



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WMAL Covers The Redskins These Redskins Cover WMAL



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WMAL RADIO

THE EVENING STAR BROADCASTING CO.
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IN MINNEAPOLIS-ST. PAUL

WCCO
RADIO.
BIGGER
THAN
TV.

16 WAYS BIGGER

A radio station with bigger audiences than TV? You've got to be kidding!

It's for real. It's WCCO Radio—the one station that proves there's more to broadcasting than meets the eye.

The latest ARB Reports for radio and television in the Minneapolis-St. Paul market include four important areas in which average quarter-hour audiences can be compared. On a total of 16 different points.

WCCO Radio beats TV on all 16.

The four areas:

- **Total Day/Total Week:** WCCO Radio delivers larger audiences than any of the four television stations in the Twin Cities market. So much larger that WCCO Radio nearly equals the top two TV channels combined! (6am-12 Mid., Monday-Sunday)

- **Daytime:** WCCO Radio's audience is greater than all four TV stations combined! (6 am-6 pm Monday-Friday)

- **Prime Time:** WCCO Radio's morning drive audience is bigger than the glamorous evening block on any TV station. (6-10 am, Monday-Friday, for WCCO Radio; 6:30-10:30 pm, Monday-Friday for TV)

- **Top Hours:** WCCO Radio has two separate hours with bigger audiences than any hour on any TV station. (6am-12 Mid., Monday-Friday)

In each of the four areas, WCCO Radio attracts more total persons 12+. More adults. More women. More men.

That's not all. WCCO Radio also provides superior coverage. Unmatched advertising economy. A setting of top acceptance for your sales story.



WCCO RADIO

MINNEAPOLIS-ST. PAUL Represented by
CBS RADIO SPOT SALES

Source: ARB estimates. Radio: April-May 1969; TV: May 1969. Total survey areas.
All data subject to qualifications which WCCO Radio will supply on request.

A GALAXY OF AVAILABILITIES



Daytime . . . fringe . . . prime time . . . whatever your client's requirement may be, KRDL-TV offers choice availabilities in an outstanding line-up of participating programs.

"The Noon News" heads up the list for daytime housewives, and in the afternoon starting at 3:30 PM, it's two new game shows . . . "He Said-She Said," and "Game-Game," followed by "U.N.C.L.E."

Look to the award-winning "News" at 6:00 and 10:00 PM for excellent fringe avails.

Then, to complete your schedule, prime time spots in "Judd" at 8 PM Wednesdays and "The Wackiest Ship" at 9:00 PM.

Contact your H-R representative for complete details and avails for your specific requirement.

KRDL-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Action at FCC

Same principals but different timetable: That's latest on Nixon shifts of FCC members. It now appears that both Dean Burch, Tucson attorney and former chairman of Republican National Committee, and Robert Wells, career broadcaster from Garden City, Kan., will be nominated soon as successors, respectively, to FCC Chairman Rosel H. Hyde (seven-year term from last June 30) and to Commissioner James Wadsworth (rest of term that runs to June 30, 1971). Mr. Wadsworth will move to State Department for assignment at forthcoming Intelsat conference. All are Republicans.

President Nixon asked Mr. Hyde to continue as chairman until successor was found (BROADCASTING, June 23), but understanding was he would remain no longer than end of year. Mr. Burch, 41, was former aide to Barry Goldwater. Mr. Wells, 50, has been active Republican in Kansas. He has been general manager of KJUL Garden City for 20 years. He's friend of Grover Cobb, formerly of KVOB Great Bend, Kan., who just completed term as chairman of National Association of Broadcasters joint boards. Mr. Cobb now heads broadcasting for Garrett newspaper-broadcast group.

More viewing

For what is said to be first time ever, TV viewing levels in July this year exceeded those for June—and June's were all-time high for that month. That's word from Television Bureau of Advertising authorities, who say July viewing averaged five hours seven minutes per TV home per day, up three minutes from June average. Not surprising since massive coverage of Apollo 11 flight and moon landing came in July? Not so. Apollo moon coverage—and other special events that might inflate figures—were eliminated in figuring averages.

Bigger phone bill?

AT&T, which has been taking its lumps in trying to keep abreast of city-exchange service demands, is certain to stir up new rumpus in broadcasting field when it files tariffs for long-lines (interconnection) rates Sept. 1, to become effective month later. Insiders figure AT&T, seeking to maintain 8½% profit margin, will boost rates about 30%, or from current take of \$66-70 million to \$92-93 million. I won't be flat rate increase but rather readjustment of rates

to comply with FCC ruling that users of occasional service, like Hughes Sports Network, are given better break which would mean increase for regular network service.

Poised to contest any rate increases, presumably on basic ground that service now costs too much and is premised on inequitable cost base, are three TV networks (represented by Joseph M. Kittner, partner of McKenna & Wilkinson), National Association of Broadcasters (represented by Pierson, Ball & Dowd) and Sports Network (represented by Welch & Morgan). New tariff schedules, which have been in controversy for nearly two years, automatically become effective unless stayed by FCC and that will be objective of oppositions to be filed by users.

Moonlighter

According to law, FCC's Broadcast Bureau is supposed to maintain posture of independence from commission itself. But James Juntilla, bureau's deputy chief, has been helping out his close friend and car-pooler, Commissioner Kenneth Cox (who used to head bureau). Mr. Juntilla reportedly helped draft majority decision setting hearing on transfer of KTVH(TV) Wichita-Hutchinson, Kan. It's that order that has provoked Chairman Rosel Hyde to write toughest dissent in perhaps his whole career (see page 21). Order is now undergoing revision, which hopefully will make it more acceptable.

Writers' cramps

Proliferating dissents to majority FCC opinions are causing lengthy intervals between adoption and release of decisions. In case involving authorization of distant-signal carriage by Glen Falls, N.Y. CATV, order adopted June 4 was not released until last week. Commission staffers said delay stemmed from Commissioner Kenneth Cox's wish to include dissent with order. Dissent is yet to appear, however. Commissioner Cox also has yet to issue dissent in WGKA case (see page 46). And dissenting bombshell to be dropped in Pacifica case (see page 26) with Mr. Cox teamed with Commissioner Nicholas Johnson is still atop FCC's eighth floor.

Nothing to do

More than desire to return to private law practice motivated Fred Ford to announce intention to leave presidency of National Cable Television Association

by end of year. NCTA delegates little authority to its president. Such decisions as selection of working committee members belong to board chairman, elected for one-year term from among NCTA dues-paying members.

Mister Ford joined NCTA in January 1965 after serving as FCC member and chairman. He draws retirement pay from 25 years of government service. Current NCTA salary is said to be \$65,000. Mr. Ford's successor is yet to be picked, but it's thought Bruce Lovett, NCTA general counsel, would take over on interim basis if Mr. Ford leaves before successor has been chosen.

New assault

Study of TV stations in mid-Atlantic states now being conducted by college and law school students (BROADCASTING Aug. 11) could have far-reaching consequences. Students, working under auspices of Institute for Policy Studies, of Washington, reportedly have produced findings indicating final report will be critical of number of stations, particularly in District of Columbia. This raises possibility that protests will be filed against one or more license-renewal applications; stations in areas being studied are due for renewal Oct. 1.

What's more, project may spark formation of citizens groups in communities across country that would research stations' performance and oppose renewal applications of those stations found wanting.

Broad hint

FCC is reported finally to have dropped hint to Frontier Broadcasting Co. that sale of one of its communications properties might facilitate commission renewal of its KFBC-TV Cheyenne, Wyo. Commission is said to have adopted unusual letter to Frontier, noting that it could find no basis for renewing KFBC-TV's license and asking for comment within 30 days. In process, commission recites Frontier interests in broadcasting and newspaper properties in Cheyenne and elsewhere in state. And, among matters reviewed is Department of Justice petition urging commission not to renew KFBC-TV unless Frontier agrees to sell station (BROADCASTING, Jan. 6). In this context, implication is that only new comment Frontier could make is that it is reducing extent of its media control.

FAMOUS QUOTES ON VIETNAM.

Nothing teaches humility more than surveying fifteen years of expert opinion on Vietnam.

We recently did that on "Martin Agronsky's Washington."

Some excerpts:

Fifteen years ago, in 1954, the French commander-in-chief in Vietnam said, "I fully expect only six more months of hard fighting."

Thirteen years ago, the U. S. Vice President said, "The militant march of communism has been halted."

Seven years ago, the Secretary of Defense reported, "Every quantitative measurement shows we're winning the war."

Five years ago he told the Congress, "The United States still hopes to withdraw its troops from South Vietnam in 1965."

A year later he said, "We have stopped losing the war."

Two years ago, the commanding U. S. general announced, "We have succeeded in obtaining our objective."

And last year, another U. S. general said, "The enemy situation is deteriorating rather rapidly."

"Martin Agronsky's Washington." Provocative!

Five nights a week. From 6 to 7.

WTOP-TV

A Post-Newsweek Station
Represented by TvAR

Charging FCC Commissioner Nicholas Johnson with participating in ex-parte activities, Chronicle Broadcasting Co. asks him to disqualify himself from license renewal proceedings involving its KRON-FM-TV San Francisco. See...

High noon for Nicholas Johnson . . . 19

Dissension accompanies FCC order setting sale of KTVH-TV Wichita-Hutchinson, Kan., for hearing, as Chairman Rosel H. Hyde deplores premature 'conclusions' in case. Majority opinion remains under wraps. See . . .

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Triangle Publications Inc. disputes charges of undue concentration of mass-media control levied against its WFIL-TV Philadelphia, pointing to extensive media competition in area. See . . .

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After onslaught of Hurricane Camille, broadcasters come to aid of stricken Mississippi Gulf Coast after picking up pieces of their own stations. Entertainment special broadcast from Jackson is part of fund-raising campaign. See...

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Increasing use of satellites for simultaneous broadcast of programs around globe—as graphically demonstrated by Apollo 11 flight—points to future establishment of worldwide electronic network. See . . .

Step-up in worldwide networking . . . 32

Merv Griffin, CBS-TV's new entry into late-night television, attracts larger audience than competitors first night, but top draws recruited by ABC-TV and NBC-TV help make for mixed first-week ratings. See . . .

'... May the best man win ...' . . . 42

Washington meeting of National Association of Television and Radio Announcers, black disk jockey group, bars doors to newsmen amid intensive politicking, regional factionalism, calls to revolution. See . . .

Backroom politics dominate NATRA . . . 44

Mid-September introduction of 1970 automobiles may herald increase in broadcast advertising expenditures by auto makers. Spot TV picture looks good and spot radio may be up by 20%. See . . .

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Stanford Research Institute releases final version of its FCC-sponsored study of land-mobile frequency crowding, finds maldistribution of users rather than shortage of spectrum space as cause of congestion. See . . .

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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.

In fifteen minutes, Russia set Communism back twenty years.



For a while, Communism seemed to be getting along alright. And no other country exemplified this better than Czechoslovakia.

They were enjoying freedom of the press. Freedom of worship. And freedom of expression. In fact they were doing something a Communist country never does. Thinking for itself.

A fatal mistake as far as Russia was concerned.

You'll see how Russia rectified

this situation in our special "Prague: Summer of the Tanks."

It's just one of the 52 prime-time specials Group W is presenting on its five television stations this year.

Each week we'll be bringing you specials that aren't carbon copies of every other television special.

For example, we'll be showing you parts of our country you're not likely to see. We'll be exposing you to problems you probably didn't even know existed. And we'll be enter-

taining you in a way only television could.

We've decided to bring you the invasion of Czechoslovakia because there are a lot of things going on in this world. And just because you can't stop them doesn't mean you should stop thinking about them.

GROUP

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

Staying away from specials

ABC-TV officials said Friday (Aug. 22) they would defer premieres of *Survivors* and *Love American Style* from Sept. 22 to Sept. 29 to avoid pitting them against two NBC-TV specials.

They said both shows were too important to have their initial audience samplings diluted. *Survivors* (Mondays, 9-10 p.m. EDT) and *Love* (10-11) would have been up against one of NBC-TV's "multispecial" presentations (BROADCASTING Aug. 11), featuring Bob Hope at 9-10 and Flip Wilson at 10-11.

Two other new ABC-TV Monday-night shows will start Sept. 22 as scheduled: *Music Scene* at 7:30-8:15 and *New People* at 8:15-9. They will be followed that night by Elvis Presley movie, "Wild in the Country," that had been scheduled Wednesday, Sept. 3. *Lost Command* will replace it in Sept. 3 movie period.

By its latest move, ABC will now be starting its new-season shows over three different weeks. Eight of its nighttime series will start week of Sept. 14-20 (BROADCASTING, Aug. 11), followed by bulk of schedule Sept. 21-27 with exception of *Survivors* and *Love* which will be programed in last week of September.

Surfing start

In preening for its fall premiere, ABC-TV said Friday (Aug. 22) it will start its Sunday movie schedule on Sept. 14 with movie "special"—*The Endless Summer*, documentary motion picture on surfing. Clairrol through Foote, Cone & Belding, is major sponsor of presentation, highest grossing documentary in film history.

Visual figures drop down

Shareholders at annual meeting of Visual Electronics Corp., New York, diversified electronics company, were told Friday (Aug. 22) by James B. Tharpe, president, that "sales, shipments, earnings and cash reserves are down; inventory is at a peak and backlog at a minimum."

Mr. Tharpe said company is still in "transitional" period, and in process of gaining foothold in TV-camera field. He said Visual expects "one or two sales" within next month or two.

Mr. Tharpe would not venture any projections, saying it is too early to tell when market will be ready for new 90-pound, three-tube Plumbicon color camera (BROADCASTING, Feb. 10). He

said Visual spent \$1.2 million in developing camera project.

He told shareholders "regular profitable diversified businesses of our subsidiaries are now running at a rate of \$10 million annually, and growing to where this should exceed \$12 million by the end of the current fiscal year."

For year ended March 31:

	1969	1968
Earned per share	\$0.42	\$0.93
Net sales	21,501,363	24,833,659
Net income	587,400	1,262,606
Shares outstanding	1,408,398	1,353,633

St. Louis fight continues

Employe group that for months has been petitioning FCC unsuccessfully for status as applicant in assignment of KWK St. Louis license from interim operators may this week file still another new bid in which St. Louis Labor Council may participate.

KWK's new owner, Vic-Way Broadcasting Co., recently approved by commission to take over from interim operators and including several individuals from among them (BROADCASTING, June 23), turned station off Aug. 15 pending site move. Vic-Way however, under terms of FCC temporary suspension, may have had to resume operation at present site over weekend. Dr. Haley Bell, vice president of Vic-Way and president of WCHB Inkster, Mich., said Friday (Aug. 22) KWK eventually expects to relocate in Granite City, Ill., part of St. Louis area.

Employees under interim operation, who no longer are with KWK, claim they were dismissed without notice or severance Aug. 15. Dr. Bell, however, said they left of own accord. Union announcers and engineers were included, according to Charles Rand, former KWK news director, who heads employe group seeking applicant status. KWK formerly had middle-of-road format, switched to hard rock in early August under new owners, Mr. Rand said.

Lorillard switches signals

Lorillard Corp., which shifted its Newport cigarette business from Lennen & Newell, New York, to Grey Advertising, New York, three months ago, (BROADCASTING, June 2), has returned account to L&N.

Joint announcement from Lorillard and Grey said "impending television blackout" of cigarette advertising prevents development of new campaign and proper course is to continue with L&N.

Newport budget for 1968 was reported at about \$7 million, of which about \$5.5 million was in broadcast.

Kaufman goes to Vikoa unit

Stanley Kaufman, deputy chief of FCC's CATV task force, named Friday (Aug. 22) as president of Continental CATV, effective Sept. 15. Mr. Kaufman, who also served with FCC as supervisory attorney in its Broadcast Bureau, succeeds George Green at Continental. Mr. Green has been made group vice president at Vikoa Inc., Hoboken, N. J., in charge of CATV and communications products.

Continental is Vikoa's cable-TV systems operating division. In addition to building, operating and owning cable systems, Vikoa also is a TV-film producer and manufacturer of electronic components for CATV and communications industry.

MPC tries new tack

Metromedia Program Sales is moving to imitate in syndication with at least one show, now-standard network practice of considering series spin-off from television special.

Wynn Nathan, MPS vice president and general manager, said approach will be taken with one-hour special *Meet Me at Martoni's*, which is being produced for syndication by Metromedia Producers Corp. Special, he said, will be offered at inducement rates to stations which would judge reaction of light-entertainment format of show in their own markets.

New Blair acquisition

Boards of directors of John Blair & Co. and City News Printing Corp., Stamford, Conn., have approved definitive contract for Blair to acquire printing company in exchange of stock. Indicated value of transaction, which is subject to approval of City News stockholders, is approximately \$7.5 million.

VFW head blasts TV

Television took it on chin Friday (Aug. 22) in acceptance speech of Raymond A. Gallagher, new commander-in-chief of Veterans of Foreign Wars.

He charged that at June convention of Students for a Democratic Society some members of medium had "literally grovelled at the feet . . . of that evil organization—and they spread their coverage across the length and breadth of the land."

Mr. Gallagher, Redfield, S. D., attorney, praised "great news wire services and the vast majority of our newspapers" who "retained their objectivity

and refused to cover the convention on the terms dictated by the far-left-wing leaders of the SDS."

VFW head maintained "proud code" of news media "in support of truth, decency, honor and good is being violated and cast aside by a small but sometimes influential segment" of publication. "People who are able to reach vast television audiences," he said, "have incited to riot and have even staged their own lawless episodes in search of the sensational."

Nader aims anew

Crusader Ralph Nader has taken aim at one of Washington's most prestigious law firms, Covington and Burling. Members of firm, which has 110 lawyers on its staff, found memorandum from Mr. Nader and his gadfly associates on their desks Thursday morning, (Aug. 21), asking help in completing questionnaire.

Mr. Nader said firm was chosen because of its leading position in terms of size, diversity and age. He also claimed that firm represents so many trade associations it has internal committee to prevent duplication.

Covington and Burling's Ernest W. Jennes represents Association of Maximum Service Telecasters, as well as number of TV and radio clients.

Nonduplication ordered

WHOM-FM and WEVD-FM, both New York, and WFLN-FM Philadelphia, must cease total duplication of their AM facilities by end of year, FCC announced Friday (Aug. 22).

Stations had sought waiver of FCC's 50% nonduplication rule, designed to prevent "use of two signals to bring the same broadcast material to a single receiver location."

In denying continued exemption, commission determined that "operation in compliance with the rule would further the diversity of program services more than would continued duplication."

Stations present exemption was based on 1966 waiver granted because of WHOM-FM's "distinctive" programming and AM-FM contour variations. WEVD-FM's economic situation and WFLN-FM's association with daytime-only AM station. WHOM-FM and WEVD-FM are foreign-language stations; WFLN-FM programs classical music.

More on Camille

WWL New Orleans, which had canceled all commercial programming in effort to locate survivors of Hurricane Camille, which roared through Gulf Coast last week (see page 28), had its own problems late Thursday (Aug. 21). Fire

Week's Headliners



Mr. Zorthian

Barry Zorthian named president of Time Life Broadcast Inc. succeeding Weston O. Pullen Jr., who becomes assistant to Time Inc., chairman and chief executive officer Andrew Heiskell. Rhett Austell elected Time Inc. executive VP with responsibilities that include Time-Life Broadcast (story page 22).

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

broke out in Roosevelt hotel, home of station, and fire department ordered everyone—including station personnel—to evacuate.

Fire department order came while staff was in midst of its "Project Locate," broadcasting names of hurricane survivors.

Without missing name, staff members dropped microphone cables out of windows to street, pulled lines across street to theater lobby and continued name-reading from there. Staff returned to hotel several hours later after fire was brought under control.

Late last week reports also came in detailing work of other stations in coverage of hurricane before and after it hit.

On advice of its own meteorologist, Nash Roberts, Sunday, WDSU-TV New Orleans began to prepare for extensive hurricane coverage, sending camera-reporter crews to outlying areas expected to be hard hit by Camille and beginning broadcasts of hourly reports on path of approaching storm.

