

Ownership changes

Applications

- WNMP Evanston, Ill.—Seeks assignment of license and CP from Semrow Broadcasting Co. to Cummins Communications Corp. for \$875,000 plus employment contract of \$10,000 per year and percentage of certain gross advertising revenues over five years. Sellers: Harry H. Semrow, president (50%), et al. Mr. Semrow has numerous real estate interests. Buyers: Alan H. Cummings, chairman (75%), and Buddy Black, president (25%). Mr. Cummings has car wash interests and owns investment firm. Mr. Black owns WEBH(FM) Chicago (sale to Rich Communications pending FCC approval). Ann. June 30.
- WSTU Stuart, Fla.—Seeks assignment of license from Blue Water Broadcasting Co. to WSTI Inc. for \$347,500. Sellers: Lester M. Combs, president, et al. Sellers own WMC(FM) Stuart. Buyers: Harvey L. Glascock, sole owner. Mr. Glascock is consultant for Martin Field Broadcasting, licensee of WPEN Philadelphia. Ann. June 27.
- WWCC Bremen, Ga.—Seeks assignment of license from Bremen Broadcasting Co. to Bremen Radio Inc. for \$100,000. Sellers: James H. Shedd, president, et al. Buyers: Miles H. Ferguson, president (40%), Thaddeus K. Brown, vice president (30%), et al. Mr. Ferguson owns 98.1% of WRLD West Point, Ga., 20% of WJHO Opelika, Ala., and 33.4% of WDSR and WTLD(FM) both Lake City, Fla. Mr. Brown is salesman at WRBN Warner Robbins, Ga. Ann. June 27.
- KOKO Warrensburg, Mo.—Seeks transfer of control of Johnson County Broadcasters Inc. from Avis G. Tucker, executrix of estate of William C. Tucker (51% before, none after), to Avis G. Tucker (44% before, 95% after). No consideration involved. Ann. June 27.
- WRJC Mauston, Wis.—Seeks assignment of license from Radio Juneau County Inc. to George S. Blum for \$68,000. Sellers: John D. Rice, president, et al. Mr. Rice owns 50% of WRVF-FM River Falls, Wis. (sale to River Falls Radio Co. pending FCC approval). Buyer: George S. Blum, sole owner. Mr. Blum is general manager of KXGN-AM-TV Glendive, Mont. Ann. June 30.
- WBNB-AM-FM Charlotte Amalie, V.I.—Seeks simultaneous transfers of control and assignment of license and CP of Thousand Islands Corp. from Island Teleradio Service Inc. to Robert E. Noble; and from Island Teleradio Service Inc. to Thousand Islands Corp., respectively, for purpose of incorporation. No consideration involved. Principals: Robert M. Moss (43%), Robert E. Noble (41%), et al. Ann. June 27.

Final actions

- KGNU Santa Clara and KWG Stockton, both California—Broadcast Bureau granted assignment of licenses from Royal Broadcasters Inc. to Barnes Enterprises Inc. for \$900,000. Sellers: John B. Jacobs, president (34%), Roy A. Rowan, vice president-secretary (11%), Stanley G. Swartzman treasurer (7%), et al. Buyers: B. F. Barnes, chairman of board (51%), Robert J. Hoth, president (25%), et al. Mr. Barnes owns 95% of heavy construction equipment sales and services firm and of equipment finance firm and 51% of jewelry store chain. Mr. Hoth owns 40% of firm engaged in operation of various enterprises. Action June 26.
- WBGC Chipley, Fla.—Broadcast Bureau granted assignment of license from Lee-San Corp. to Broadus Radio Inc. for \$80,000. Sellers: John Sanders, president, et al. Sellers own WPXE Starke, Fla. Buyers: James W. Broadus Jr., sole owner. Mr. Broadus is sales manager for WYNX Smyrna, Ga. Action June 25.
- WKFD Wickford, R.I.—Broadcast Bureau granted assignment of license from South County Broadcasting Co. to Adman Radio Co. for \$130,000. Seller: Joseph A. DeCubellis, sole owner. Buyers: Ronald L. Hickman and Louis C. Adler, each 50%. Mr. Hickman is general manager and owns 8.6% of WKER Pompton Lakes, N.J. Mr. Adler is anchorman and news correspondent for WCBS New York. Action June 25.
- KBRZ Freeport and KLJT(FM) Lake Jackson, both Texas—Broadcast Bureau granted assignment of license from Radio Brazosport Inc. to Summit Broadcasting of Texas Inc. for \$225,000. Sellers: Sue B. Hargrove, president, et al. Buyers: Wayne Marcy, president, and Summit Broadcasting Co. (each 50%). George A. Mayoral, vice president, votes stock of Summit Broadcasting Co. Mr. Marcy owns 50% of WBOX Bogalusa, La., and of church bookkeeping firm and is manager of radio and TV manu-

facturing and sales company. Mr. Mayoral owns 84.2% of WJMR-AM-FM-TV New Orleans. Messrs. Marcy and Mayoral own 20% and 80%, respectively, of broadcast equipment sales firm. Action June 25.