That evening, when it was evident that hurricane was hitting hard, but missing New Orleans proper, station shifted over to continuous hurricane coverage, preempting all network and local programs. During night, station, including its sister AM and FM outlets, broadcast stream of warnings, evacuation orders, reports of levee breaks, and official reports and orders. By Monday morning station was back to normal operation but continued break-ins to broadcast own film reports of damage

or reports on disaster.

Monday evening, WDSU-TV preempted one hour to present recap of Camille's sweep, including appeals from official sources for clothes, food and medical supplies.

During hectic weekend, WDSU-TV processed over 40,000 feet of film for itself and for its network (NBC).

Highlight of coverage, station said, was 11 p.m., Sunday night when it had announcer on camera talking to mayor of Gulfport, Miss., who held his phone outside so New Orleans viewers could hear fury of storm.

WVUE(TV) New Orleans, after making several position reports on storm late Saturday, began plotting storm's progress on maps for viewers beginning 7 a.m. Sunday.

On Monday and Tuesday, continuous bulletins on effect of storm's impact, were amplified by film reports narrated by cameramen and reporters who had been on scene and two-way radio reports. Extended evening news reports provided wrap-up.

Correspondent in Biloxi escaped motel, later heavily damaged during storm and broadcast from Civil Defense shelter.

Station also carried barrage of messages to national guard, Red Cross and police of city. Mayor and chief-of-police of New Orleans provided up-to-date information on damage and recovery operations. One of station's main objectives was to avoid panic. After height of storm passed WVUE even found time to broadcast some humor.

Reeves strike ends

Strike at Reeves Production Services, New York, which had halted production at tape facility since July 23 (see page 43) ended Friday (Aug. 22). Reeves Telecom signed new three-year contract with video technicians of Local 52 of International Alliance of Theatrical Stage Employees.

Contract calls for weekly salary increase of \$48 over three-year period (\$16 per week per year), increased vacation and other benefits for junior, senior engineers. Supervisors get a proportionate increase. Union did not get reduction it sought to 35 hours in work week. Video technicians pay scale has averaged \$275 per week. Not affected are sound engineers who earlier this year signed new contract.

Back to network

KWBB Wichita, Kan., has affiliated with NBC Radio. Station's previous affiliation contract expired on June 1 and KWBB operated an independent since then. Station operates on 1410 kc with kw-D and 1-kw-N.

123 programs later...



For the millions who call a city "home," the potential exists for a new and more rewarding life style.

That was the message of a unique, month-long, 123-program project, "Your Life In The 1970's," recently offered by the five NBC Owned Tele-

vision Stations.

But before the potential is realized there's a maze of problems to be solved.

Big ones, that seem just as big today as they did 123 programs ago.

Except that now there are viewers in New York, Washington, Chicago, Cleve-

land and Los Angeles with more information and perhaps a different perspective than they had before.

That's the first step in the direction of that better future for each community.

And any future of theirs is a future of ours.



Community Service: Another Reason Viewers Depend On Their NBC Owned Television Stations

WNBC-TV, New York/WRC-TV, Washington, D.C./WKYC-TV, Cleveland/WMAQ-TV, Chicago/KNBC, Los Angeles

INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

20th CINE-MEETING
MILAN 9-19 October 1969

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The International Film, TVfilm and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences. Its comfortable quarters are provided with all modern facilities and include numerous studios for the projection of cinema and TV films. International telephone, cable, telex and telefoto services are available. Also conference rooms, offices, dining rooms and bars. Medical assistance on the premises. Registration fee, inclusive of five hours film presentation, meals in restaurant and first-class hotel accommodation for eight days, US \$ 250. Applications by letter or cable should be made before 22 September 1969 to MIFED.



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Datebook

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

■ Indicates first or revised listing.

August

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. 2—Deadline for reply comments on *FCC's* proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand of the recording process.

Sept. 5—New deadline for comments on Part Five of *FCC's* notice of proposed rulemaking dealing with CATV policy. Previous deadline was Aug. 1.

Sept. 5—Deadline for reply comments on *FCC's* proposed rulemaking on alternative method for indirectly determining power of AM stations.

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 was July 18.

Sept. 5—Deadline for reply comments on *FCC's* proposed rulemaking on seven-year retention period for local inspection files of licensees and permittees.

Sept. 5—Deadline for reply comments on *FCC's* proposed rulemaking requiring licensees to show nondiscrimination in employment practices.

■ Sept. 9-10—Southeastern broadcast station license renewal conference, co-sponsored by *University of Tennessee* and *WSM Inc.* University Center, University of Tennessee, Knoxville.

Sept. 6-13—Seminar for broadcast news and editorial directors on *Urban Affairs and Media Opportunities*, Stanford University, Stanford, Calif. For information contact Jules Dundes, Redwood Hall, Stanford, University, Stanford 94305.

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*

Combined workshop-management conference sessions, *Radio Advertising Bureau*
Sept. 3-4—Hilton Inn, Atlanta.

Sept. 10-11—Hotel Pontchartrain, Detroit.

Sept. 29-30—Sheraton Palace, San Francisco.

Oct. 2-3—Mariott motor hotel, Dallas.

Nov. 10-11—Continental Plaza, Chicago.

**They're all tongue-tired
in Fargo—
the 'Paris of the Plains!'**



Our housefraus are about dehydrated from lickin' envelopes addressed to our local-live-color fun-oree—'Party Line!'

Easy to figger out: In the last six months, our lip-smackin' viewers have bombarded 'Party Line' with over 17-thousand pieces of mail for recipes, patterns, entries, offers, etc!

Now—ya gotta admit that's purty good—even if we did have to buy our mailman a late-model truss!

All this jist illustrates—in one more way—the tremenjus hold 'Party Line' has on our loyal hayseeds. Bin that way since '53!

Them nice fellas at PGW has acres of facts about 'Party Line' . . . and why it's the best buy in the upper midwest as a spot carrier!

No tongue-in-check, now. Call PGW—and if your Colonel ain't in, leave your number, he'll git back to ya real soon.

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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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 1966.

*Reg. U.S. Patent Office.

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Broadcasters Association. Sebasco Lodge, Sebasco Estates.

Sept. 15—New deadline for filing rebuttal statements on oral argument in FCC's proposed rulemaking on network control of programming. Previous deadline was Aug. 22.

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

Sept. 25-Oct. 1 — Semi-annual management *Corinthian Broadcasting Corp.* Bankers Trust Co., New York.

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

Sept. 18—"Public Relations and the Media," annual luncheon-symposium sponsored by *Wagner International Photos Inc.*, moderated by CBS News correspondent Walter Cronkite. Plaza hotel, New York.

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

Sept. 23—FCC newsmaker luncheon, *International Radio & Television Society*. Waldorf-Astoria, New York.

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

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

Sept. 23-27—1969 International conference

NAB regional conferences

Oct. 23-24—Palmer House, Chicago.
Oct. 27-28—Statler Hilton, Boston.
Oct. 30-31—Marriott, Atlanta.
Nov. 13-14—Marriott, Dallas.
Nov. 17-18—Brown Palace, Denver.
Nov. 20-21—Sheraton motor inn, Portland, Ore.

of *Radio-Television News Directors Association*. Statler-Hilton hotel, Detroit.

Sept. 23-27—Annual *National Broadcast Editorial Conference*. 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. 17 — Annual stockholders meeting, conference of the *Intermarket Association of Advertising Agencies*. Chatham Bars Inn, Chatham, Mass.

Sept. 26-28—Joint meeting of *North Carolina, South Carolina, Georgia and Florida Associations of Broadcasters*, officers and members. Hound Ears lodge, Blowing Rock, N. C.

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

■ Indicates first or revised listing

OpenMike

'X' stands for exclusive

EDITOR: Thought you'd like to know how the selection was made for *Face the Nation* to have the Apollo 11 astronauts on an exclusive basis Sunday, Aug. 17.

Here is what happened: Long prior to the Apollo 11 manned lunar landing mission, all three commercial TV networks asked for the astronauts upon completion of the flight.

Earlier we had the same interest in Apollo 7, 8 and 10, and we ended up in a kind of natural "rotation" system involving the three Sunday news shows, NBC-TV's *Meet the Press*, CBS-TV's *Face the Nation*, and ABC-TV's *Issues and Answers*. Each network had one of the crews—there was no request for Apollo 9.

Well, each network had had a crew; each wanted the Apollo 11 crew. What to do? I decided the only fair way to do the thing was simply to have a drawing.

The representatives of the three shows decided it was a fair way to do it, so on Aug. 7 Betty Cole Dukert (*Meet the Press*), Karen Renuis (*Face the Nation*) and Peggy Whedon (*Issues and Answers*) met in my office. We decided to put an "X" on one index card, leave the others blank. Peggy drew first—a blank. Karen drew next—and got the "X." There were no straws available.

That's how great TV programming is decided.—Julian Scheer, *assistant ad-*

ministrators for public affairs, National Aeronautics and Space Administration, Washington.

Looking for funds

EDITOR: I am writing this letter as I am not sure that you are familiar with the Will Rogers hospital at Saranac Lake, N.Y., and the large number of television and radio personnel that have been patients at this hospital over the past 10 years.

I am not sure you know that all members of the entertainment communications industry including television, motion pictures, radio, etc. own the Will Rogers hospital and have full use of its doctors, nurses, private rooms, medicine, food, etc. all without charge.

Over the past few years, approximately 100 members of the television and radio industry were treated at this hospital—each in this own private room without charge. Approximately 12% of the patients at the hospital were from the television and radio industry.

At a recent meeting in Saranac, I learned that the Will Rogers hospital received donations from all groups of the entertainment communications industry. Last year they received over \$1 million from the motion-picture industry, and I was shocked to learn only \$3,889 was contributed by the entire television and radio industry.

This is my first year as chairman of the Will Rogers hospital drive. I need

your help and advice as to the manner to proceed to get the television and radio industry to contribute a fair share of the money required to run the hospital.—*Milt Goodman, vice president and general sales manager, Columbia Pictures, New York.*

A vote for WBZ

EDITOR: I realize I'm making waves in the famous "who-was-first" controversy mentioned in "Open Mike" of Aug. 11, but I'd like to throw in my contribution to the friendly fracas of formidable firsts.

One would assume the first radio broadcasting station (emphasis supplied) would quite naturally be the first station licensed for "radio broadcasting," as opposed to previously licensed transmitters which simply radiated radio waves in the "ether" on a quasi-experimental basis. According to government records, the first licensed radio broadcasting station was wbz Springfield, Mass., licensed Sept. 15, 1921, to the Westinghouse Electric & Manufacturing Co., 625 Page building, for operation on 360 meters, utilizing up to 1,500 w. WWJ [Detroit] checks in as the sixth broadcast station, licensed Oct. 13, 1921; eighth was KDKA [Pittsburgh], licensed Nov. 7, 1921. KQW, 467 First Street, San Jose, Calif., authorized Dec. 9, 1921, was the 18th licensed radio broadcast station. I'll use the Department of Commerce, Bureau of Navigation as my criteria.

Have I rattled anyone's cage?—*Jan Darryl Lowry, cameraman, ABC-TV, Hollywood.*

Key to Raiders coverage

EDITOR: Your special report on broadcasting rights in professional football was excellent, with one exception. In your rundown on the Oakland Raiders you failed to mention that both the Oakland-Kansas City game and the Oakland-San Diego game were being carried by KNEW-TV, as are all 14 regular-season highlight shows.

The two stations you did mention, KTXL(TV) Sacramento and KTVW(TV) Seattle-Tacoma are picking up the highlight show and/or the games via KNEW-TV, the station that is originating the broadcasts, as well as the only hometown coverage of the Raider efforts.—*Tim McDonald, promotion director, KNEW-TV San Francisco.*

KSTP-TV's preseason slate

EDITOR: Your July 28 report on pro football contained one discrepancy. It was stated that "WCCO-TV may air some exhibition games [of the Minnesota Vikings], but this was not settled last week."

On June 12 we confirmed an agree-

ment with the Vikings whereby KSTP-TV would air all four exhibition games. The games have been sold to the Northwestern National Bank of Minneapolis. Al Tighe and Dave Sheehan of our sports staff are doing the play-by-play and color. The games: Aug. 2, Vikings-Miami Dolphins from Tampa-St. Petersburg, Fla; Aug. 23, Vikings-St. Louis Cardinals from Memphis; Aug. 30, Vikings-New York Jets from Winston-Salem, N.C.; Sept. 13, Vikings-Cleveland Browns from Akron, Ohio. *James E. Blake, sales manager, KSTP-TV Minneapolis-St. Paul.*

The good feeling isn't new

EDITOR: I was delighted to see in the July 21 issue of BROADCASTING that the San Francisco stations had copied, on a limited scale, the Sacramento job-finding effort. I admit that I was surprised that credit to us was inadvertently omitted from the story.

Last summer—when the social temperature was much hotter—the three local commercial stations and our public-television station cooperated with the Sacramento Metropolitan Chamber of Commerce and the Community Study and Service Center of Sacramento State College to stage a 12-hour simulcast which sought jobs and funds for needy students. If anyone would like more information, he may contact Frank LaRosa, here at KVIE(TV), who was a producer for the program, or the managers at any of the cooperating stations: KCRA-TV, KXTV(TV), and KOVR(TV) [Stockton].

Now don't you feel better knowing all this?—*Lee Nichols, acting general manager, KVIE(TV) Sacramento.* (We already knew it. See BROADCASTING, June 3, 1968.)

Full time for KVEC

EDITOR: The July 14 special report on Santa Maria, Calif., refers to "KVEC, a 1-kw daytimer in the separately identified San Luis Obispo, etc." KVEC is not a daytimer and operates from 6 a.m. to midnight, Monday through Saturday, and signs off at 11 p.m. Sunday evenings. KVEC operates on 1 kw daytime and 500 w at night, on 920 kc. I hope you will correct this matter in an upcoming issue, in the event any buyers should get the wrong impression that KVEC is a daytime only operation. . . .

I might point out that KVEC does get into Santa Maria with more than just "slight effectiveness," as evidenced by several surveys in the past few years. We do have quite a listening audience in the Santa Maria, Lompoc and Vandenberg Air Force Base areas. However, we do not actively solicit business from the area.—*Robert F. Brown, vice president-general manager, KVEC San Luis Obispo, Calif.*

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Too many rate changes can make the client nervous

Fall programing is on the avail sheets. Stations and reps are bullish ("great new programs!"). Schedules are being planned. The new rate cards are coming out. And with them, a prickly new problem for spot TV buyers.

The old problems, of course, are still with us—such as, "How will the new programs perform?" That's still worry number one for timebuyers, and the computers haven't come up with any better answers than people-type buyers used to.

But now there's a new dimension added to the problems the timebuyer has to sweat out—the rate card itself. Sure, there have always been rate cards, but now the harassed timebuyer has to hit a moving target. TV spot rates are only a little short of chaotic. Based on a study we made of the May 15 spot television Standard Rate & Data Service, nearly three out of four stations on the air have a rate card less than a year old. Even more disturbing, over half the listed stations have rates which went into effect since November 1968, or later . . . in other words, after last fall's network season was well under way. This makes for real fun and games in the media department. And the billing department. And the client service department. For instance . . .

Last December our agency placed a 45-market schedule for one of our clients. The schedules began in mid-January, continued through mid-May. In that four-months period, we were notified of "rate adjustments" (for which read "rate increase," with few exceptions) by no less than 90% of the stations on the schedule. So much for carefully-worked-out budgets.

It's a mess, frankly. You can no longer place a schedule and tell the client, with any degree of confidence, what his monthly billing will be. This tends to make clients nervous. Then there's the challenge of budgeting for an upcoming buy. How can you give a reliable estimate of cost? Answer: You can't. You come up with a ballpark estimate, and the client fixes you with a fish eye and mutters, "Mmmm?"

The "grid card" system of TV rate structure is adding its own contribution to the mess. Developed as a means of pricing spots in direct relation to the size of audience delivered (on the face of it, a good idea), it's being used

today in one form or another by at least 40% of all stations, an increase from 35% last year.

The old standard rate card called for one basic price classification for all spots of a given length during prime time. Under the grid system, you pay more for top-rated spots, less for weak ones. Theoretically, the grid system makes sure each buyer gets equal value for his dollar. You're able to emphasize audience quality and program content, since cost efficiency (cost-per-thousand) is more or less automatic. Not accidentally, the system is a boon to the stations, since higher-rated spots now produce more revenue, while low-rated spots, which went begging except during peak buying periods, now produce dollars more consistently.

That's the theory, anyway . . . but the grid system is far from an unmixed blessing. It has added its share to skyrocketing spot TV costs. One reason: Too many (though not all) stations apply the grid system too rigidly.

But as if the grid system isn't enough, there's so-called "rate protection." Most rate cards seem to include the old standard 60- or 90-day rate protection, but when you read the fine print you'll discover enough disclaimers to make that "protection" a weak armor indeed. Spots bought on a pre-emptible rate often carry no more rate protection than "immediate notice," or perhaps as much as 30 days' notice—but invariably lack the full protection of the rate card.

Some rate cards have as many as four different costs for the same spot—fixed, pre-emptible on two weeks' notice, pre-emptible on one week's notice,

and pre-emptible with no notice. When that spot is also on a complex grid, buying decisions become Excedrin headaches.

It is time that the spot TV industry recognizes some of these problems, and does something about them. If media people, who recommend where and how advertising money should be spent, cannot get some relief from the flexible (OK, let's say it: "flimsy") rate structure, we may soon face an undesirable alternative—moving out of spot TV into a less volatile medium.

It seems both obvious and necessary that spot TV provide reasonable price stability. We're fully aware that price increases are often necessary in an inflationary era, but surely they can be planned with some semblance of order and timing. The grid system needs greater stability. Rate protection must have some real meaning.

With the loss of substantial cigarette advertising now seemingly certain by 1971, spot TV could be facing a buyer's market for the first time in years. It needs new advertisers to fill the revenue gap. But ever-increasing price instability, constant petty changes, can only be considered a negative factor in media selection. It's often tough enough to sell an advertiser the kind of schedule you know he needs. It's even tougher to go back in the middle of a campaign, and either ask for more money or cut back the projected schedule.

The TV stations might be wise to take a hard look at their rate structure . . . to consider some alternatives . . . and to exercise a modicum of restraint.



Daniel R. Fineberg has been director of media and market research for Krupnick & Associates Inc., St. Louis, since early 1968. Prior to joining Krupnick & Associates, he was a media supervisor at Gardner Advertising Co.'s St. Louis headquarters, joining Gardner in 1960 following his graduation from Washington University with a BS in business administration. The present major broadcast accounts at Krupnick are Hollywood Brands Division of Consolidated Foods and Golden Dipt of DCA Food Industries.

What's the younger generation coming to? WOKY.

We, at radio station WOKY, gave a pops concert for charity and 30,000 kids showed up. They screamed and shrieked and cheered 5 hours in a cold rain for sweet charity.

Sometimes through a break in the cheering your wet ears could catch some of the great pop sounds of our time.

Sounds a lot of Milwaukeeans thought only came out of a radio, but now being belted out in the flesh by a band of floppy-haired strangely dressed and yes, weirdly beautiful young men and women who didn't look so different from many of the kids who were cheering them on.

Their names are almost legend to any self-respecting pop-music fan. Tommy James and the Shondells, The Monkees, Garry Lewis and the Playboys, The Buckinghams and more, many more.

It was a great afternoon for

Milwaukee, even for a lot of people who weren't there. Like the poor, and the handicapped, the very young and the very old.

Because all the profits from this happy afternoon will go to give them a few happy afternoons of their own, through the Children's Outing Association of Milwaukee.

We at radio station WOKY were glad to do it. Because we think that serving Milwaukee means more than just spinning a few records and sending out a few commercials.

Maybe because we feel this way about Milwaukee, Milwaukee feels this way about us: WOKY has more different listeners and more average quarter-hour listeners than any other Milwaukee station.*

Which is why, if you've got anything to say in Milwaukee, they're waiting to hear it on WOKY.



WOKY

RADIO 920/MILWAUKEE
3500 NORTH SHERMAN BOULEVARD
MILWAUKEE, WISCONSIN 53216
REPRESENTED NATIONALLY BY BLAIR  RADIO

*Source: ARB April-May 1969 Monday-Sunday, 6 A.M.-Midnight.