- WRJN Racine, Wis.—Broadcast Bureau granted assignment of license from Racine Broadcasting Corp. to Sentry Broadcasting Inc. for \$450,000. Sellers: Journal-Times Co. 100%. J. Donald McMurray and Carol Starbuck McMurray (jointly 72.8%), et al. Sellers publish *Racine Journal-Times* and *Sunday Bulletin* and own 50% of applicant for new UHF TV at Racine. Buyers: Sentry Insurance Co., 100%. Peter A. Barnard, president, et al. Sentry owns WSP-AM-FM Stevens Point, Wis. Action June 24.

- WRJN-FM Racine, Wis.—Broadcast Bureau granted assignment of license from Racine Broadcasting Corp. to J. William O'Connor for \$60,000. Sellers: For principals and interests see WRJN above. Buyer: Mr. O'Connor owns WRAC Racine and 35% of WCIU-TV Chicago. He also owns WBOW-AM-FM Terre Haute, Ind., sale of which pending FCC approval. Action June 24.

- KMSC(FM) Clear Lake City, Tex.—Broadcast Bureau granted assignment of license from Taylor Broadcasting Co. to SpaceLand Broadcasting Corp. for \$230,000. Sellers: Jay Cran, vice president (14%), and Saccomanno Clegg & Martin (86%). I. J. Saccomanno, president, votes stock of Saccomanno Clegg & Martin, law firm. Buyers: Dawson Communications Inc., 100%. L. Raymond Dawson, chairman of board, votes stock for Dawson Communications. Buyers own KMOD(FM) Tulsa, Okla., KXXX(FM) Dallas, and KXLS(FM) Oklahoma City and have interest in Screen Gems Inc. Action June 20.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through July 1. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

- Menlo Park, Calif.—Peninsula TV Power, Menlo Park, has been granted a franchise. The firm will pay a franchise fee of \$25,000 plus an annual gross receipt fee of 5% of the profits. Subscribers will pay a maximum of \$5.50 monthly.

- San Jacinto, Calif.—Imperial Valley Cable Co., a subsidiary of Columbia Television Co., has been granted a franchise. The firm will provide city subscribers with 12 channels plus all available FM signals and a 24-hour weather service.

- Yorba Linda, Calif.—Cablecom General of Southern California has applied for a franchise. The service, which would be wired underground, would provide 12 channels. Subscribers would pay \$4.95 per month.

- Las Animas, Colo.—United Group Companies of Florida, represented by Ben Knowlton, has applied for a franchise. Subscribers would pay \$10 for installation and \$5 monthly.

- McHenry, Ill.—Busonics Inc. has applied for a franchise. Edward Zukowski is president of the corporation and his brother, attorney Richard Zukowski of Crystal Lake, Ill., is secretary of the firm. The system would provide 20 channels, a closed-circuit channel and a channel for school use. Subscribers would pay \$5 monthly and the company would pay 5% of gross annual receipts.

- Centerville, Iowa—General Communications Inc. has applied for a franchise.

- Carmel, N.Y.—Two firms have applied for a franchise: Mid-County TV Corp., New York, and Putnam Country Club Cable TV Corp., represented by Milton Schwartz. Estimated costs for PCCC TV Corp. would be \$14.95 for installation and \$5.95 monthly.

- Cushing, Okla.—Nationwide CATV Inc., represented by Bob Houston, has applied for a franchise.

- Masontown, Pa.—Video Link of Pleasant Hills, Pa., has been granted a franchise. The system will provide 20 channels for \$4.50 a month. During construction installation will be free; retired persons will have permanent free installation.

- Philipsburg, Pa.—Moshannon Valley TV Cable Co. has been granted a 20-year franchise.

Hazard E. Reeves, a pioneer in the fields of Cinerama, in-flight motion pictures, magnetic tape, computers, crystals, and others, demurs at being characterized as an inventor.

"That's not quite fair," he explains. "Let's just say I'm imaginative, but I let others do all the work. I've been lucky to have very good associates who develop the projects."

Now board chairman of the company he founded in 1933 and put on the stock market nine years ago, Mr. Reeves is limiting his business activities to those of a "communications service" nature. "You can't spread yourself too thin," he cautions.

For Reeves Telecom Corp., New York, this means audio and video production and post-production services, CATV systems, a computerized real estate service, and a computer systems planning division.

This complex had its beginnings in Reeves Sound Studios, founded by Mr. Reeves in 1933 with \$2,500. He had worked for the Columbia Phonograph Co. and the Harvard University Film Foundation during the five previous years, after graduating from the Georgia Institute of Technology with a bachelor of science degree in mechanical engineering.

"I didn't know anything about the recording business when I came to New York," Mr. Reeves recalls, "but then neither did anyone else. We learned quickly."

"I didn't know what New York was when I first came," he adds. "To me it was just a geographical location. I was just going to stay for a few months—and I've never left."

Mr. Reeves, raised in South Carolina, acknowledges there is a challenge to starting a business in the South, but he does not want to go back there to live. "The tempo is too slow," he said. "You even find yourself talking slower when you go back to the South."

New York has the most opportunities, Mr. Reeves believes. "If you have a little ingenuity, faith in yourself and are willing to take on responsibility, you can succeed," he insists. "There just aren't that many people who want to take the risks today."

Hazard Reeves was never one to miss an opportunity. Shortly after he founded his sound studios, he formed Audio Devices, which made acetate recording blanks for the music industry and was among the first companies to manufacture magnetic tape.

In 1942 he joined with Larry Ely in Reeves-Ely Laboratories, which started out manufacturing quartz crystals for radio transmitters. The way Mr. Reeves describes it, the government questioned their ability to produce the crystals when they applied for a defense

He knows the sight and sound of success

contract during the war. But the two men recruited people who did know how to make crystals, landed that government contract and many more afterwards, and boosted the company's sales from nothing to \$35 million in three years.

This experience taught him a lesson: "The success of business is people—when I was careful in selection, it worked out; when I sentimentally tried to develop someone for a job, it usually failed."

Reeves-Ely Laboratories went on to acquire interests in one of the first computers and in consumer products such as the blender and steam iron.

The next opportunity was Cinerama

Inc. in 1946. Mr. Reeves bought the process several years later for \$1,500 when Laurence Rockefeller and Time Inc. decided to discontinue their financial support. He developed stereophonic sound for Cinerama, signed Mike Todd as a producer, and had another success.

The same year he entered Cinerama, he also started Reeves Industries, manufacturer of recording equipment and cables.

He was also involved in the first successful production of motion-picture equipment for use in airplanes. He solved the problems of leaving the reel unattended for two hours and developing a sound system that would work over the engine noise, and launched his system on Trans World Airlines.

All of these companies have been sold, but Mr. Reeves still points with pride to the fact that all are doing well and all appear on the big stock exchanges either by themselves or as part of a larger company.

Reeves Sound Studios remained his own personal company until 1960, when it too went public.

"The studio has grown 20 times in sales in the past nine years," Mr. Reeves estimates, "and probably just as much in real value."

The original installation at 304 East 44th Street in New York may have to be dismantled, though.

"The UN hasn't told us, but the press has, that the UN wants to take over that block," he noted. "If that happens, and they'll have to pay relocation costs, we'll consolidate the various divisions into one building." The video division is now in two separate places, and the main offices are in a third.

Mr. Reeves' enthusiasm for the communications industry carries through to his favorite hobby—operating a ham radio station.

"The ham radio has done more to build up the American image than anything else," he asserts "It builds friendships all over the world."

Mr. Reeves' other activities include membership in the Society of Motion Picture and Television Engineers, serving as a trustee of the Georgia Tech Foundation, and serving as a director of the American Foundation for the Blind and the Psychiatric Research Foundation.

He has won several awards, including the Georgia Institute of Technology alumni distinguished service award and one of the first annual industry achievement awards from the Film Producers Association of New York for the "advancement of local film productions."

For all his success, Mr. Reeves remains a soft-spoken, unassuming "wheeler-dealer," now ready to concentrate on building up what is still pretty much his own personal company.