A Bartell Broadcasters, Inc. Station: WOKY Milwaukee, WADO New York, KCBQ San Diego, Subsidiary of Bartell Media Corp.

STUMP THE STARS



BRAND NEW-AND DAILY

Pardon us while we name-drop, but CAROL BURNETT, SID CAESAR, DICK VAN DYKE, DEANNA (Land of the Giants) LUND, ROBERT MORSE, PETER (Big Valley) BRECK, ROBERT CUMMINGS, ANNA MARIA ALBERGHETTI, ROBERT CLARY, VINCENT PRICE, GEORGE (Mayberry RFD) LINDSAY, WILL HUTCHINS, SEBASTIAN CABOT and more all love to appear on STUMP THE STARS.

The Entertainment Establishment is pitted against television's New Faces in a game which requires that actions speak louder than words. And the score speaks for itself—four Emmys and seventeen years of unparalleled success on all three networks.

This proven winner is now in syndication in a brand-new, five-day-a-week package produced by

its originator and MC, Mike Stokey. It's the show that delivers the stars and the audience, one hundred and thirty half-hours videotaped in color in cooperation with Triangle Television Programs.

Do a little name-dropping yourself. Call Bill Mulvey at (215) TR 8-9700. We guarantee he'll be impressed.

TRIANGLE PROGRAM SALES, 4100 CITY LINE AVENUE, PHILA., PA. 19131, (215) 878-9700

High noon for Nicholas Johnson

**Chronicle says he consorted with its accusers,
requests his disqualification in KRON case**

Many broadcast licensees have thought about it; last week one licensee did it. Chronicle Broadcasting Co., licensee of KRON-FM-TV San Francisco, formally asked FCC Commissioner Nicholas Johnson to disqualify himself from further participation in the license-renewal proceedings involving those stations. If the commissioner refuses, Chronicle said, the other members of the FCC should take the initiative and disqualify him.

Indications were that Mr. Johnson will not step down on his own.

The company charged that Commissioner Johnson "has received, has failed to disclose in a timely manner, and has responded to, prohibited ex-parte presentations." More generally, Chronicle said, "his conduct has created the appearance of providing preferential treatment to individuals, of losing independence of judgment, and of participating in an agency decision outside official channels."

The ex-parte accusation is based upon correspondence received by the commissioner from two critics of the Chronicle communications complex: Albert Kihn, the former KRON-TV cameraman whose charges of managed news contributed to that station's difficulties with the commission, and Bruce B. Bruggmann, publisher of the monthly *San Francisco Bay Guardian* and a frequent critic of the Chronicle Co.

The charge that Commissioner Johnson has negatively prejudged multiple ownerships and newspaper-broadcast ownerships generally, and Chronicle in particular, is based upon the commissioner's articles, official statements, speeches and television appearances, in which he has frequently expressed concern about concentration of control of mass media, and has invited the public—in general terms—to oppose license renewals if they feel that particular stations are failing to serve the public interest. Chronicle also cited two such cases which it said demonstrated specific prejudice against KRON-TV.

Chronicle is a multimedia owner in

San Francisco. Chronicle Publishing Co., parent of the broadcasting licensee of KRON-FM-TV, owns the city's primary newspaper, the *San Francisco Chronicle*, which in turn has a joint operating agreement with the *San Francisco Examiner*. The company also owns several CATV franchises.

Mr. Kihn's status as a party to the KRON-FM-TV renewal proceeding stems from his charge that Chronicle has managed news on KRON-TV to advance its corporate interests, particularly its at-

tempts to acquire CATV franchises.

Commission sources noted last week that no action can be taken on the Chronicle proceeding until other parties have been given an opportunity to respond to the charges. Under standard procedure, the commission's office of opinions and review would then digest the filings and report them to the commission, possibly but not necessarily recommending a course of action.

It is Mr. Johnson's six commission colleagues who will decide the issue, an assistant to Commissioner Johnson said last week. He added that the commissioner would issue no statement until after the commission has considered the matter.

Both of Chronicle's principal charges hinge upon the fact that the KRON-FM-TV case is presently a "restricted adjudicatory proceeding." It assumed that status in December of 1968, under commission rules, when a petition to deny license renewal was filed by John F. Banzhaf III and Action on Smoking and Health. That complaint was subsequently disposed of in a commission letter to KRON-TV, but the Chronicle renewals were then designated for hearing on other issues (BROADCASTING, March 24). These involved possible concentrations of control, charges of anticompetitive practices, and charges of news management.

In June of this year, the commission made public all correspondence that had been received concerning the case since it became restricted. The material was made available for public inspection in accordance with a request by Chronicle. Among the correspondence, Chronicle noted, was one letter to Commissioner Johnson from Mr. Kihn and several from Mr. Bruggmann. The commissioner responded briefly by letter to several requests by Mr. Bruggmann for information and for copies of commission materials. He did not respond to Mr. Kihn's letter.

At this point, the wording of several FCC rules becomes crucial. When a case is restricted, those designated in



Commissioner Johnson

the rules as "interested persons"—parties to the proceeding and others who might be affected by its outcome—are prohibited from making most kinds of written ex-parte presentations to those designated as commission "decision-making personnel"—the commissioners and their staffs, the general counsel's office, and a few other individuals. An ex-parte presentation is one which is "made to decision-making personnel" and "not served on the parties to the proceeding."

If a commissioner receives an unauthorized ex-parte letter, he is required by the rules to forward it to the commission's executive director, with an explanation "if the circumstances . . . are not apparent from the presentation itself." There are only a few exceptions; for example, an individual may request "information solely with respect to the status of a restricted proceeding," although interested persons "are prohibited from directly or indirectly soliciting ex-parte status inquiries."

Noting that "correspondence from the files of Commissioner Johnson was made available for the first time on or about June 6, 1969," Chronicle said:

"It is submitted that the incoming letters [from Mr. Kihn and Mr. Brugmann] . . . constituted ex-parte presentations by interested persons or parties, which should have been referred upon receipt to the executive director for handling, as required by . . . the rules, and that any responses to those letters made by Commissioner Johnson also violated the rules."

Attached to the petition are copies of the letters, one of which—dated Feb. 7—is from Mr. Kihn. The letter is personal as opposed to businesslike in its tone, and notes that Mr. Kihn had written to Commissioner Johnson "a number of times" about KRON-TV. Mr. Kihn expressed the hope that the commissioner is "still interested in the KRON matter."

The bulk of the one-page letter was an account of Mr. Kihn's experiences after quitting the station. He said: "I had hoped, upon quitting KRON, to be free of all the hassles that went along with my involvement with the station. But I find that, having dared to make waves, I'm now more deeply involved than ever." He said friends had told him that the station was beginning to assemble "mountains of material" to refute his allegations, and indicated that the station was beginning to investigate his activities.

(Subsequently, it was revealed that Chronicle had hired private detectives to investigate Mr. Kihn. The commission's review board then added an issue to the KRON-FM-TV hearing: to determine whether Chronicle had harassed or intimidated two witnesses, Mr. Kihn and Blanche Streeter, another complain-

ant [BROADCASTING, Aug. 18]).

Mr. Kihn also said it appeared that the WHDH-TV decision, in which the commission awarded occupancy of Boston's channel 5 to a competing applicant, "could explain part of KRON's nervousness." Later, when the case was designated for hearing, Chronicle became immune to the threat of a competing application for its facilities.

Chronicle noted in last week's petition that Mr. Kihn's letter "as a whole contains clear indications that the correspondence was not all one way, and the last sentence warrants the inference that Commissioner Johnson had expressed to Mr. Kihn a personal interest and opinion in the KRON matter." Although the previous letters were written before the proceeding became restricted, Chronicle said, "it would have been most appropriate and more in keeping with the spirit of the ex-parte rules to have also made available the prior correspondence."

According to Chronicle, "Commissioner Johnson's failure to reveal all this correspondence creates the unfortunate appearance that he has been interested in the KRON renewal to such an extent that he should not participate further in this case."

A subsequent exchange of letters between Mr. Kihn and the commission's executive director, Max D. Paglin, indicated that Mr. Kihn was unaware of the problems surrounding restricted proceedings. According to Mr. Kihn, ". . . at the time I wrote the letter [of Feb. 7] I had not been informed of these rules. . . . I had no idea of what a 'restricted proceeding' was, and no indication from the commission that my communications regarding this matter would be made public."

Mr. Kihn said he learned of the rules only after Fred Goldsmith of the executive director's office called him and informed him of their importance.

"It's all right with me that my communications with the commission be made public," Mr. Kihn said, "but I don't think the commission should have let me continue writing personal letters without telling me about the 'restricted proceedings' rules."

Chronicle also attached to its petition, and commented upon, correspondence between Commissioner Johnson and Mr. Brugmann. The latter's initial letter to Mr. Johnson, dated Nov. 26, was accompanied by a copy of Mr. Brugmann's newspaper, the *San Francisco Bay Guardian*, in which he had written a critical article on KRON-TV and its relationship to "the city's most powerful monopoly." In his letter, Mr. Brugmann asked for comment on the story "and the serious implications it raises on two major points: the use of a television station makes, such as KRON, of its news and camera crew to further

its CATV interests," and "KRON's reductions in quality and amount of its local programming—despite its monopoly advantages with the *Chronicle/Examiner* newspaper monopoly."

Commissioner Johnson's complete response was: "I appreciate your thoughtfulness in sending the copy of the *Bay Guardian* with the story on KRON. However, I think it would be inappropriate for me to comment on these matters since they are pending before the commission."

In subsequent letters, Mr. Brugmann asked for copies of Johnson dissents and other material, congratulated the commissioner on his position on broadcast matters, and continued occasionally to enclose relevant material from the *Guardian* and elsewhere. The covering letter that accompanied one copy of the *Guardian* said: "Here's some more ammo for you." Commissioner Johnson continued to send brief, polite responses, but nowhere indicated that he regarded Mr. Brugmann's material as "ammo."

Nevertheless, Chronicle argued, Mr. Brugmann's letters "constitute ex-parte communications which should have been referred to the executive director, and should not have been replied to by Commissioner Johnson," whether or not Mr. Brugmann is in fact an "interested person" within the meaning of commission rules. And according to Chronicle, he must be regarded as an interested person, since he "is closely associated with Mrs. Streeter and Mr. Kihn, the complainants in this case, being the employer of Mrs. Streeter" and being an individual who has received copies of Mr. Kihn's complaints and otherwise associated himself with Mr. Kihn's charges.

The Chronicle company charged that Commissioner Johnson's conduct "has, at the very least, created the appearance of giving preferential treatment to some interested persons, of apparently losing independence or impartiality, and of making a government decision outside official channels."

The petition continued: "It is unnecessary to determine whether Commissioner Johnson's unusual and active interest in KRON has resulted in his abandoning the normal judicial approach to the case and becoming an advocate of a position adverse to KRON. In any event, he has permitted the appearance of advocacy to arise, and his conduct requires that he be disqualified from further participation in this case."

While the ex-parte charges were based upon reference to commission rules, the charges relating to Commissioner Johnson's "public representations" were hinged more directly upon precedent. According to Chronicle: "The courts have clearly established the principle that public pronouncements by a commissioner of an administrative

Hyde rebukes FCC in KTVH sale case

Conclusions on mass media, trusts and programs are looked upon as premature

FCC Chairman Rosel H. Hyde, in the role of a biting dissenter, has accused a four-member FCC majority of prejudging a transfer case that has just been set for hearing. The majority reportedly has been touching up its original order in hopes of looking better when all the documents come out.

The dispute is over the \$4.4-million sale of KTVH(TV) Wichita-Hutchinson, Kan., from the Minneapolis Star and Tribune Co. to WKY Television System Inc. The commission vote was taken on Aug. 14 and announced the next day (BROADCASTING, April 18). A week later neither the majority's order nor Mr. Hyde's dissent had been made public.

In the majority, that Mr. Hyde charged with reaching conclusions before hearing any evidence, was Nicholas Johnson, whose disqualification was sought in another case last week on similar grounds. The *San Francisco Chronicle* has asked that Mr. Johnson

be removed from a forthcoming hearing on the license renewals of KRON-FM-TV (see story beginning page 19).

Voting with Mr. Johnson for a hearing on the Wichita transfer were Kenneth A. Cox, Robert T. Bartley and H. Rex Lee (concurring). Robert E. Lee joined in Mr. Hyde's dissent. James J. Wadsworth was absent.

Mr. Hyde is understood to have characterized the KTVH order as replete with premature findings. He is said to have protested the majority's "conclusion" that the Gaylord interests, which own WKY Television and Oklahoma Publishing, would have "potential political and media influence" over 6,617,000 people. He also deplored the majority's estimate that 27-million people are reached by the broadcast stations, newspapers and magazines owned by the Cowles family, its Minneapolis papers and interlocking ownerships of broadcasting and publishing.

The chairman is said to have dismissed such "eye-catching figures" as ignoring the profusion of other media reaching the same people. He is also said to have pointed out that the fairness doctrine neutralizes media influence by requiring broadcasters to provide diversity of broadcast opinion.

Mr. Hyde took particular exception, it was said, to the majority's pronouncement of a formula to measure program

quality according to a ratio of program expense to station revenue or station profits. The majority, in its original order, found that KTVH under present ownership was spending a higher proportion of revenue for programming than WKY-TV Oklahoma City has spent (although KTVH program expenses in actual dollars have been less than half WKY-TV's). From that, the majority questioned whether the quality of KTVH programming would be improved by a transfer to Gaylord ownership.

Mr. Hyde is said to have characterized that part of the majority's order as a threat to impose program standards by dollar measurement. He called it "appalling."

The majority also questioned family trusts that hold stock in both Cowles and Gaylord operations. To this Mr. Hyde observed that if trust arrangements were to be questioned, the forum should be a rulemaking, not an assignment case.

Summing up, Mr. Hyde has reportedly described the majority's original order as unique in FCC history.

In the first draft of his dissent he is said to have described the order this way: "It is conclusive as to the very issues it purports to explore, and it represents an abuse to the hearing process to raise and decide broad policy matters."

agency, such as those by Commissioner Johnson relating to KRON, require his disqualification."

The company cited a case in which a federal court of appeals held that Federal Trade Commission Chairman Paul Rand Dixon should have disqualified himself from a proceeding involving Texaco because of a speech, made while the case was pending, that indicated disapproval of "specific practices engaged in by Texaco." The court concluded that one "could hardly fail to conclude that he [Chairman Dixon] had in some measure decided in advance that Texaco had violated the Act." Chronicle likened this case to that of Commissioner Johnson.

Listed among the commissioner's relevant statements was his concurring opinion in the WHDH case, in which he said: "In America's 11 largest cities, there is not a single network-affiliated VHF television station that is independently and locally owned. . . . I take no present position on the merits of continued newspaper ownership of broadcasting properties in markets where there is competing media. But I do think it is healthy to have at least one station among these politically powerful 33 network-affiliated properties in the major markets that is truly locally owned, and managed independently of

the other major mass media." Mr. Johnson also noted on more than one occasion that the significance of the WHDH case was not limited to Boston.

Other general pronouncements cited by Chronicle included articles in *Atlantic*, *Harper's* and the *AFL-CIO Federationist*, expressing concern about concentration of control and other matters, and inviting the public to participate in commission proceedings.

Such comments, Chronicle said, constitute the general context within which to view other indications of Mr. Johnson's specific attitude toward the Chronicle communications complex and the KRON-FM-TV case. The company alleged, for example, that Mr. Johnson's remarks on a *Public Broadcast Laboratory* program last winter "could only be interpreted as expressing agreement with and approval of Mr. Kihn's charges." On that program, which dealt largely with the promise of CATV and the inadequacies of existing broadcast service (BROADCASTING, Feb. 24), Mr. Kihn appeared in a brief filmed sequence and related his story. Interspersed with Mr. Kihn's comments were separate statements by Mr. Johnson.

The company also cited a July article in *TV Guide* as evidence that the commissioner's "improper involvement in

the affairs of KRON has not ceased." In that piece, Mr. Johnson said:

"Suppose you approach a television station with a commercial you have prepared either supporting or protesting the President's conduct of the Viet Nam war. It may no longer be sufficient for the station to say to you, 'Sorry we don't like your views, so we won't broadcast your announcement'—as a San Francisco station did last year to those trying to express their point of view regarding a ballot proposition."

Chronicle noted that KRON-TV and another San Francisco station were involved in that incident, but said that the station's action in denying the request for time was taken "because of a then existing policy against the sale of time for the discussion of controversial issues, which appear on the ballot."

And "more important," Chronicle added, "Commissioner Johnson's acceptance of the complaint as true, without reference to the real facts, clearly adds to the impression of KRON and the public that he has a personal interest in and has prejudged the KRON renewal proceeding."

Chronicle's lawyers are Lester W. Spillane, of San Francisco, and Fletcher, Heald, Rowell, Kenehan & Hildreth, of Washington.

Time Inc. moves up executives

**Zorthian heads broadcast division
as Pullen switches to corporate post**

Barry Zorthian was promoted to president of Time-Life Broadcast Inc. last week, succeeding Weston C. Pullen Jr., in a wholesale Time Inc. realignment that also vested higher responsibility for the broadcast subsidiary in Rhett Austell, one of the three newly named Time Inc. executive vice presidents.

Mr. Zorthian, who joined Time Inc. last October, has been executive vice president of Time-Life Broadcast since January. Mr. Pullen, a key figure in Time Inc.'s broadcasting activities since its entry into station ownership in the early 1950's and president of Time-Life Broadcast since its formation in 1961, becomes an assistant to Andrew Heiskell, Time Inc. chairman and chief executive officer.

Mr. Austell, a Time Inc. vice president who has been publisher of Time-Life books, will be responsible for company interests in the fields of books and records, education and films, as well as for the Time-Life Broadcast division.

The changes were part of a far-reaching reorganization, announced last Thursday (Aug. 21) and effective immediately that started with James A. Linen giving up the Time Inc. presidency for health reasons and being succeeded by James R. Shepley, who has been publisher of *Time*. Among other changes in the domino effect, Henry Luce III moves from publisher of *Fortune* to publisher of *Time*. Retiring President Linen becomes chairman of the corporate executive committee, succeeding former president Roy E. Larsen, who moves to vice chairman of the board.

Mr. Zorthian, 48, has advanced rapidly since he joined Time Inc. last fall as a senior member of corporate management after 20 years of government-information service including, at one point, the program managership for the Voice of America. Immediately before moving to Time he was in Saigon for four and a half years as director of the joint U. S. public-affairs office, minister-counselor for information of the U. S. embassy and special assistant to Ambassador Ellsworth Bunker.

As executive vice president of Time-Life Broadcast since January, he has

been responsible for maintaining liaison with the editorial staffs of Time Inc. publications looking toward development of TV, radio and audio-visual programming services. In last week's changes he was named vice president of Time Inc. as well as president of Time-Life Broadcast.

Mr. Austell, who is 44, joined Time Inc. when he graduated from Harvard Business School in 1950, starting in the business office. He served successively as assistant to then-President Larsen, as a member of *Time*'s education department, in various circulation posts including director of circulation for *Time* as general manager of *Time* in corporate research and development and, since 1964, as publisher of Time-Life books.

As Time Inc. vice president and assistant to the chairman, Mr. Pullen, 52, is expected to take on a variety of special assignments, perhaps including some in broadcasting. One in that area may be to give special attention to Time Inc.'s broadcast activities in Latin America—including the channel-5 operation in Sao Paulo, Brazil, whose studios were destroyed when terrorist forces burned four of Sao Paulo's five TV stations in a little-publicized attack a few weeks ago.

The channel-5 station, in which Time

NBC goes backstage for early tryouts

NBC has established a \$1 million development fund to implement a new policy of early, preproduction participation by the company in theatrical ventures.

Gerald Adler, president, NBC Enterprises, the division responsible for such projects, noted that in the past NBC has been active in the theater as a financial backer of Broadway productions, but said the company felt it was important to become associated with the over-all development of theatrical projects in their early planning stages. Mr. Adler added that the new policy would include off-Broadway productions as well as Broadway properties.

Inc. has an interest, has remained on the air despite the leveling of its studios. Its transmitter was unharmed.

Time Inc. also has Latin American broadcast interests in Venezuela and Argentina as well as Brazil.

Sig Mickelson, Time-Life Broadcast vice president who has specialized in the company's foreign broadcast activities for several years, was said to have been concentrating to a great extent on programming recently, including last year's 12 half-hour episodes of *The World We Live In*, based on Time-Life books' nature and science series, and a sequel of 15 programs currently in production throughout the world.

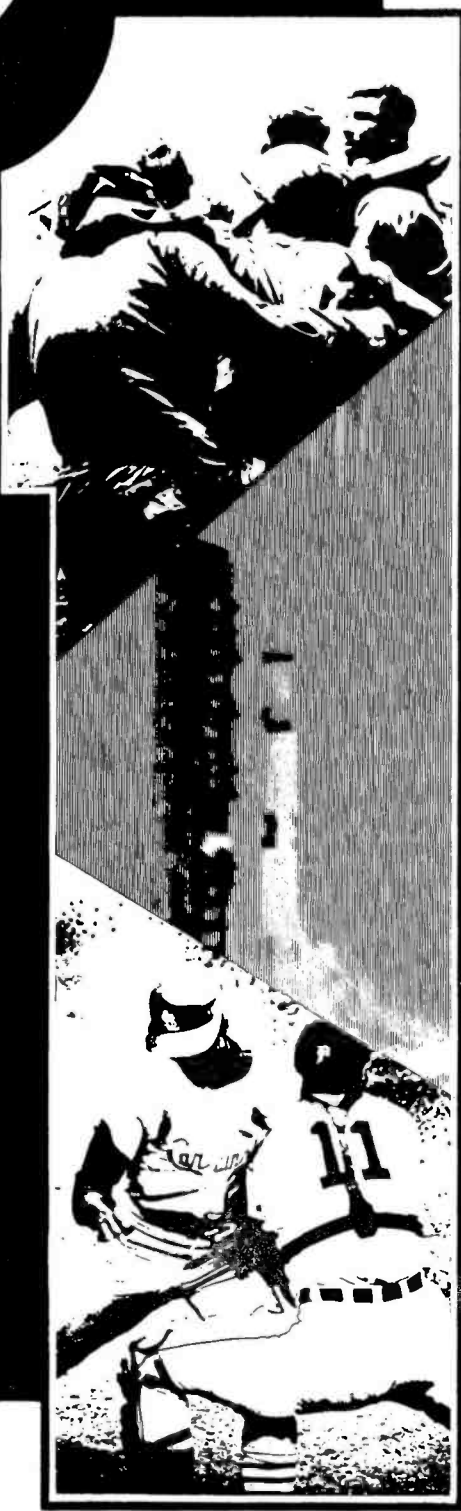
Time-Life Broadcast's U. S. stations are KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif., and WFBM-AM-FM-TV Indianapolis.

The company also has substantial interests in cable TV.

Gencoe applies to wire Tulsa

An application to establish a cable TV system in Tulsa was filed last week by Tulsa Cable Television—owned by multiple-TV-owner Gencoe Inc., a division of Livingston Oil Co., which is based in that Oklahoma city—and a group of local businessmen.

In its application to the city council, the cable TV firm, capitalized at a reported \$7 million, proposed to bring 20 channels to its customers. In addition to carriage of Tulsa's present four TV stations (three commercial and one educational), the firm said it would carry movies, children's programs, 24-hour news, stock market reports, as well as weather and flight advisories, sports, and syndicated, religious, educational and professional programs. The firm said that it would include live color coverage of significant local events through remote facilities, and that it has a contract for a Warner Bros-7 Arts library of over 1,000 features, as well as syndicated programs and cartoons for television.



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Martin-Trigona adds WRC-TV to targets

Anthony R. Martin-Trigona last week asked the FCC to revoke the license of NBC's WRC-TV Washington, charging NBC with antitrust violations, conglomerate conflicts of interest and concentration of media control.

Two weeks ago Mr. Martin-Trigona, owner of now-dark WTAF-TV Marion, Ind., asked the FCC to revoke the licenses of all ABC- and NBC-owned stations because the networks refused to cut off tobacco advertising (BROADCASTING, Aug. 18). In May he asked the commission to revoke the licenses of WNBC-TV, WABC-TV and WCBS-TV, all New York network-owned stations, citing the same charges he is now levying against WRC-TV.

In his petition to revoke WRC-TV's license, Mr. Martin-Trigona asserted that NBC-owned television stations have an estimated audience of 38 million persons—about 19% of the U. S. population—while the 201 NBC affiliates cover the remaining 81% for an average station-population reach of 800,000 viewers, or 0.4%. Coverage of the individual NBC O&O's, he charged, is about nine times greater than the average affiliate.

"Court decisions have held that far

less concentration than 19% of an industry is sufficient to constitute a restraint against trade when the industry as a whole is made up of small producers (which a television station is)." the petition charged.

In support of the concentration-of-media issue, Mr. Martin-Trigona alleged that WRC-AM-FM-TV is a profit-making operation and is operated in the best interests of the network rather than the public. "Ownership [of the stations] inhibits growth and development not only of local program service and local license ownership, but also of competitive network service," Mr. Martin-Trigona charged.

The petition also charged that "very real problems" are posed by the fact that "RCA-NBC is a defense supply, entertainment and related activity conglomerate which has used television-radio profits to expand in numerous directions."

Senators owner sells an FM in Los Angeles

In its second radio-station acquisition in two weeks, Pacific & Southern Broadcasting Co. announced last Thursday (Aug. 21) that it had agreed in principle to buy KRHM(FM) Los Angeles for \$850,000, subject to the usual condi-

tion of FCC approval.

Robert E. Short and Francis T. Ryan, co-owners of KRHM, joined DeSales Harrison Jr., chairman of Pacific & Southern, in the announcement.

Mr. Short, former owner of the Los Angeles Lakers of the National Basketball Association, said his own interest in the station stemmed from his involvement with the basketball club and added: "Now that we have disposed of our interest in the Lakers, we welcome the chance to turn KRHM over to a broadcasting company we know will operate the station in the best interest of the Los Angeles community."

Mr. Short, whose current business holdings include ownership of the Washington Senators baseball team, bought KRHM in 1965 from Metromedia for \$125,000 (BROADCASTING, Dec. 9, 1968).

KRHM(FM) is on 102.7 mc with 8.3 kw and antenna height of 2,790 feet above average terrain.

Less than two weeks before the KRHM announcement, Pacific & Southern had disclosed plans to buy WJRZ Hackensack, N. J. (New York), a full-time station specializing in country-and-western music, for \$6.1 million (BROADCASTING, Aug. 18).

Pacific & Southern, a publicly owned group broadcaster that reported \$10.4 million in gross revenues last year, owns WQXI-AM-TV Atlanta and WQXI-FM Smyrna Ga.; WSAI and WJBI(FM), both Cincinnati and KHON-TV Honolulu and two KHON-TV satellites, KHAW-TV Hilo and KAH-TV Wailuku, also Hawaii.

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Changing Hands

Announced:

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

■ KRHM(FM) Los Angeles: Sold by Robert E. Short and Francis T. Ryan to Pacific & Southern Broadcasting Co. for \$850,000 (see above).

■ KXAB-TV Aberdeen, S. D.: Sold by South Dakota Television Inc. to KSOO-TV Inc. for about \$700,000. South Dakota Television is controlled by John Boler, who has majority interest in KXJB-TV Valley City-Fargo, and KXMB-TV Bismarck, both North Dakota. Gordon H. Ritz is president of KSOO-TV Inc., which owns KSOO-AM-TV Sioux Falls, S. D., and has a construction permit for KSOO-FM that city. KXAB-TV is

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an NBC-TV affiliate on channel 9 with 304 kw visual and an antenna height of 1,390 feet above average terrain. Broker: John Stebbins, Lake Forest, Ill. (Corrected from an Aug. 18 item, which said KSOO-TV Inc. was selling the station).

■ **WHPB(FM)** Miami: Sold by Paul Brake to Robert W. (Woody) Sudbrink for \$300,000. Mr. Sudbrink owns 50% of WRMS Beardstown, Ill., and 85% of KYND Burlington, Iowa. He also owns WRIZ Coral Gables, Fla.; the *Illinoisian Star*, Beardstown, and is buying KLVJ-FM Pasadena-Houston for \$150,000 subject to FCC approval. WHPB(FM) is on 101.5 mc with 31 kw and an antenna height of 285 feet above average terrain. Broker: Chapman Associates.

■ **KFUN** Las Vegas, N. M.: Sold by Mr. and Mrs. Merle H. Tucker to Mr. and Mrs. S. Carl Mark for \$150,000. Mr. Mark owns KAKC-AM-FM Tulsa, Okla. KFUN is full time on 1230 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 60).

■ **KXKW** Lafayette, La.: Sold by Edward E. Wilson and others to Delwin W. Morton, John Pickens and James V. Hoffpauir for \$315,000. Mr. Wilson has interest in WILX-TV Onondaga and WJCO Jackson, both Michigan. Mr. Morton owns KCAD Abilene and has interests in KDOX Marshall; KAWA and KEFC(FM); both Waco, KYAL McKinney, all Texas, and KRGO Salt Lake City. Sale of KDOX is pending FCC approval. Messrs. Morton and Pickens have interest in KPNG Port Neches, Tex. Mr. Hoffpauir, who already owns 5% of KXKW, will become a 10% stockholder under the new group. KXKW is full time on 1520 kc with 10 kw day and 500 w night.

FCC is empowered to leave channels open

A federal judge in Washington told the FCC that it doesn't always have to issue a grant to a broadcast applicant when it isn't satisfied that the applicant is properly qualified to serve the public interest.

The comment, contained in a footnote, came in a unanimous U.S. Court of Appeals ruling upholding the FCC's

1968 grant of channel 29 Buffalo to Ultravision Broadcasting Co., and denying the appeal by WEBR Inc. (WEBR-AM-FM Buffalo and *Buffalo Courier-Express*). WEBR claimed that Stanley J. Jasinski, 45% owner of Ultravision, had testified falsely about conversations he said he had with a Buffalo school principal. WEBR also said the commission erred in refusing to reopen the record to hear new evidence on this matter.

Circuit Judge Edward A. Tamm, who wrote the decision for himself and Judges J. Skelly Wright and Carl McGowan, noted in the footnote that the FCC is not required to issue a license when there is a choice among applicants.

"We remind the commission," he said, "that the appropriate consideration is what the public interest dictates. If that interest commands a withholding of the license from all applicants . . . then the commission must disallow the permit until qualified application is made. . . ."

FCC sources said last week that the commission in a number of instances has declined to issue a permit where it felt no applicant met its standard for licensing. This usually occurred, it was pointed out, because of a specific disqualification based on one of the issues in a hearing. Within the FCC, it's

understood, there is a difference of opinion on whether the commission may turn down applicants without a specific finding of disqualification.

MM gets FCC's ear on overlap claim

A Waynesboro, Pa., AM frequency has again provided a battleground for Metromedia's WNEW New York and TV Cable of Waynesboro Inc., an applicant for a station on WNEW's frequency.

The FCC said last week there was possible merit in Metromedia's claim that TV Cable's proposed Waynesboro station would cause prohibited overlap with WNEW's operation at a new site location, but it added it would test the overlap claim in hearing. At the same time, the commission dismissed Metromedia's plea to rescind a prior FCC order, refusing to deny, at Metromedia's request, TV cable's application for the new 1 kw daytimer on 1130 kc.

This is the second dispute between the two parties in which the commission has been involved. Two weeks ago the commission denied TV Cable's request to set for hearing WNEW's license-renewal application (BROADCASTING, Aug. 18).

The TV Cable application was desig-

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nated for hearing in March with a competing application, which has since been dismissed. At that time Metromedia made its overlap claim for WNEW, but was rebuffed by the commission.

The commission changed its mind on the basis of signal-strength measurements made by WNEW, which it said show a "substantial possibility" that prohibited overlap does exist.

Triangle refutes mass-media charges

Group is held to be only one of 200 licensees in the Pennsylvania market

Triangle Publications Inc., multimedia owner, last week responded to charges of undue concentration of mass-media control in an extensive reply to a letter challenging license renewal of its WFIL-TV Philadelphia.

The reply by George A. Koehler, general manager of Triangle's radio and television division, challenged the charges made by Milton Shapp in his letter to the commission June 30 urging denial of WFIL-TV's renewal application (BROADCASTING, July 7).

Mr. Shapp, former head of Jerrold Electronics Corp., contended that Triangle "exercises a near news monopoly in the Philadelphia area," and that under the direction of Walter H. Annenberg, president of Triangle and now U. S. ambassador to Great Britain, "news has been censored, omitted, twisted, distorted and used for personal vengeance and other personal purposes."

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." Mr. Shapp was the defeated Democratic candidate for governor of Pennsylvania.

Commenting on concentration of control-of-media allegations, Mr. Koehler contended that Mr. Shapp's letter does nothing more than tabulate Triangle's media ownership interests, "already known by the commission and well within the maximum permitted by the commission." Mr. Koehler also contended that since the last renewal of WFIL-TV's license, media ownership has become more diverse, not more concentrated.

Mr. Koehler pointed to the existence of extensive media competition in all areas served by Triangle licensees. He noted that "while the extent of Triangle's media interests has remained constant, the past six years alone have seen the initiation of operations or issuance of authorizations of ten AM stations, one FM station, seven com-

mercial and three educational TV stations in the respective service areas of Triangle's broadcast facilities. Moreover, during this period within the grade A contour of WFIL-TV, ten newspapers have commenced publication."

Arguing against the alleged dominance of Triangle in Pennsylvania, Mr. Koehler noted that, including WFIL-AM-FM-TV, Triangle owns but two of the more than 165 AM's licensed in the state, two of the 120-odd FM's and three of the 24 commercial TV's." Triangle is one of more than 200 commission licensees in Pennsylvania, he added.

Mr. Shapp's allegations against Mr. Annenberg were said by Mr. Koehler to be "a wholly indefensible attack on a fine, sensitive and dedicated community leader who has devoted himself personally, and has contributed in large measure to causes for the public good."

Mr. Koehler also refuted "any material business or other interplay" between Triangle's print and broadcast division, listing frequent disagreements in editorial policy. He added that because Mr. Shapp raised no questions concerning the operation of WFIL-TV "and in view of the independence, fairness and objectivity of the television operation, it would appear that no question can be raised concerning a grant of renewal."

Besides the Philadelphia television station, Triangle owns WFIL-AM-FM, the *Inquirer* and the *Philadelphia Daily News*. It also owns WFBG-AM-FM-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pennsylvania; WNBK-AM-FM-TV Binghamton, N.Y.; WNHC-AM-FM-TV New Haven-Hartford, Conn., and KFRE-AM-FM-TV Fresno, Calif.

In addition, Triangle publishes *TV Guide*, the *Morning Telegraph* and *Seventeen Magazine*.

HEW funds go to FM, TV

Nine FM and four TV noncommercial, educational broadcast stations received grants from the federal government to help in building or improving their station.

The grants are part of the facilities aid program under the auspices of the Department of Health, Education and Welfare, with funds appropriated by Congress under the Public Broadcasting Facilities Act of 1967.

The following noncommercial, educational radio stations received grants: KUOW-FM Seattle, \$32,969; WUSF-FM Tampa, Fla., \$64,410; KRVM-FM, Eugene, Ore., \$16,842; WBCO-FM Newark, N.J., \$18,185; WFCR(FM) Amherst, Mass., \$11,769; WETA-FM Washington, \$84,678; Wisconsin State Radio Network, \$30,350; Augusta College, Augusta, Ga., \$36,572, and Milwaukee

Board of School Directors, Milwaukee, Wis. (for 88.9 mc), \$26,247.

In TV, noncommercial, educational WJCT(TV) (ch. 7) Jacksonville, Fla., received \$223,797; WVPT(TV) (ch. 51) Staunton, Va., got \$45,000; KEET-TV (ch. 13) Eugene, Ore., got \$52,566, and Texas A&M (ch. 15) College Station (Bryan), Tex., received \$66,193.

Pacifica FM bid goes into hearing

Another applicant, NEF, included in contest; Cox, Johnson object

The highly controversial Pacifica Foundation, owner and operator of four noncommercial FM stations that have stirred up broadcasting circles with their unconventional programming, has been called to put its eligibility on the line. Last week its application to build and operate a noncommercial FM station in Washington was set for hearing by the FCC. One of the issues, raised by a competing applicant, is Pacifica's right to be licensed for noncommercial, educational operation.

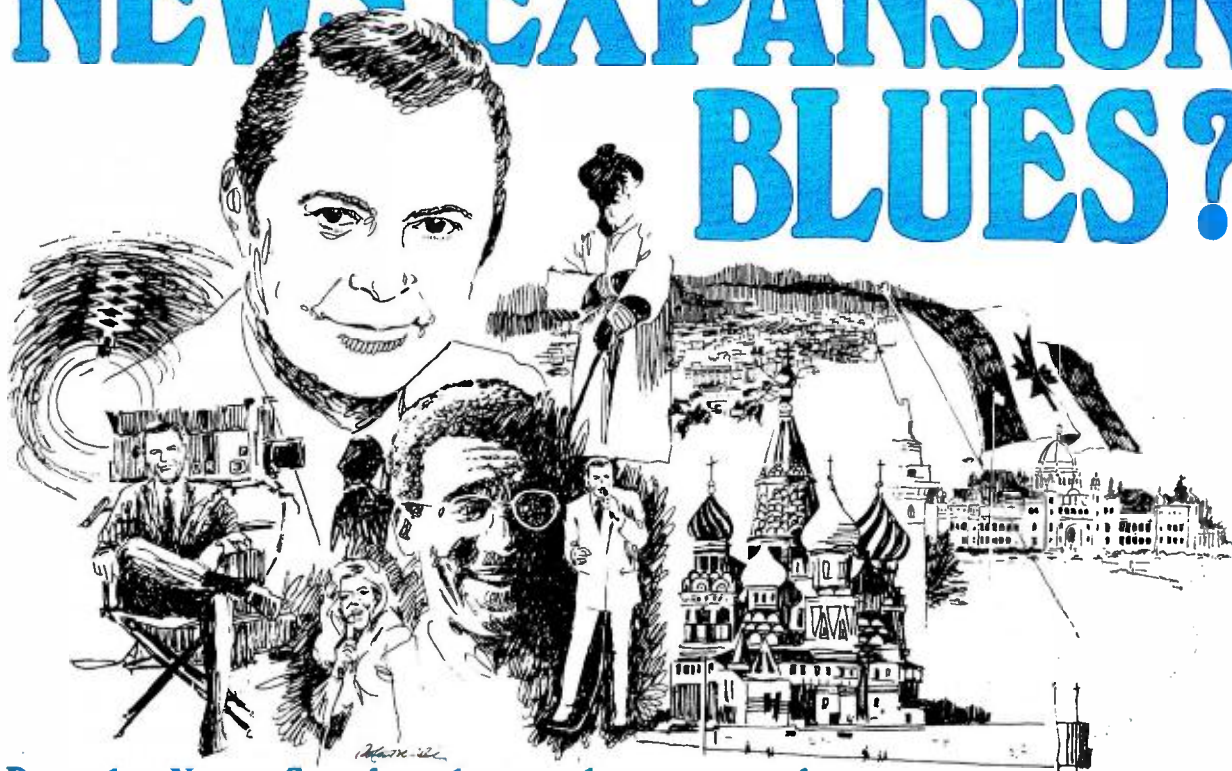
At the same time, the commission accepted an application from the National Education Foundation Inc., for the same facilities in Washington, but raised a question of whether NEF meets the criteria for a noncommercial, educational license.

The FCC vote was 4 to 2 with vigorous objections registered from Commissioners Kenneth Cox and Nicholas Johnson, whose dissents were to be issued later.

The action setting the Pacifica application for hearing was taken after more than a year of turmoil inside commission circles. Pacifica, whose stations are supported by donations, filed its Washington application in April last year. During the last several years, Pacifica has been called on the FCC carpet for broadcasting obscenities over its Berkeley, Calif., KPFA(FM) and KPFB(FM) stations, and anti-Semitism over its New York WBAI(FM). In both cases the commission found no substance in the complaints. Pacifica also owns KPFA(FM) Los Angeles, and has applied for an FM station in Houston.