Week's Profile



Hazard Earle Reeves—chairman of the board, Reeves Telecom Corp.; b. July 6, 1906, Baltimore; received bachelor of science degree, Georgia Institute of Technology, 1928; joined research department, Columbia Phonograph Co.; worked for Stanley Recording Co. and Harvard University Film Foundation before setting up own shop, Reeves Sound Studios, 1933; helped organize Cinerama Inc., Audio Devices Inc., Reeves-Ely Laboratories Inc., Reeves Soundcraft; m. Anette Livingston Brown, 1943; children from previous marriage—Hazard E. Jr., 34, Alexander, 32, hobbies—ham radio operating, gardening.

Home grown

At a time when broadcasters seem to have become everybody's whipping boy, it is pertinent to ask what, if anything, they may be doing that is commendable.

For starters, this magazine took a look at some of their local public-service undertakings. The results, published here on June 23 and June 30, contrast sharply with the critics' picture of broadcast programming as essentially vapid, irrelevant, unconcerned, or when it is not one of those, as promoting violence in the American streets.

To keep the project within manageable proportions, BROADCASTING limited its examination to programs that had won meaningful national or regional awards within a 12-month period—none of the puff stuff handed out primarily to publicize the givers, and no local awards, either, although many in that category convey earnest community respect.

What emerged, then, was a sampling of high-quality public-service programming, and what it made clear is that in terms of community commitments, radio and TV broadcasters are much more deeply—and far more frequently—involved than they are given credit for as a group. More and more they are taking the lead in attacking not only purely local problems of garbage collection and bond issues but also the local manifestations of the most urgent national problems.

It cannot be said that they, any more than other professionals, are equally or even universally active in these projects. But the number is large and growing, the job they do is often superb and their achievements are only fractionally measured by the awards they sometimes win.

By themselves

In the ongoing controversy over cigarette advertising, broadcasters occupy a position of particular discomfort. Nobody else, least of all the cigarette manufacturers, stands to lose as much as the \$220 million of broadcast billings that are now at stake.

Indeed, as this publication has pointed out before, the cigarette makers may eventually decide that their broadcast advertising is the expendable trade-out in the ultimate political deal that assures a continuation of their marketing. There is more than idle speculation that the cigarette makers would, for example, rather give up their broadcast advertising altogether than include in their advertising copy in any medium a conspicuous warning of dangers to health.

This presupposes, of course, that all cigarette manufacturers would be prohibited from using broadcast media. If all were deprived of television and radio, all would be equally handicapped in persuading smokers to switch to their brands. But it is all but certain that total consumption of cigarettes would be only moderately affected, if at all. In all the argument over cigarette restraints, a point that keeps getting overlooked is that in other countries where cigarettes have been denied access to broadcast advertising, cigarette sales have remained voluminous.

It is either from cynicism or naivete that politicians continue to ignore the evidence from abroad. In the face of undisputed proof to the contrary, the regulators on the FCC and Federal Trade Commission have created the illusion that cigarettes will somehow disappear from American life if banished from the air. Sad for the state of logic in this country, that attitude may have become too ingrained to

be changed at this terminal stage of the long debate.

Right now the broadcasters have little choice but to make a political evaluation of their predicament and devise a political plan. There is no point in moralizing about the unfairness of legislation or regulation that works against some advertising media while protecting others and at the same time doing nothing whatever to cure the health problem that is supposedly at issue.

The political reality seems to be that Senate leaders would like to take a stronger-looking action than that recently taken by the House in extending by six years the prohibition against anticigarette regulation. An act of self-regulation by broadcasters might be a useful preliminary to the Senate hearings that are scheduled for later this month.

Such an act will be considered by the radio and television code boards that meet this week. It may be the establishment of tar-nicotine content as a criterion for acceptance or rejection of brand advertising. There is some indication that such an approach would be welcomed in at least some government quarters. Or perhaps the code boards will arrive at some other form of meaningful restraint. Plainly they ought to recommend something.

It is only realistic to assume that in the long run cigarettes will be a dwindling source of broadcast revenue. As of now, however, the nation's health will in no way be impaired if broadcasters figure out how to hang on to their cigarette business.

Middle ground

Though the mood on neither side seems conciliatory, there is at least the prospect of new negotiations between the National Association of Broadcasters and National Cable Television Association. For the good of both sides conciliation is mandatory.

The longer that the hard-liners among the "pure" broadcasters and the "wired-city" CATV interests adhere to positions that their opponents cannot accept, the more certain it will be that the outcome will be settled politically in the Congress. If the Congress falls heir to an unresolved dispute, nobody will be the winner.