NEF is considered a successor to Christ Church Foundation Inc., whose applications for a noncommercial, educational FM outlet in Washington were declined by the FCC on the ground that its church orientation failed to meet the required criteria for a noncommercial, educational category. The latest application has removed these religious connections, NEF claims, but the FCC made this one of the issues.

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Stations suffer in Camille's path

May go off the air temporarily; damage reports still incomplete; call is out for transistors

In the death and destruction left by Hurricane Camille last week along the Mississippi Gulf Coast, broadcasters rallied to serve the needs of storm-battered communities after struggling to get their own stations back on the air.

Only sketchy information on Camille's damage to radio and TV outlets was available late Thursday (Aug. 21), but what was gleaned from broadcast officials in the area indicated that the hurricane's rain and 190-mile-an-hour fury temporarily knocked out many of the area broadcasting stations.

Perhaps one of the stations hardest hit by Camille was WLOX-AM-TV Biloxi, Miss. The radio station's transmitter and the TV station's studios, in the basement of the city's Buena Vista hotel, were inundated Sunday with about 15 feet of water. The storm failed to damage the station's tower, however, and with the aid of a 50 w transmitter donated by its consulting engineer and installation of a wire on a microwave tower, the radio station was able to resume operation by Tuesday. A 1-kw transmitter was to have been flown in. The TV station, its transmitter undamaged, also went back on the air with the aid of a studio transmitter link, a generator obtained from one of the area service bases, cameras and other equipment donated by WLBT-TV Jackson, Miss., and a remote unit from Loyola University's WWL-TV New Orleans.

WALA-TV Mobile, Ala., which lost power for only three minutes Sunday night, had a remote transmitter standing by at its regular transmitter site, but did not have to use it. It offered use of a remote bus to help WLOX-TV get back on the air.

WVMI and WBIL(FM) Biloxi, located on the ground floor of the Edgewater Gulf hotel, lost all but 85 feet of its tower, but went back on the air after rigging a temporary antenna.

Another station which rigged a temporary antenna to go back on the air was WGCM Gulfport, Miss., which suffered damage when its tower fell on its building.

WTIX New Orleans lost part of one tower of its four-tower system and was on auxiliary power Monday, but back to regular power the next day. It suffered slight damage to its transmitter site, but never left the air.

Bob McRaney Jr., president of the Mississippi Broadcasters Association and general manager of WLBT-TV and WJDX-AM-FM Jackson, said one of the greatest needs in the Gulf Coast area is for transistor radios. WJDX-AM-FM broadcast an appeal to get radios into the area, he said, and the National Association of Broadcasters and the Radio Advertising Bureau are cooperating by making appeals to their members.

The RAB sent telegrams last Thursday (Aug. 21) to some 1,500 member

stations asking them to send sets to WJDX for the use of the people in the hurricane-stricken area, whose only source of vital information is radio.

WJDX reported there was no fresh water or electricity in a 60-square-mile area. Radio, the station noted, was the only source of information as to the availability of food, medical aid, water, and news of continuing emergencies.

The station said that on a ratio of one radio for every five families, about 10,000 radios with new batteries were needed. Stations were urged to send radios to Homer Mann, WJDX, 175 South Jefferson Street, Jackson, Miss. 39205.

Tuesday, Aug. 19, the MBA and the Mississippi Municipal Association (which comprises all the mayors of the state) started work on a *We Care Fund*, an entertainment spectacular and fund-raising campaign to tie together and coordinate all the other aid campaigns in the state. The program was scheduled to originate from Jackson's Mississippi Coliseum and be broadcast Sunday (Aug. 24) from noon to midnight over WJDX-AM-FM and WLBT. The program was to have been fed over the MBA FM network to member stations and to have been available for pickup by other stations. Scheduled were appearances by Bob Hope, Eddie Arnold, the Gold-diggers from *The Dean Martin Show*, the New Orleans Saints professional football team and rock and country-

More talk is due on cable TV

Negotiating committees get together, schedule another meeting Sept. 4

Broadcasters and cable TV operators, representing their respective industries in attempting to reach a settlement of differences, agreed to have another go at it next month, following an all-day meeting in Washington last Thursday (Aug. 21). The groups are to meet again in Washington on Sept. 4.

Last week's meeting was the first in which cable TV operators, named two weeks ago as a negotiating committee for the National Cable TV Association,

met with a similar committee representing the National Association of Broadcasters.

The fact that another meeting is scheduled is considered by both sides an optimistic sign.

Last week saw the five-member NAB group discuss last spring's staff agreement on a subject by subject basis, but it was understood there was not sufficient time to take up all the material. Last spring the staffs of the NAB and the NCTA worked out a compromise agreement on legislative and regulatory issues. The agreement was accepted in principle by the NCTA board; but was turned down by the NAB joint board, which, however, authorized continued negotiations.

The first meeting of the NAB negotiating committee with NCTA staff representatives was held earlier this month. A second meeting three weeks ago led

to last week's sessions, the first in which the NAB committee of broadcasters sat down face-to-face with NCTA cable operators.

Present at last week's meeting were all five members of the NAB group, which is headed by William Grant, KOAA-TV Pueblo, Colo., and the five NCTA committee members, whose chairman is Alfred Stern, Television Communications Corp. Present also were Jack P. Blume, Washington attorney, counsel for the NAB group, Bruce E. Lovett, NCTA general counsel, and Walter Schier, New York copy-right lawyer, for NCTA.

During the week, the NCTA board met and among other things heard a report from the organization's negotiating group on the day's meeting. Other actions by the NCTA board were said to have been routine and affirmations of previously established NCTA policies.

and-western music stars. Those on the "possible" list as of Thursday (Aug. 21) included Johnny Cash and Flip Wilson.

Before the scheduled show, Mr. McRaney said, WJDX-FM was feeding emergency information down the network line. He added that all Jackson stations had canceled their commercial schedules to help relay the information, and that most MBA member stations had canceled all other public service spots in order to concentrate on the needs of the ravaged area.

WWL New Orleans also canceled all its commercial programming and, working with civil defense officials, began broadcasting instructions to residents of the stricken areas—where to go for help and what help was on the way. It also started "Project Locate," inviting people to call with names of relatives or friends of the battered coastal communities. Volunteers from Loyola University's communications school were dispatched to the Gulf Coast to get names of survivors which were broadcast by WWL. The station also had sound trucks touring the area, taking the names of survivors who wanted to contact relatives or friends.

The aid of broadcasters in the aftermath of what experts called the worst hurricane ever to strike the American mainland (283 dead in Mississippi at latest count last Thursday) extended even to the West Coast, where KYA San Francisco sponsored an Emergency Mercy Mission to Mississippi. Tuesday morning, Aug. 19, the station canceled all contests and promotion spots to appeal for donations of food, clothing and other supplies, which were scheduled to be flown to the Gulf Coast area the next day by Delta Airlines and a plane from Travis Air Force Base.

AP said last week it was given assistance by KATC(TV) Lafayette, La., in reporting news of hurricane Camille.

AP newsman Guy Coates was on the Gulf Coast when he ran into difficulty in calling the bureau's office in New Orleans. Mr. Coates, a former newsman at KSLA-TV Shreveport, La., and KNOE-TV Monroe, La., finally got through to KATC. AP said the station taped his report and relayed it to the bureau office where it was put on the news wires.

Pioneers pick chairmen

Two divisional chairmen and one co-chairman have been appointed in the Broadcast Pioneers' drive for funds to set up and maintain a historical library and reference center at the Washington headquarters of the National Association of Broadcasters (BROADCASTING, June 16).

W. Theodore Pierson of the Washington law firm of Pierson, Ball & Dowd was named chairman of the legal committee of the campaign, and Andrew D.

Ring of the Washington consulting engineering firm of A. D. Ring & Associates was appointed chairman of the consulting engineers committee. Dick Clark, entertainer and head of Dick Clark Productions, Hollywood, was named co-chairman of the talent committee, to serve with newsman Lowell Thomas.

A battle in Boston enters new phase

Dudley Station Corp. is now new applicant for RKO General's channel 7

Dudley Station Corp. last week entered what is now a three-way contest for Boston's channel 7 as the FCC accepted Dudley's application for the facilities of WNAC-TV. The station, now licensed to RKO General Inc., is also coveted by a group of Boston businessmen operating as Community Broadcasting of Boston, whose application was filed last March (BROADCASTING, April 7).

Dudley, which proposes to represent blacks in the Boston area, submitted its application July 8, after asking the commission for a "two-month 'safe' period" in which to file. Prior to June 25, commission rules stipulated that competing applications filed against pending renewals must be tendered on the day before commission action on the renewal application.

After June 25, rule changes provided that when a license term begins on or before June 1, 1969, competing applications must be filed by June 25; applications for licenses whose term begins after June 1 must be filed by the first day of the last calendar month of the expiring license term.

Noting that Massachusetts broadcast licenses began their new term April 1, 1969, the commission issued an order denying Dudley's request for a "safe" filing period. The commission added that "this in no way is to be considered as establishing a cut-off other than the rules presently in effect; i.e., that if a substantially complete application is filed prior to the day on which the commission takes action with respect to the pending applications for channel 7, it would be entitled to comparative consideration with the previously filed applications."

The commission criticized Dudley's "slipshod" procedures but admitted its earlier order had been "ambiguous." It found in Dudley's favor, noting the necessity for holding the comparative hearing in any case and the lack of opposition to Dudley's request by other applicants.

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KCOY-TV loses, regains cable TV protection

The FCC has ordered two Santa Barbara, Calif., CATV systems to continue carriage of KCOY-TV Santa Maria, Calif., and to give it program exclusivity against duplication by KNBC(TV) and KNXT(TV), both Los Angeles.

The commission said Cable TV of Santa Barbara County Inc. and Central Coast Broadcasters Inc., licensee of KCOY-TV, had reached an agreement whereby Cable TV would carry duplicating KNBC and KNXT signals but would insert KCOY-TV's station identification and local commercials during network programming. On June 19, Cable TV ceased the hybrid arrangement and Central Coast petitioned the commission for reinstatement of the operation.

Though KCOY-TV places a grade-A signal over the population center within its coverage area, the commission said KCOY-TV is in serious financial trouble because terrain conditions obliterate its signal over the area served by Cable TV. Since Cable TV of Santa Barbara County and Cable TV of Santa Barbara Inc. carry KCOY-TV, the commission contended, affording nonduplication protection would serve the public interest by enhancing the station's ability to obtain revenues and to continue its needed service to the Santa Maria area. The commission also ruled that KCOY-TV is entitled to program exclusivity because of the priority of its predicted contour over those of KNBC and KNXT.

Phone firms answer Justice on cable TV

A Justice Department proposal to curb telephone-company involvement in CATV came under attack from four telephone firms last week. In reply comments on the commission's inquiry into CATV-telephone company relationships, the firms said Justice's proposal was unsupported by fact, would discourage innovation, and could not be implemented by the FCC because the commission lacks the authority.

Justice said in comments filed last month that it foresees dangers if a regulated company is allowed to engage in an unregulated business such as CATV. Among its specific proposals aimed at combating this state of affairs, the department said the commission should prohibit telephone companies from offering CATV services directly as part of their rate-regulated telephone business (BROADCASTING, July 28).

In their replies, AT&T, the United Independent Telephone Companies Association, United Telephone Systems, and General Telephone & Electronics

all disagreed. In a typical comment, GT&E said: "The mere fact that telephone companies have 'a very heavy commitment to existing technology' is no reason for prohibiting them from adopting new technology to provide public service."

Filing for seven years draws opposition on

Broadcasters have filed objections to an FCC proposal last month to require a seven-year retention period for local-inspection files of broadcast licensees and applicants (BROADCASTING, July 14).

Of the comments filed last week by networks, group broadcasters and the National Association of Broadcasters, only those of RKO General Inc. and Time-Life Broadcast Inc. supported the commission's proposed amendment to its 1965 rule, which established the current retention period of one or two years pending experience in the matter.

Time-Life, however, while asserting the seven-year period would create no undue burden, also agreed with ABC Inc., CBS Inc., Doubleday Broadcasting Co. and Palmer Broadcasting Co. that a three-year period proposed by the National Association of Broadcasters would adequately serve the public interest.

In its opposing comments, the NAB alleged that the burden on broadcasters would outweigh any benefit to the public. It cited an NAB survey showing that of 1,286 stations reporting in 1967, only 50 stations reported at least 65 requests to inspect public files.

NAB recommended a 39-month retention period, which would cover the 90-day period between the filing of a renewal application and the cut-off date for filing competing applications, during which persons inspecting the file would be able to view not only the current but also the previous renewal application.

Day sees common goals for NET and stations

The new president of National Educational Television, James Day, sees no "necessary conflict" between NET and local stations. "They both have the need to reach an audience and . . . to have some effect upon this audience," he said.

Mr. Day, formerly of KQED(TV) San Francisco, made his comments in an interview with publisher Bill Moyers on noncommercial WNDT(TV) Newark, N.J.-New York and the Eastern Educational Network.

He said the commercial networks have an obligation "to the public they serve, not to public television. . . . Commercial television is both a busi-

ness and a public service, and I don't quite understand myself how that service can be improved if they were to be taxed to support a competing service."

Mr. Day sees his task in programming as moving "forward on a course that does not, for the time being, contemplate more hours but perhaps better hours." Public television's goal, he said, is to provide programming for more specialized and particularized interests rather than the mass audience reached by commercial broadcasters.

"I'd like to see NET establish some stars," he added. "We need to have identifiable human beings associated with our programs. . . . We've got to develop new people—bright, young, new people."

Media reports:

Affiliate switch in Florida ■ WNVY Pensacola, Fla., an ABC American Entertainment Network affiliate, joined CBS Radio Aug. 18. WNVY is owned by Pensacola Broadcasting Corp., with Cleve Brien as general manager. It operates on 1230 kc with 1 kw daytime and 250 w nighttime.

New ABC outlet in Detroit ■ ABC Radio signed WJBK Detroit, an independent, Storer Broadcasting Co. station, as an American Contemporary affiliate. Leonard Sable is general manager of WJBK. The station operates on 1500 kc with 50 kw daytime, 5 kw nighttime.

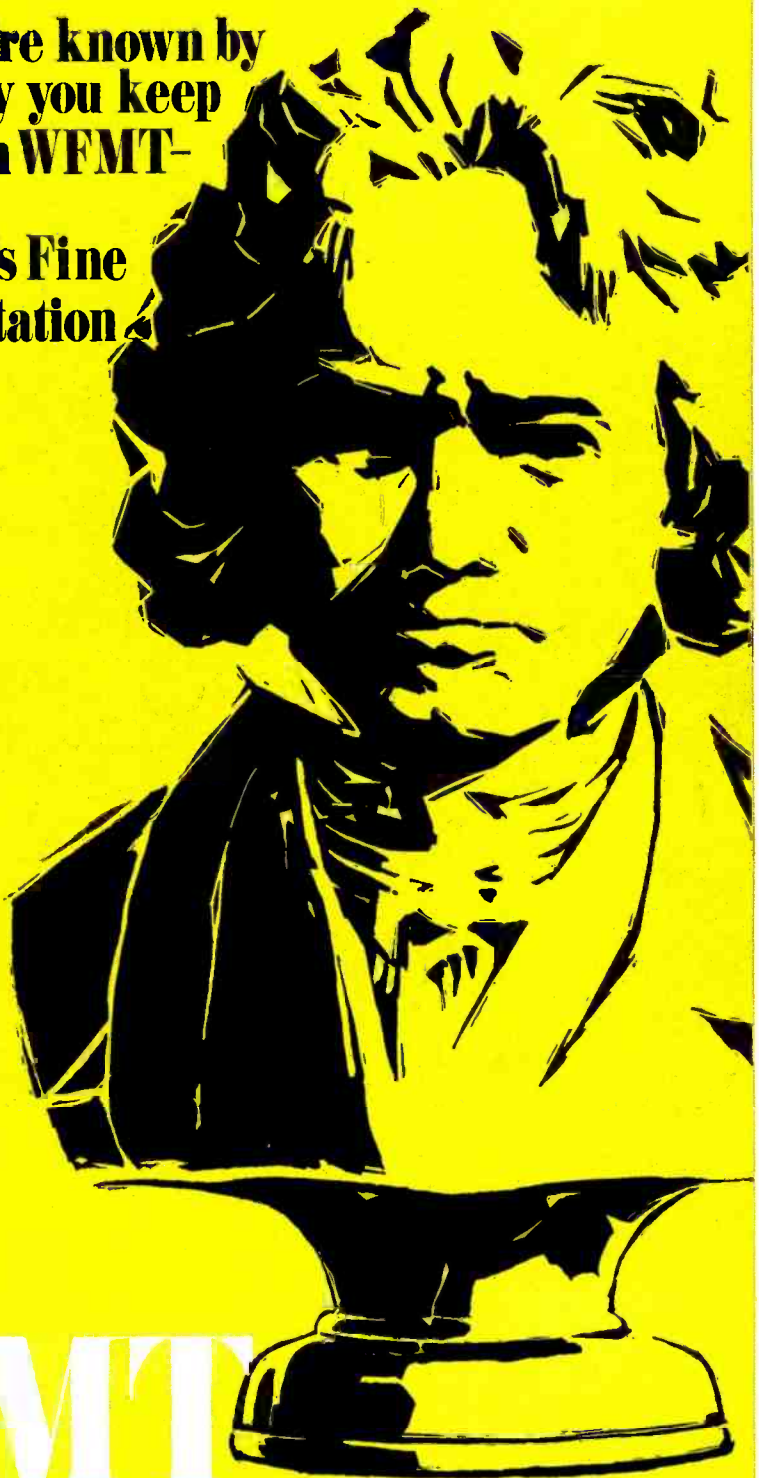
Re-evaluates ■ Illinois Bell Telephone Co., Chicago, last Monday (Aug. 18) corrected its tabulation of broadcast facilities provided for TV-radio coverage of the astronauts' visit to that city Aug. 13. On the day after the event phone company spokesmen said the coverage facilities ordered were greater than the Democratic National Convention in August 1968. Last week they revised it to say the moon men coverage facilities were the largest in many years for a single-day event but not larger than the political convention.

Network data ■ ABC Radio has assembled a report, based on data supplied by the American Research Bureau and The Pulse Inc., on the affiliated stations of all radio networks by market groupings. The ABC-commissioned projects produced ARB data grouped by the top 25, 50 and all measured markets and Pulse data by the top 25, 50, 100 and 200 markets. ABC Radio will make the data available to its advertisers.

Urban study ■ University of Chicago's Center for Policy Study has announced a study program for working journalists, including broadcast newsmen, to help expand their knowledge of urban problems. Each associate receives \$180 weekly living expenses during the session that runs January-June 1970. Application deadline is Sept. 30.

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Step-up in worldwide networking

**As more satellites go up and costs come down
broadcasters begin to plan global line-ups**

Those demonstrators in Chicago last year who shouted "the whole world is watching" were, like most youngsters today, ahead of their time. But not much.

In a sense the whole world did watch last month when astronauts walked on the moon, but coming up more quickly than it was ever thought possible a few years back is the establishment of a world-wide electronic network that will be available day-in and day-out, 365 days a year.

That fact is not lost on broadcasters of all continents. Communications satellites, strung out over the Atlantic, Pa-

cific and Indian Oceans have indeed linked the world.

Last week in Washington, a quiet meeting was held by ABC International Television Inc. Seated at a baize-covered table in a hotel meeting room were more than 20 Latin American broadcasters, all customers of ABC Worldvision. They had come together to make arrangements, first, for next month's Apollo 12 flight, but, more significant, they were talking about regular interconnections via satellite of news, special events, sports and even entertainment programs.

Donald W. Coyle, president of the

ABC Worldvision organization, is unequivocal about his company's plans: "We're aiming at the distribution of a regular series of programs via satellite by the end of 1970."