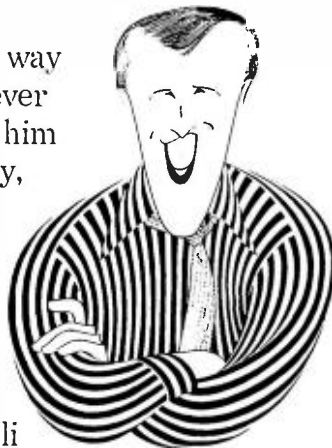
Drawn for BROADCASTING by Sid Hix
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David Frost has a way of getting a celebrity to forget about cameras and mikes and all the people out there in TV-land, and just be himself.

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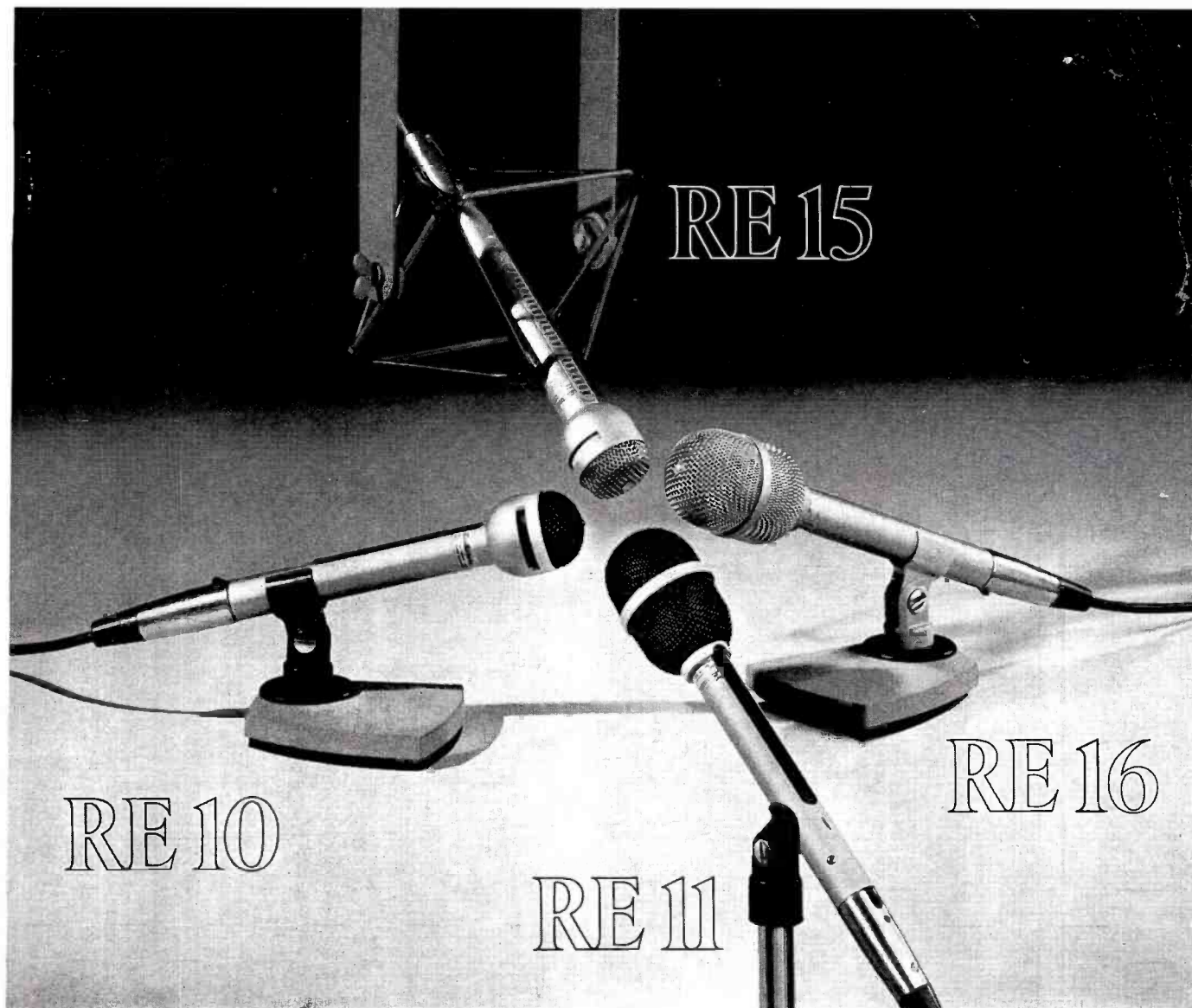
But don't get the idea that there will just be a lot of talk on The David Frost Show. There will also be a lot of fun. Because David Frost is also a very funny guy.

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