ABC Worldvision, organized a scant decade ago, has customers all over the globe. Now they are being referred to as affiliates. The network's international unit provides programs and sponsors for those programs. It is now preparing to interconnect via satellites the 32 customers it has in 24 countries.

The Latin American broadcasters who met in Washington last week represented 35 TV stations and seven radio

stations to make up the Latin American regional group.

Soon, according to Mr. Coyle, there will be another regional meeting, this one for the Far-Eastern customers. And again the premise will be interconnection, Mr. Coyle says.

ABC International TV is no neophyte in the use of communications satellites to connect customers. Three years ago it produced the commercial "Bridges of Friendship" which went to its Japanese customers via satellite and with Max Factor cosmetics as the sponsor.

The Apollo 11 flight was also a satellite process for ABC. During the flight and the moonwalk, ABC served TV stations in eight Latin-American countries with the package, including pool coverage, and sold it to four major advertisers: Pan American Airways, Coca-Cola, General Motors and Esso. More than \$250,000 in billings rode on that one.

Basically, ABC International TV, according to Mr. Coyle, aims at providing four significant categories of programs to overseas clients: news, special events, sports and, last but not least, entertainment.

The ABC meeting came about a month after CBS Enterprises announced that it would begin feeding its CBS Newsfilm service to more than 100 stations in Australia and Japan on a regular basis via satellite (BROADCASTING, July 14).

Each of the stations, CBS said, will receive 24 10-minute feeds over an indeterminate period depending on the frequency of news events justifying this form of delivery.

Willard Block, who is vice president of international sales for the CBS activity, explained that in the past each of the stations asking for satellite transmission had to pay individually for these circuits. With the new arrangement, he explained, the group of stations taking the satellite feed will be able to share the cost.

What Messrs. Coyle and Block are doing is what all U.S. networks will be doing in maybe three years. Those are the sentiments of Howard A. Schoeffler, AT&T long-lines sales manager. "In a few years," Mr. Schoeffler says, "I can foresee the U.S. networks furnishing commercial programs to their customers abroad by way of satellites."

Mr. Schoeffler is much more sanguine than most. But then he's been at it longer than most; he was there in Andover, Me., in 1962, when AT&T at its own expense put up the Telstar satellite that furnished the first live TV link between Europe and the U.S.

The AT&T executive sees U.S. network customers abroad becoming more and more like affiliates of the networks in the continental United States. At the

beginning, of course, it will be news and special events and sports, he says, with sports especially important. It was the riot over a soccer match that is supposed to have triggered the "war" between El Salvador and Honduras a month ago.

Where satellite facilities exist and where the price is right, they will be used, says Mr. Schoeffler. He points to Puerto Rico as a prime example of this communicators' theory. The use of satellite circuits to the island is "tremendous," he says, particularly on weekends.

Comsat reports that during the current baseball season two Puerto Rico stations, WAPA-TV and WKAQ-TV in San Juan, ordered 132 hours of satellite time for the baseball games from the States.

But not all broadcasters are as optimistic. Network news and program officials consider communications satellites as just another "tool" for fast distribution.

Richard Wald, vice president of NBC News, says: "Using satellites is a matter of routine now [and] it's not unusual to use both the Atlantic and

Pacific satellites on one night's newscast."

His approach, and it's indicative of the attitude of all broadcasters, is in his comment: "Given any technological advance, TV will use it."

Gerald Adler, president of NBC Enterprises, says that his network's philosophy on satellite broadcasting is that "stations overseas should receive what they want when they want it. . . ." The biggest thing NBC International has now, it was said, is the baseball *Game of the Week*, going to Puerto Rico by satellite. The World Series will be space-relayed to Puerto Rico too, and, for the first time, to Venezuela through a portable ground station which that country set up for the Apollo 11 coverage.

In the area of entertainment programs, Mr. Adler said it was his experience that most overseas broadcasters would rather receive these by mail because of costs.

NBC has a working arrangement with Visnews, a British-based film news service, for which the network provides a U.S. newsfilm service.

Visnews is owned principally by the British Broadcasting Corp. and Reuters

For TV Comsat picks a customers' man

Although television accounted for only 5% of its \$30.5-million 1968 revenues and a mere 700 hours of its yearly



Mr. Karasik

transmission time, the Communications Satellite Corp. is counting on futures. It has assigned Daniel D. Karasik as manager of television development, a full-time job.

The job and the man seem to match. Mr. Karasik, 47, Yale graduate, has been a foreign correspondent for newspapers and the broadcast networks (*Chicago Daily News*, CBS and NBC). He has also been a Ford Foundation fellow at Tokyo University.

For five years before joining Comsat in 1966 Mr. Karasik was a producer-writer at NBC under Lou Hazam, involved in such award-winning documentaries as "Polaris Submarine: Journal of an Undersea Voyage," and "U.S. 1: American Profile." The Polaris program won a first prize at the 1963 Venice Film Festival; the U.S. 1 show, a second in 1962.

"Although the overwhelming bulk of Intelsat traffic and revenue are from telephone and record communications," he says, "it is intercontinental TV via satellites that has captured the public imagination."

"Very few people are aware that there are now more high-quality telephone circuits spanning the Atlantic by satellite than there are by cable. On the other hand, the man in the street in Europe and America—and in parts of Asia and Latin America as well—knows that satellites have made it possible for him to witness the dramatic events of our rapidly changing world—and maybe his favorite sports contests."

Ltd., and includes the Canadian Broadcasting Corp., Australian Broadcasting Corp., and New Zealand Broadcasting Corp. in ownership.

Visnews provides film to 140 organizations in 80 countries. Informed sources say that within a year Visnews hopes to offer a daily news package.

Air freight is still Visnews's major method of transportation, but satellites are being used more and more. In the past 18 months, Visnews has used satellite circuits more than 100 times, mostly in short segments.

The same attitude toward satellite communications is expressed by Robert A. Little, foreign editor of CBS News. "It's just another device," he says with

Meeting of the World" in 1966, and a series of programs interconnecting correspondents, and sometimes guests, from different countries in subsequent years.

At ABC News, again the emphasis is on satellite communications as a "tool." Elmer Lower, ABC News president, says his criterion for satellite use is "just news judgment." "As the rates go down," he says, "naturally, they'll be used more. But we're not letting the rates get in the way right now."

George Milne, of the network's production and planning department, stresses the importance of the event in the case of a news story and the possible impact on the audience in the case

year were brought to the U.S. by land lines, but both the Atlantic and Pacific satellites were used by a pool of European and Japanese broadcasting organizations.

ABC's sports team is also proud that it was responsible for the first live TV from Russia—the U.S.-Russian track meet in Kiev in 1965, via Early Bird. The network also points with pride to the live transmissions in 1965 of the LeMans auto race.

Some group broadcasters have taken brief rides on satellite service. Metro-media used its own correspondents and satellites to feed its European coverage of President's Nixon's round-the-world tour to its own stations (it didn't use any-



ABC International has already begun talking to customers of its Worldvision service about the regular use of satellites for distribution of all kinds of programs. Last week in Wash-

ington Donald W. Coyle (second from right), president of ABC International, met with the network's Latin American customers—or "affiliates" as they may soon be called

a qualifier—"the most modern means of moving news."

Richard Salant, president of CBS News, expresses the executive outlook concisely: "If the story is urgent enough, we will use satellites when jets aren't fast enough." Mr. Salant doesn't foresee any great increase in the use of satellites in the future.

Mr. Block sees satellite communications opening up new forms of programs for sale overseas—the Super Bowl, the Rose Bowl parade, the Miss Universe Pageant.

"The form of delivery," Mr. Block believes, "will be dictated by the type of material to be delivered. I seriously doubt that normal entertainment programming will be going by satellite. There is no reason for simultaneous broadcast, and there is the problem of dubbing."

In the news area, however, Mr. Block expects daily use of satellites, with voice-overs for different languages.

George E. Miller, CBS News production manager, says the network sends more news than sports by satellite. Most of this space-relayed traffic, he notes, has been inserts for regular newscasts. But, he recalls, CBS initiated a number of specials, such as the "Town

of a sports event as the determinant on whether satellites will be used. Each decision, he notes, is made event-by-event.

But in the sports area, ABC is completely committed to the satellite system for distribution. Charles A. Howard, vice president for production—sports, says: "We'll be using the satellite every day, even if it's not live, from Munich for the 1972 summer Olympics."

Because of the time difference, he notes, it would make no sense to broadcast weekday events live. But, he adds, on weekends, live broadcasts via satellite will be used extensively.

ABC's satellite-oriented worldwide sports coverage is no new thing, Mr. Howard notes. The opening and closing ceremonies of the 1964 winter Olympic games from Innsbruck, Austria, were space-relayed via AT&T's Telstar and were taped by ABC in New York. Telstar, of course, was only operational for 10 to 20 minutes at a time since it is in what is known as low orbit. Last year, the winter Olympic games from Grenoble, France, were satellite-relayed every day, with live or tape operations depending on what time the events took place. The Mexico City games last

thing from Asia because of the time difference). Metromedia also joined the network pool in covering the Apollo 11 splashdown. "Our objective is to serve our own stations, not to set up a new network," a spokesman says.

The satellite system was used in 1967 by a single U.S. station, WFIL-TV Philadelphia, which carried three hours live from Rome at the investiture of John Cardinal Kroll of Philadelphia.

National Educational Television used the satellite in a June 1967 program, "Our World," in which it shared costs with 14 other nations. NET, whose portion amounted to \$200,000, originated about 20 minutes of the two-hour program. And the Ford Foundation-financed Public Broadcast Laboratory did one show last February, tying in President Nixon's visit to Europe for an interconnected discussion of "Europe Under the Dollar" from New York, London and Paris.

The use of satellites for TV programs is by no means a U.S. phenomenon. The British Broadcasting Corp., for example, has used the satellite system eight or nine times a year for special shows such as interviews or golf.

Australian Television Network's Rus-

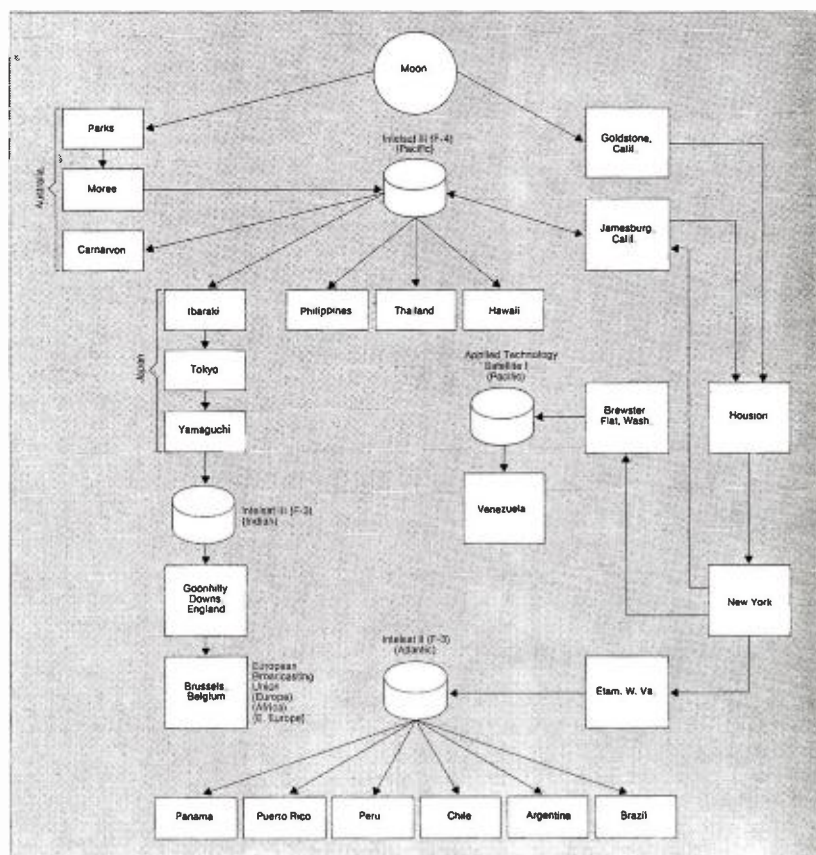
Mr. Watkins was one of the few broadcasters who was willing to venture a more optimistic prediction for the future: "Within a year or so there is a likelihood of a regular daily news feed from New York, especially if satellite costs come down and ground costs in Australia come down."

Because EBU is a cooperative venture, the cost of satellite circuits can be shared, thus making the charges more palatable to individual members.

These references to costs cannot be dismissed lightly. It is a heavy financial burden to order up satellite circuits, in some cases running over \$3,000 for the first 10 minutes, but relief may be in sight. The advent of multiple-access satellites could bring down costs once again, beyond the reduction put into effect last February by Comsat.

A U. S. satellite user must order the service through a U.S. common carrier, AT&T, ITT, RCA, Globecom, Western Union International. Each carrier takes weekly turns handling satellite orders, and, naturally, charges for delivering the program to a Comsat earth station as well as an override for satellite transmission.

BROADCASTING, August 25, 1969



A straight line is not always the quickest way between two points. This was never more evident than last month during the Apollo 11 moon flight when the Atlantic Intelsat III satellite was out of service because of antenna trouble.

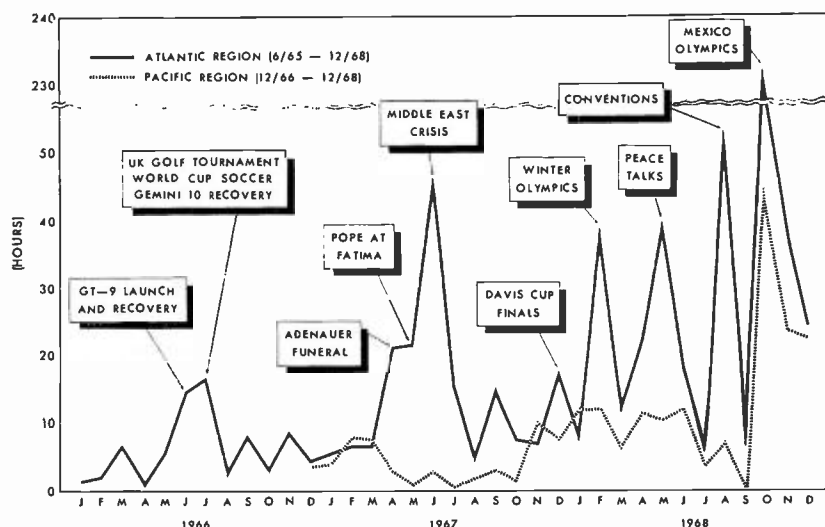
fact that these charges in the U.S. are only for what is called the "up leg" to the satellite. The "down leg," the transmission from the satellite to the destination, is charged for at rates set by the

The coverage destined for overseas was then sent to three of Comsat's earth stations: Jamesburg was used to retransmit the pictures to Australia and Japan, via the Pacific Intelsat III satellite; Etam, W. Va., for retransmission to Latin America via the Atlantic Intelsat II satellite, and Brewster Flat, Wash., for Venezuela, by way of NASA's Applied Technology Satellite I in the Pacific. Venezuela required special treatment because it used a portable earth station that needed the power that only ATS-1 could provide.

telecommunications administration of
the receiving country.

For example, the total charge for a TV satellite circuit with audio from the U. S. to Australia (or vice versa) is

How TV has used satellites to cover great events



\$2,352 for the first 10 minutes and \$120 for each additional minute. For a U. S. to Europe link, the total charge is \$3,290 plus \$89; U. S. to Japan, \$2,520 plus \$110; U. S. to Hawaii, \$1,650 plus \$86; U. S. to Thailand, \$2,900 plus \$155; U. S. to Brazil, \$3,130 plus \$99.

These charges used to be higher but last February Comsat reduced its rates by 40%, doing away with the surcharge on color, forcing the carriers to also reduce their rates. So that on the U. S. side of the satellite video-audio link Comsat now charges the carriers at the rate of \$660 for the first 10 minutes and \$18 for each additional minute to Europe for example. The carriers in turn charge their customers \$890 for the first 10 minutes and \$29 for each additional minute. Previously, Comsat had charged the carriers \$1,100 for the first 10 minutes and \$30 for each additional minute, plus an override of \$275 for the first 10 minutes and \$7.50 for each additional minute for color. The carriers earlier had been charging their customers \$1,600 for the first 10 minutes and \$50 for each additional minute; with a \$400 and \$12.50 extra charge for color.

When Comsat announced its rate reduction, it hazarded the guess that TV use of satellites would double. It well might by the end of the year; since 1966 TV use has tripled each year. In that first full year of commercial operation, 80 hours of satellite circuits were used for TV; in 1967, this rose to 225 hours and last year to 666 hours.

For the first half of this year, more than 300 hours have been used, with about 100 hours devoted to the Apollo 11 flight.

These times are for transmission hours only; as satellite spacecraft become more sophisticated, satellite hours become doubled, tripled and otherwise

multiplied as many nations receive the same signal from a single satellite.

What goes up must come down, is the old saw, and this is particularly true of satellite communications. There must be earth stations to receive the signals.

What started out in 1965, when Comsat's Early Bird was lofted to serve as a communications switchboard-in-the-sky over the Atlantic, as three standard ground stations (Andover, Me.; Goonhilly Downs, England, and Pleumeur Bodou, France) has now proliferated to 29 around the world. And by the end of the year, there are expected to be 40. Next year about 25 new ones are due to become operational; in 1971, six more, and in 1972 seven more. So that in three years there are expected to be 78 ground facilities in 53 nations (some have more than one; the Continental U. S., for example, already has four).

By 1972, even such mini-nations as Zambia or Cameroon will have earth stations.

The growth of earth stations, as well as the needs in some areas of heavy communication traffic for more than one (Australia is due to have three; England, France, Canada, Italy, Japan, Pakistan, Philippines, Spain, Thailand, each two, as well as Hawaii) will make it much simpler for those nations to work with the multiple and more powerful satellites that are due to be operating at that time.

Early Bird, considered now a primitive "bird," was capable of handling 240, two-way, 4-kc voice circuits, or a single one-way TV channel. It was taken out of Atlantic service in January this year after three and a half years of operation (when launched it was expected to last one and a half years).

The Intelsat II generation of communications satellites was launched in 1966 and 1967, for the Atlantic and

Pacific, with the same number of circuits, but with antennas configured to cover broader areas. For one-way TV these required only the pre-emption of half of the 240 voice circuits. They have a life expectancy of about three years.

The Intelsat III launches began in 1968, and are now working over the Atlantic, Pacific and Indian oceans. They provide 1,200 voice circuits, with 300 channels reserved for TV and other occasional uses. The Intelsat III satellites—another is due to be launched for Atlantic service next month, and Comsat received permission from the FCC only last week to order a couple of more for deployment next year—have a life expectancy of five years.

In 1971, Comsat plans to begin putting into operation its heavy-duty satellites. These are Intelsat IV, each 18 feet high (without antennas) and eight feet in diameter. They are being made for Comsat by Hughes Aircraft Co. under an \$82-million contract.

Each will have a despun antenna and two steerable-dish antennas to be used in concentrating beams to heavily populated areas where communication needs are greatest. Each will have 12 transponders, capable of receiving, transposing frequencies and transmitting voice, record and TV signals (each Intelsat III satellite has only two transponders). Four of the Intelsat IV transponders will be capable of being switched to operate on an east beam (roughly Europe and North Africa), four on a west beam (eastern North America and Puerto Rico), or all 12 can be made operable for global coverage.

Even Intelsat IV's power capabilities are enormous, up to 25.2 kw, considering that Early Bird's peak output was only 20 w, Intelsat II's 35 w, and Intelsat III's 300 w. Each of Intelsat IV's transponders will be capable of 200 w ERP with a 20-degree beam or 4 kw with a 4.5-degree beam.

Each Intelsat IV will have a single transponder reserved for TV, with additional channels available when needed.

Comsat was established following the passage and signing of the Satellite Communications Act of 1962. Its establishment was generally hailed, although there were murmurs during the congressional debates that the system should be owned by the federal government, since it was using the developments tested out by NASA and paid for by U. S. taxpayers.

Its governing board has 15 members, three appointed by the President and the others representing the ownership of Comsat—roughly half by the public and half by the common carriers. James McCormack, a retired Air Force major general, is chairman; Joseph V. Charyk, one time under secretary of the

NOW!

WBRE-TV 28

Northeastern Pennsylvania

COVERS THE 18th LARGEST MARKET IN RETAIL SALES!

With its new tower and increased power, WBRE-TV reaches more people; serves twenty-seven counties in a three state area (with a total market population of 2,020,300 and an annual spendable income of \$4,921,625,000) representing the nation's 18th largest retail sales market.

WBRE-TV, now covering a THREE BILLION DOLLAR retail sales area, maintains technical facilities unequalled in the Northeast . . . with a technical and programming staff equal to the facilities and equipment. This preeminence in technical excellence supports our claim to be "FIRST IN NORTHEASTERN PENNSYLVANIA"!

The importance of this vast market, and our ability to reach it, are critical factors in making WBRE-TV/NBC the basis of ANY successful marketing plan for Northeastern Pennsylvania and adjacent areas.

WBRE's new 850 foot Tower of Power, reaching 1645 feet above average terrain and 2949 feet above sea level, radiates 4 MILLION WATTS! Offers Grade A service and programming of popular entertainment, news and sports within a 60-mile radius; Grade B service within 75 miles.



THE ORIGINAL STATION REPRESENTATIVE

WBRE-TV

Channel 28

Wilkes-Barre/Scranton, Pa.
Wilkes-Barre/Scranton, Pennsylvania



Air Force, is president.

Last year, when ITT sold its 12% interest, reducing common-carrier participation to 38%, Comsat requested, and Congress enacted, an amendment that makes carrier representation on the board proportional to each's interest in the company.

Although it is purely a U. S. corporation, Comsat acts as manager of the 68-nation International Telecommunication Satellite Consortium. Under a five-year interim agreement that was signed in 1964, it has a 53% voice in the consortium's decisions. The interim agreement is currently under review by an international conference that met in Washington earlier this year and meets again in November. One of the major issues is whether to continue Comsat as the manager of the consortium; there is a strong desire on the part of some European nations to establish an international secretariat to operate the satellite system. Two-thirds of the members must approve changes in these matters.

One of the highlights of the conference has been the attendance of non-Intelsat members (as observers), including Russia and other Soviet-bloc nations.

In the international field, a United Nations committee has been working on satellite communications as part of a larger group concerned with the peaceful uses of outer space. The broadcast subcommittee with a membership from 26 nations only weeks ago completed a month-long conference in Geneva, and called for further study on legal, social and cultural questions as they relate to direct broadcasting from satellites to home receivers.

Olof Rydbeck of Sweden, who was chairman of the working group, said that worldwide broadcasting by satellite would be feasible by 1985. But, he warned, there are still unresolved problems, like frequency allocations and controls to prevent the use of TV as a propaganda weapon by one nation against another.

Last year for the first time, Comsat turned in a profit from its operations. Revenues from operations were \$30.5 million, and operating income, \$988,000. This compares to operating revenues of \$18.5 million and a loss of \$642,000 in 1967. Comsat is still getting income from temporary cash investments, \$8.5 million in 1968 compared to not quite \$8 million in 1967. Comsat's total assets are \$253.2 million.

In the first six months of this year, TV accounted for 3.1% of Comsat's operating revenues. In 1968 this was 4.8%; in 1967, 6.6% and in 1966, 6%. But, it should be noted that revenues from voice and record traffic have grown tremendously so that TV usage,

although growing also, has become smaller in the over-all picture.

Notwithstanding the use of communications satellites solely for over-seas TV transmissions, an overview of the subject would not be complete without mention of the imminent establishment of a domestic satellite system.

This has been brewing in the bureaucratic confines of Washington officialdom ever since 1965 when ABC electrified the telecommunications world with its bid to the FCC for permission to establish its own space network to feed its affiliates—with a sweetener in the form of an offer to provide free a channel for educational television networking.

The networks now spend over \$50 million a year with AT&T to interconnect their affiliates. A domestic satellite system—whether dedicated for single use or established as a multiple-service installation—could well halve that cost.

At its ultimate, insofar as television is concerned, there could be a single satellite system capable of providing 12 TV channels, day in and day out, furnishing four channels to each of the three networks.

The ABC proposal called for a single satellite to be owned by the network, providing four 25-mc channels—three to interconnect its own affiliates, and the fourth for educational TV. ABC proposed originating earth stations in New York and Los Angeles, at a cost of about \$2.5 million for both, with each affiliate building its own receiving facility for about \$40,000. ABC calculated the launch of such a satellite at \$10.5 million, and average yearly operating costs at \$6 million to connect 200 affiliated stations. ABC said at that time it was paying AT&T \$12 million a year for connecting the network to its affiliates.

Six months later, three different plans were submitted to the FCC by as many other entities.

NBC plumped for a four-network-owned system using six satellites with a total of 18 channels. NBC said the six satellites could be launched for \$35.7 million, 12 originating stations erected, in New York, Washington and Hollywood, plus one mobile unit for each network, for \$6.6 million, and receiving stations built for 500-odd TV network affiliates at \$27.4 million, and for 500 radio network affiliates at \$5.5 million. Another \$800,000 would be spent to install control circuits at two of the major ground stations.

The Ford Foundation, spurred by its TV consultant, Fred Friendly, former CBS News chief, suggested a dedicated system for TV and radio relay to be owned by a noncommercial holding company that would use the profits

from the operation for the benefit of noncommercial, education TV programming. The Ford plan aimed for four satellites, each containing 12 TV, 40-mc-wide channels, using one satellite for each of the country's four time zones.

On the ground, Ford saw 20 fixed stations—12 for commercial use and eight for noncommercial broadcasting—plus 25 mobile units. Capital costs were estimated at \$80 million and annual costs at \$19.3 million. For Alaska and Hawaii, Ford suggested an additional satellite to provide 12 channels at \$6.3 million in capital costs and \$1.4 million as annual operating costs.

Ford estimated that the operating corporation would realize about \$30 million yearly in profits and perhaps twice that amount in 10 years—all for ETV program development.

Comsat, insisting that it is the only entity entitled to operate communications satellites anywhere and stung by the activity in what it assumed was its private field, proposed a multi-use service, using four satellites that would provide simultaneously 16 full-time TV distribution channels, each 40 mc wide, as well as 21,000 full-time, trunk-type voice and record channels, and 3,700 full-time multiple-point message channels.

Comsat also projected 10 high-capacity multi-use earth stations, and 12 lower capacity earth stations, plus more than 100 other earth stations that would be used principally for TV distribution, each serving three to four TV stations through ground lines. It saw four main 85-foot antenna stations each in New York and Los Angeles, and two such stations in Chicago. The 12 lower capacity stations, using 42-foot antennas, would be in Washington, Atlanta, Omaha, Colorado Springs, Shreveport, La., and Portland, Ore. For the receiving stations, Comsat figured 84 in the eastern and central time zones, and 24 in the Pacific and mountain time zones.

Capital costs of the Comsat system, it calculated, would run from \$110 million to \$126 million.

It also proposed that a pilot system, on a test basis, be authorized so that questions of service, ownership, finances, costs, and other elements could be tried out.

It is this proposal that has been studied by an FCC team since 1966. For a year the word informally has been that the commission was on the verge of authorizing such a test program, particularly since this was one of the recommendations made by President Johnson's Task Force on Communications Policy which was delivered last December. More recently, Comsat and NASA have been working jointly on a plan to try out a domestic satellite

system on a noncommercial basis, using unused capacity in NASA's ATS satellites, with all interested communications organizations participating.

But as reports of the imminence of the authorization heated up, the Nixon administration stepped in. Only last month, the White House decided to take a coordinated look at the whole question of a domestic satellite system; Dr. Clay T. Whitehead, a White House as-

sistant, was named to head a government task force to look over the whole idea. And, until this is done, the FCC was asked to hold up any decision for at least 60 days.

(The foregoing special report was compiled by Earl B. Abrams, senior editor, Washington, with reporting assistance from Hazel Hardy, staff writer, New York.)

FocusOnFinance

ABC to buy back stock for \$7.5 million

ABC Inc. announced last week that it plans to purchase on the open market during the next several months up to 150,000 shares of its own common stock for use in possible future acquisitions and for other corporate purposes. As of July 31, 1969, ABC had 4,862,783 shares of common stock outstanding.

A company spokesman said that no acquisitions were planned for the immediate future. Stock-market sources indicated that ABC's move may be a precautionary one, buying its shares at a time when the price is relatively depressed. On the day of the announcement last Monday (Aug. 18), ABC closed at 49.625, up 1.375 but down substantially from its 1969 high of 76½.

The ABC shares to be purchased will cost about \$7.5 million, based on latest quotations, and presumably will be used if and when ABC proceeds with plans for acquisitions.

Production house plans stock offering

National Showmanship Services Inc., Brooklyn, N. Y., a post-production service company, has filed a registration statement with the Securities and Exchange Commission offering 175,000 common shares for public sale at \$8 per share maximum. The offering is being handled through underwriters headed by Goldwater, Valente, Fitzpatrick & Schall.

National Showmanship (formerly Income Properties) provides technical services required for the final production of motion pictures and television commercials. The firm also produces and distributes motion pictures. It owns Cineffects Color Laboratory Inc., a New York film processor, and Manhattan Sound Studios, New York, which does sound-mixing for television commercials.

Of the net proceeds of the stock sale, \$111,000 will be used to pay off short-term unsecured bank loans, which were used to purchase a new printer and for working capital; \$218,000 will retire the company's 8% notes due October 1970, and \$150,000 will be used to purchase a new developer for Cineffects. In addition, \$183,000 will retire secured debt and \$100,000 will fund a small portion of the production of a film based on Anthony McCall's book, *Holocaust*. The balance will be added to working capital.

National Showmanship has 445,433 common shares outstanding, of which management officials as a group own 9.25%. Joseph J. Macaluso is president.

Good fiscal '69 shown by Meredith

Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, reported a 16.3% increase in consolidated revenues, a 21% gain in broadcasting revenues and a 35.4% increase in net income for fiscal 1969.

Darwin Tucker, president and chief executive officer of Meredith, said that during the year magazines and printing contributed about 50% of total sales; text and consumer books, 35%; broadcasting, globes and other sources, 15%. He added that in the broadcasting division national TV spot sales were up 23%; local TV registered a 32% gain.

For the year ended June 30:

	1969	1968
Earned per share	\$3.67	\$2.28
Broadcasting revenues	17,717,000	14,183,000
Consolidated revenues	132,190,000	113,621,000
Net income	10,192,000	6,264,000
Shares outstanding	2,779,406	2,744,343

Note: 1969 earnings include extraordinary items (primarily a gain from the sale of the company's 50% interest in Meredith-Avco Inc., a CATV operator) amounting to \$1,711,135 or 62 cents per share.

Company reports:

Papert, Koenig, Lois Inc., New York, advertising agency, reported decreases in gross billings and net income for the first half of 1969.

The company also announced it has agreed in principle to acquire Cyber-

Your Blair Man Knows . . .

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

BLAIR TELEVISION Representing

WTRF-TV 7

FORWARD GROUP STATION

Color Channel 7—NBC

Wheeling, West Virginia

Produced for Radio's Man on the Move



Radio programming that draws the largest audience is keyed to reach the listener on the move . . . on the beach . . . in the car or the kitchen . . . **INSIGHT** is a free public service feature that fits the scene.

Get your audition disc now—and be convinced.

RACOM
PRODUCTIONS



write, wire or phone collect

312-468-8700 today for your audition disc—There is no obligation

10858 SOUTH MICHIGAN AVENUE, CHICAGO, ILLINOIS 60628

(Produced in Co-operation with The American Bible Society)

netics Plastic Corp., Van Nuys, Calif., producer of plastic containers.

For the six months ended May 31:

	1969	1968
Earned per share	\$0.105	\$0.161
Gross billings	14,160,300	19,499,484
Pretax income	206,832	269,218
Net income	76,272	119,218
Average shares outstanding	723,104	738,604

Note: 1969 net income is after non-recurring \$20,000 provision for loss on investment in a subsidiary, Century Cycle Co.

National General Corp., Los Angeles, diversified company with TV production and distribution interests, reported gross income up 320% and net income up 84% for the 39 weeks ended June 24:

	1969	1968
Earned per share	\$2.28	\$1.50
Revenues	326,422,000	77,762,000
Net earnings	10,324,000	5,613,000
Shares outstanding	4,539,000	3,746,000

Notes: Results for 1969 period include those of Grosset & Dunlap, Bantam Books and Great American Insurance Co. for entire period and Republic Indemnity Insurance

Co. for three months. There was extraordinary item of \$2,265,000 for 1968 period and \$943,000 for 1969 period.

Norton Simon Inc., Fullerton, Calif., diversified company and parent of Talent Associates Ltd., television and motion-picture producer, reported increases in revenues and net income for the year ended June 30:

	1969	1968
Earned per share	\$2.40	\$1.89
Revenues	966,645,000	923,245,000
Net income	31,625,000	27,284,000
Shares outstanding	10,850,000	10,678,000

Notes: Financial results for 1968 are stated on the basis of the former fiscal years of Norton Simon Inc.'s predecessor corporations—12 months ending March 31, 1968, for Canada Dry Corp.; June 30, 1968, for Hunt Foods, and Dec. 31, 1967, for McCall Corp. Per-share earnings for both years are adjusted to reflect a 2½% common stock dividend paid May 29, 1969.

Vikoa Inc., Hoboken, N.J., electronic components manufacturer, TV film producer and CATV system owner-builder, has reported record sales and earnings

for six months ended June 30:

	1969	1968
Earned per share	\$0.40	\$0.44
Sales	12,231,000	10,560,000
Net income	692,000	662,000
Average shares outstanding	1,749,800	1,500,475

Bartell Media Corp., New York, publisher, group broadcaster and group CATV operator, reported a 12% increase in revenues and a substantial gain in net income for the six months ended June 30:

	1969	1968
Earned per share	\$0.12	\$0.04
Revenues	18,176,285	16,109,541
Net income	273,418	95,131

Note: 1968 figures include extraordinary item amounting to \$112,000 from liquidation of a foreign operation.

Fuqua Industries Inc., Atlanta-based diversified company and group broadcaster, reported a 34% increase in sales and a 48% increase in net income for

The Broadcasting stock Index

A weekly summary of market activity in the shares of 86 companies associated with broadcasting.

	Stock Symbol	Ex- change	Closing Aug. 21	Closing Aug. 14	Closing Aug. 7	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Broadcasting									
ABC	ABC	N	50½	48½	51½	76½	45½	4,796	247,474
Atlantic States Ind.		O	7½	6½	7	6	15½	1,798	10,788
Capital Cities	CCB	N	30½	26½	29	37½	26	5,804	168,316
CBS	CBS	N	46	45½	47½	59½	42½	25,378	1,145,055
Corinthian	CRB	N	20½	20½	21	37½	20½	3,384	72,756
Cox	COX	N	41½	37½	39½	59	37	2,891	112,026
Gross Telecasting	GGG	A	16	16	16½	24½	15½	805	12,751
Metromedia	MET	N	19½	19	19	53½	17½	5,507	107,937
Pacific & Southern		O	17½	16½	17	26½	14½	1,616	23,432
Reeves Telecom	RBT	A	15	13½	15½	35½	13	2,253	35,688
Scripps-Howard		O	24½	22½	22½	31½	21	2,589	54,369
Sonderling	SDB	A	31½	31½	34	47½	31½	985	31,520
Starr Broadcasting		O	7½	7	6½	7½	6½	338	2,451
Taft	TFB	N	31½	31½	31½	43½	27½	3,437	102,251
Total								61,581	\$ 2,126,814
Broadcasting with other major interests									
Avco	AV	N	26½	24½	26	49½	23½	12,872	318,582
Bartell Media	BMC	A	11½	13	10½	22½	8½	2,292	22,003
Boston Herald-Traveler		O	31	32	32	24½	11½	574	15,498
Chris-Craft	CCN	N	13½	12½	13	24½	12	3,201	38,412
Cowles Communication	CWL	N	10	11½	11½	17½	10	3,620	41,123
Fuqua	FQA	N	33½	32½	32½	47	30½	5,073	157,263
Gannett	GCI	N	36	37	36½	42	33	4,738	162,277
General Tire	GY	N	18½	19	19½	34½	17½	17,914	328,901
Gray Communications		O	9	9	9	12½	8½	475	4,275
Lamb Communications		O	4½	4½	4½	10	4½	2,650	11,263
Lee Enterprises		O	18½	16½	16	21½	16½	1,957	31,547
Liberty Corp.	LC	N	15½	14½	15	23½	14	6,743	103,572
LIN		O	12	8	8½	32½	7½	1,890	15,120
Meredith Corp.	MDP	N	38½	35½	36½	59½	32½	2,762	98,051
The Outlet Co.	OTU	N	19½	18½	17½	30½	17½	1,332	23,763
Plough Inc.	PLO	N	61½	60½	60½	72½	57½	7,892	477,466
Post Corp.		O	18	17½	17½	40	14½	566	8,207
Rollins	ROL	N	38½	34½	34½	38½	30½	7,981	271,354
Rust Craft	RUS	A	27	27½	27½	38½	25½	1,168	30,368
Storer	SBK	N	28½	27½	27½	62	24½	4,220	120,270
Time Inc.	TL	N	43½	41½	44½	100½	36½	7,238	283,151
Wometco	WOM	N	18½	17½	17½	23½	16½	5,680	99,968
Total								139,039	\$ 2,662,434
CATV									
Ameco	ACO	A	9½	9½	10½	14½	7½	1,200	10,500
American TV & Communications		O	14½	13½	13½	15	11½	1,775	22,631
Cable Information Systems		O	3½	3½	3½	5	2½	955	3,343
Columbia Cable		O	10½	9	9½	15½	9½	580	5,655
Cox Cable Communications		O	13½	13	14½	21½	14	3,550	49,700
Cypress Communications		O	10	10	10½	23	10½	808	8,484
Entron		O	3½	3½	3½	10½	3½	607	2,185
H & B American	HBA	A	14½	16½	16½	20½	11½	5,016	68,218
Sterling Communications		O	6½	6½	6	10½	5½	500	2,875
Teleprompter	TP	A	55½	56½	56	70½	46	1,006	50,049
Television Communications		O	12½	12½	13	20½	11½	2,090	2,613
Vikoa	VIK	A	23½	23½	23½	33½	20	1,795	38,772
Total								19,882	\$ 265,025

the six months ended June 30:

	1969	1968		1969	1968
Earned per share	\$1.00	\$0.67	Earned per share	\$0.20	\$0.17
Net sales	144,903,000	107,892,000	Gross revenues	5,572,000	4,588,000
Net income	5,573,000	3,796,000	Net income	329,000	271,000
Average shares outstanding	5,328,000	5,237,000	Average shares outstanding	1,623,000	1,614,000

Notes: 1968 figures have been restated to include on a pooling of interests basis business acquired in 1968 and 1969. Extraordinary items were \$(0.03) for 1968 as restated and \$(0.01) for 1969.

MovieLab Inc., New York film processing company, reported an increase in net sales but a decrease in net income for the six months ended June 28:

	1969	1968
Earned per share	\$0.10	\$0.16
Net sales	5,124,273	5,058,606
Pretax income	226,517	437,458
Net income	137,141	218,743
Shares outstanding	1,407,266	1,407,001

Pacific and Southern Broadcasting Co., New York, group broadcaster, reported a 21% increase in gross revenues and net income for the six months ended June 30:

Financial notes:

■ **Publishers Co.**, Washington-based printer, publisher and broadcasters, has acquired two printing companies for an undisclosed sum — Buxton-Skinner Printing Co., St. Louis, and Redson-Rice Corp., Elk Grove Village (Chicago), Ill. Publishers, which owns WONS and WBGM(FM) Tallahassee, Fla., is seeking FCC approval to purchase WKWK-AM-FM Wheeling, W. Va., for \$649,000.

■ **Wometco Enterprises Inc.**, Miami-based diversified company and group broadcaster, has acquired for an undisclosed sum controlling interest in Yumbrella International Inc., a fast-food

concern which will incorporate seven separate restaurants under one roof. The initial Yumbrella operation is scheduled to open in South Miami in January 1970.

■ A \$60-million offering of Ampex Corp.'s 25-year 5½% convertible subordinated debentures was sold out quickly last week. The underwriters were headed by Blyth & Co. and Lazard Freres, both New York. The proceeds will be used to retire certain debts of the company.

■ **Subscription Television Inc.**, New York, electronic equipment manufacturer, has requested withdrawal of the registration statement it filed with the Securities and Exchange Commission (BROADCASTING, April 28). Withdrawal of the registration statement, which covers 800,000 common shares and 160,000 shares, is being requested because of current market conditions.

	Stock Symbol	Ex- change	Closing Aug. 21	Closing Aug. 14	Closing Aug. 7	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	34½	31½	31½	42	25	5,863	172,138
Commonwealth United*	CUC	A	—	—	8½	24½	8½	12,428	100,915
Disney	DIS	N	86½	80½	81	87	69½	4,381	331,861
Filmways	FWY	A	25½	25½	26½	38½	19½	1,219	28,342
Four Star International		O	4½	5	5	10	3½	666	3,164
Gulf and Western	GW	N	23½	20½	21½	50½	19	16,426	338,376
Kinney National	KNS	N	25½	24½	25½	39½	19	5,940	130,680
MCA	MCA	N	25	24½	26	44½	23½	8,059	200,186
MGM	MGM	N	39½	38	34½	44½	25	5,762	193,027
Transamerica	TA	N	28½	28½	27½	38½	23	61,869	1,536,826
Trans-Lux	TLX	A	21½	23	24½	58½	21½	979	23,985
20th Century-Fox	TF	N	19½	19½	20½	41½	16½	8,155	150,868
Walter Reade Organization		O	9	8½	10	15½	8½	2,083	18,226
Wrather Corp.		O	8½	9½	9½	23	8½	1,760	16,720
							Total	135,590	\$ 3,245,314
Service									
John Blair	BJ	N	22½	20½	20½	28½	17½	2,265	43,601
Comsat	CQ	N	48	46½	48½	55½	41½	10,000	457,500
Creative Management		O	13½	13	13½	20½	8½	1,020	13,770
Doyle Dane Bernbach		O	22½	22	22½	32½	21½	2,104	46,288
Foot, Cone & Belding	FCB	N	11½	12	11½	15½	11	2,147	24,905
Grey Advertising		O	14½	15	14½	18½	13	1,163	16,864
MovieLab	MOV	A	7½	8	8½	14½	17½	1,407	11,256
MPO Videotronics	MPO	A	10½	9½	10½	22½	8½	548	4,450
Nielsen		O	31	29½	29½	37½	28½	5,240	150,650
Ogilvy & Mather		O	21½	20½	19	35	17½	1,090	22,192
Papert, Koenig, Lois	PKL	A	16	15½	16½	30½	10½	721	11,716
J. Walter Thompson		O	29½	29½	30½	41	24½	2,778	69,006
Wells, Rich, Greene		O	10½	10½	9½	18	8½	1,501	13,509
							Total	26,744	\$ 885,707
Manufacturing									
Admiral	ADL	N	15½	15	15½	21½	14½	5,110	79,205
Ampex	APX	N	40½	38½	38½	44½	32½	10,571	406,984
General Electric	GE	N	83½	82½	84½	98½	81½	91,025	7,839,073
Magnavox	MAG	N	48½	45½	45½	56½	41	16,561	599,702
3M	MMM	N	108½	105½	104½	112½	94	54,388	5,547,576
Motorola	MOT	N	128½	126½	122½	133½	102½	6,148	736,223
RCA	RCA	N	37½	36½	37½	48½	35½	62,713	2,453,333
Reeves Industries	RSC	A	5½	5½	5½	10½	4½	3,437	20,072
Visual Electronics	VIS	A	12½	13	14½	37	12	1,326	16,907
Westinghouse	WX	N	58½	54½	56½	71½	53½	38,647	2,164,232
Zenith Radio	ZE	N	38½	40	40½	58	35½	18,935	766,868
							Total	308,861	\$20,730,175
						Grand total		691,697	\$29,915,469
Standard & Poor Industrial Average			104.81	103.09	100.48	116.85	89.48		

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

Shares outstanding and capitalization as of July
* Trading temporarily suspended

Who traded stock during July

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for July (all common stock unless otherwise indicated):

- Ampex Corp.—James F. Coonan sold 4,000 shares, leaving 134 held personally and 1,703 held as custodian.
- John Blair & Co.—H. M. Sibley bought 100 shares, giving him a total of 486.
- Capital Cities Broadcasting Corp.—D. B. Burke sold 300 shares, leaving 20,400.
- CBS Inc.—E. Thayer Drake sold 400 shares, leaving 1,034. J. A. Schneider sold 4,250 shares, leaving 4,453.
- Chris-Craft Industries—John Hopkins bought \$15,000 of 6% convertible subordinated debentures. Mr. Hopkins' son holds \$5,000 of 6% convertible subordinated debentures.
- Commonwealth United—Peter Gettinger sold 6,500 shares, leaving 109,994.
- Corinthian Broadcasting—H. A. Watkins bought 1,000 shares, giving him a total of 2,800.
- Cox Broadcasting Corp.—M. Bartlett bought 1,000 shares, giving him a total of 11,523.
- Cypress Communications—David Graham through trading account bought 17,090 shares and sold 23,515 shares, leaving 49,923 held through trading account and 1,193 held personally.
- Doyle Dane Bernbach—Jason Roy Grace bought 5,000 shares, giving him a total of 5,250. John R. Noble bought 5,000 shares. Edward T. Russell sold 2,532 shares, leaving 85,735. H. P. Atlas sold 1,000 class A shares, leaving 102 class A shares held personally and 300 class A shares held by family. Ted H. Factor sold 2,500 class A shares, leaving 54,419 class A shares held personally and 3,000 class A shares held as trustee. E. R. McNelly bought 10,000 class A shares, giving him a total of 16,497

- class A shares.
- Foote, Cone & Belding—Louis E. Scott sold 8,692 shares, leaving 14,598.
- Gannett Co.—James E. Webb bought 200 shares, giving him a total of 700.
- Kinney National Service Co.—M. Rosenthal sold 1,900 shares, leaving 171,104 held personally, 95,820 held by trusts, 2,220 held by children and 186 held by wife.
- MCA Inc.—Berle Adams received as compensation 25,000 shares, giving him a total of 47,992. Salvatore Chiantia received as compensation 25,000 shares, giving him a total of 25,900. A. A. Dorsking received as compensation 25,000 shares, giving him a total of 41,355 held personally and 450 held by family. L. N. Friedland received as compensation 25,000 shares, giving him a total of 40,775. H. M. Hars received through incentive compensation plan 5,000 shares.
- Memorex Corp.—Alger Chaney sold 1,550 shares, leaving 64,000 held personally and 45,000 held through company. G. E. Pilcher sold 775 shares, leaving 300. E. S. Seaman sold 1,014 shares, leaving 2,250. Mr. Seaman's children sold 130 shares, leaving none.
- Meredith Corp.—John Gregg received through incentive stock plan 1,500 shares, giving him a total of 1,500 held personally and five held as custodian.
- Metromedia Inc.—M. E. Austad (Mark Evans) bought 700 shares, giving him a total of 30,003.
- 3 M Co.—Ralph H. Dwan through one trust sold 100 shares, leaving 318,209 held through that trust, 576,000 held through another trust, 1,000 held personally and 1,900 held by wife. W. L. McKnight sold 10,000 shares, leaving 2,607,220 held personally and 1,673,203 held by wife.
- MPO Videotronics—Marshall Stone exercised option to buy 16,500 shares and through company bought 15,000 shares.
- National General Corp.—W. H. Thedford bought 3,000 shares, giving him a total of 5,658.
- Oaklvy & Mather International—David Ogilvy sold 6,000 shares, leaving 84,000.
- Papert, Koenig, Lois—Theodore Levenson sold 300 shares, leaving 20,849 held personally and 500 held by wife. John F. Shima sold 200 shares, leaving 100. N. Grulich sold 1,100 class A shares, leaving 38,163 class A shares held personally and 9,510 class A shares held by members of family. Julian Koenig sold 3,000 class A shares, leaving 65,832 class A shares.
- Post Corp.—Loewi & Co. bought 5,810

- shares and sold 2,655 shares, giving it a total of 11,072.
- RCA Corp.—G. H. Brown exercised option to buy 1,157 shares, giving him a total of 7,000 held personally and 82 held by wife. C. R. Denny sold 2,000 shares, leaving 8,095.
- Richmond Newspapers—A. J. Brent acquired 5,000 class A non-voting shares, giving him a total of 6,500 class A nonvoting shares. A. S. Donahoe acquired 10,000 class A nonvoting shares, giving him a total of 11,000 class A nonvoting shares.
- Rollins Inc.—John W. Rollins sold 12,000 shares, leaving 915,140 held personally, 7,494 held as custodian and 3,250 held by wife.
- Sonderling Broadcasting Corp.—A. Harry Becker sold 1,000 shares, leaving 9,000. Richard Goodman sold 64,000 shares, leaving 14,700. Mason A. Loundy sold 500 shares, leaving 46,800. Sigmund Wahrsager sold 300 shares, leaving 1,200.
- Storer Broadcasting—F. W. Sullivan bought 1,000 shares, giving him a total of 9,600.
- Teletypewriter Corp.—C. C. Kleffer through partnership bought \$15,000 of 5½% convertible subordinated debentures.
- Time Inc.—B. M. Auer sold 200 shares, leaving 9,592. J. L. Hallenbeck sold 300 shares, leaving 4,400 held personally and 400 held by wife and children. Andrew Heskell bought 3,500 shares, giving him a total of 33,767. Henry Luce III bought 250 shares and through family trusts bought 150,180 shares, giving him a total of 120,317 held personally, 254,828 held through family trusts, 19,045 held through another trust and 11,535 held as co-executor.
- 20th Century-Fox Film Corp.—W. E. Self bought 200 shares, giving him a total of 544.
- Walter Reade Organization—S. Gunsberg sold 11,000 shares, leaving 22,500. E. Schuman received as bonus 500 shares, giving him a total of 9,600.
- Wometco Enterprises—M. Wolfson through corporation bought \$10,000 of 5½% convertible subordinated debentures. R. F. Wolfson through company bought \$10,000 of 5½% convertible subordinated debentures.
- Zenith Radio Corp.—John Kuhajek bought 2,500 shares, giving him a total of 9,680 held personally and 1,040 held by wife. Ralph M. Spang exercised option to buy 4,300 shares, giving him a total of 11,900. Joseph S. Wright exercised option to buy 6,000 shares, giving him a total of 60,600.

Programing

'... May the best man win ...'

Griffin debuts to sight of other familiar CBS faces appearing across the dial; ratings prove mixed

The great late-night sofa war rumbled into action last week with New York City audiences giving the kid—Merv Griffin—a break against his stiff Johnny Carson-Joey Bishop competition. Carson-Bishop rose to the challenge by trotting out a host of guest stars, some of whom are connected with past and present CBS shows. But, by all the numbers that count, it was an inconclusive skirmish. Consistent viewing patterns, industry sources said, will determine the winner.

Mr. Griffin drew a larger New York audience his first night (Aug. 18) than either of his two competitors, but dropped to second place, behind the Carson show on NBC-TV, in the New York Nielsens and Arbitrons Tuesday

and Wednesday. There was considerable feeling, shared privately by at least some CBS-TV authorities, that the Griffin premiere had not been the audience-rouser it might have been and that this cut into its later ratings.

The competition wasn't taking any chances. The Carson and Bishop programs had called on every top star they could last week to keep their established 11:30 p.m.-1 a.m. audiences from spending too much time with the newcomer.

ABC's play was to lead off *The Joey Bishop Show* with the Smothers brothers, whose own show was dropped by CBS last April in a dispute over "censorship" (BROADCASTING, April 7). Mr. Bishop permitted the brothers to go

through two songs uninterrupted, then urged them to return to television. Tom Smothers announced the sale of their April 4 program, the one not shown on CBS, to TV stations in Canada and across the U.S. (including four Metro-media stations) for broadcast Sept. 10, and also indicated the brothers would be doing three or four specials for syndication (BROADCASTING, Aug. 11). In all cases, the Smothers brothers said, artistic control would remain in their hands.

Scheduled to appear on *The Joey Bishop Show* last week were Tony Bennett, George Burns, Milton Berle, Eddie Fisher, George Shearing, Peggy Lee, Ed Ames and the Harkness Ballet.

NBC-TV resorted to its consistent



Merv Griffin, new late-night star for CBS, got talented support on his first night for the network from Leslie Uggams (l) and Hedy Lamarr (c).



Bob Hope (c) was the star of the Johnny Carson Tonight Show on NBC last Monday. Here he is flanked by regular Ed McMahon (l) and the host, Johnny Carson.

audience attractor, Bob Hope, for the Monday night (Aug. 18) *Tonight Show* with Johnny Carson. And the network too took a slap at CBS by presenting Eva Gabor and Eddie Albert of the CBS series, *Green Acres*. Also planned for last week's programs were Lucille Ball (also a long-standing CBS star), Bill Cosby, Joe DiMaggio, Rowan and Martin, Raquel Welch and Flip Wilson.

Against this line-up, Merv Griffin opened with Woody Allen, Leslie Uggams, "Moms" Mabley and Hedy Lamarr. Mr. Griffin followed up the rest of the week with Mohammed Ali, Beatrice Lillie, Walter Cronkite, Art Linkletter, Penelope Ashe and others.

How did the strategies work? No national ratings were as yet available, but the overnight New York ratings showed a good sampling for *The Merv Griffin Show* Monday night. CBS averaged an 8.6 rating, 36 share for the 11:30 p.m.-1 a.m. EDT period in the New York Arbitrons, as compared to NBC's 6.3 rating, 26 share, and ABC's 1.6 rating, 7.0 share. New York Nielsens also put CBS on top with an 8.1 rating, 31 share, while NBC had a 6.5 rating, 25 share, and ABC a 2.0 rating, 8 share.

Johnny Carson topped the late-night battle Tuesday and Wednesday nights with average New York Arbitrons of 7.5, 26 and 8.5, 36 respectively, and average New York Nielsens of 8.8, 30 and 8.1, 36.

Merv Griffin had a 4.8, 17 Arbitron Tuesday and a 4.8, 21 Wednesday, with Nielsens of 5.3, 18 and 3.2, 14. Joel Bishop's Arbitrons Tuesday and Wednesday were 2.9, 10 and 1.8, 8. ABC Nielsens were 1.0, 3 Tuesday and 3.2, 14 Wednesday, a tie with CBS for the 11:30-1 period. That time slot included the last 15 minutes of news on ABC-TV, because of a late-running movie prior to the news.

Merv Griffin may draw audience from the other two, or he may develop additional "night-owl" fans, as Joey Bishop appeared to do when he started in May of 1967. Up until that time, Johnny Carson averaged a 6.5 National

Nielsen rating for the five years he conducted the lone network talk show. After Mr. Bishop's debut, Mr. Carson's average rating rose to 7.6, with Mr. Bishop at 3.9.

NBC claims to have 214 stations broadcasting the *Tonight Show*. ABC affiliates carrying the Bishop show number around 160, while the estimate for the Griffin premiere was 185 stations.

'Why Not Quit?' to start next month

Triangle Stations said last week that its instructional five-minute TV and radio program series on how to stop smoking, *Why Not Quit?*, will be released for national syndication in September.

The radio-TV group owner said 20 program tapes have been produced at its WFIL-TV Philadelphia. Actor E. G. Marshall is host and narrator of the series, which was announced last spring (BROADCASTING, May 5). Proceeds of the syndication will go toward medical research at the University of Pennsylvania, which is cooperating in the production with WFIL-TV.

Reeves, IATSE resume contract talks

The technicians strike at Reeves Production Services, New York, last week moved into its fifth week with some hope for settlement soon, but with Reeves' losses estimated already at around \$1 million.

Labor and management met all day Thursday (Aug. 21) for the first time in weeks.

The strike began July 23 when 72 video technicians, members of Local 52 of the International Alliance of Theatrical Stage Employees, walked off the job. The sound and lab men subsequently refused to cross the picket lines, and work on a TV special, commercials and syndicated series was halted (BROADCASTING, Aug. 4).

The union asked for a wage increase

and a gradual reduction of the work week to 35 hours. Its contract with Reeves had expired July 1. Management called the demands too high and refused the request. A federal mediator was brought in, but both sides held to their positions.

Reeves is the only tape company in New York that has a contract with IATSE; therefore Reeves' competitors have been doing a brisk business.

Plenty of discs

Formats Unlimited Inc., Albany, N. Y., has been formed to provide radio stations with single and album records from virtually every record manufacturer in the country. The service will be operated by Toni Z. Grady, president of Eastern New York Broadcasting Corp., WABY Albany, and Dick Lawrence, a program and station consultant. Clients will receive records plus program and promotional aids for a \$14 weekly fee. Firm is located at 1654 Central Avenue, Albany 12205.

Screen Gems gets CBC series

Screen Gems has acquired the U.S. distribution rights to the *Tommy Hunter Show* from the Canadian Broadcasting Corp. The half-hour country-and-western musical-variety series will begin its fourth season on the CBC next month. Dan Goodman, vice president and director of national spot sales for Screen Gems, said the package includes 125 half-hour programs that will be offered for sale to U.S. advertisers.

Voice service expanded

Metromedia Radio News will expand its voiced news service to station subscribers, starting Sept. 15, to include 15 complete radio newscasts weekdays from 6 a.m. to 8 p.m. Each newscast, to consist of four minutes of news, will enable stations to fill a traditional five-minute segment by adding either a local commercial or filling with local news and weather.

Backroom politics dominate NATRA

Elections bring to fore regional factions, as leaders urge unity, stressing responsibilities of black DJ's

The National Association of Television and Radio Announcers left Washington last week after a four-day event that had been billed in advance as a convention but turned out to be more of a happening.

It was election time for the organization of Negro disk jockeys, and there was more politicking in the suites of the Washington Hilton hotel than attendance in the meeting rooms. Delegates who did show up for formal sessions were exhorted by several speakers to assume larger roles. As Dick Gregory, the comedian who gave up his profession for the civil-rights movement, put it: "You ain't in show business no more. You're in a revolution."

Mr. Gregory spoke at a luncheon on Sunday, Aug. 17, the concluding event of a four-day program that mostly took place in closed sessions. Newsmen were barred from conventional coverage of a number of seminars on such subjects as black management, FCC rules, unions and civil rights. They were told they could enter those sessions if they registered as NATRA members and paid a delegate's \$52 fee.

The back-of-the-bus treatment was unexpected. Before the convention Del Shields, who conducts the syndicated radio program, *Night Call*, and is executive secretary of NATRA, had issued a cheery invitation to newsmen to attend the convention. Throughout his stay in Washington, Mr. Shields remained unavailable to BROADCASTING. He was said by associates to have spent his time in his suite, where politicking must have been intense. At the end of the convention Mr. Shields was threatening to resign.

According to former NATRA officials close to the discussions, NATRA came close to fratricide last week, with the 11 regional factions jockeying for position as new officers or board members for the next two years. "It was a North against South thing," said one official. "Outside individuals," he said, were attempting to influence delegates. The official refused to identify the "outside individuals," but indicated that they might be other splinter black groups not in the broadcasting industry trying to exercise influence on NATRA.

One such group said not to be involved is the Fair Play for Black Citizens Committee, which surfaced at the convention briefly to apologize for its disruptive activities at the Miami convention last year (BROADCASTING,

Aug. 26, 1968). The group said it was going to turn its energies to getting the public into station ownership. Efforts to reach the committee for elaboration at the New York address last given by one of its officials proved fruitless.

Basic criticism of NATRA leaders was said to have run rife throughout the discussions. Several outgoing officers were posed as possible candidates for president, but declined the chance reportedly because of obvious lack of support. A slate proposed principally by the Southern region was "steamrolled through," according to one source, with the result that Alvin Dixon of WAPX Montgomery, Ala., a NATRA regional president, was elected president. "There was a Southern deal in the slate," said one ousted official, "the feeling was that we in the East [and the top echelon of NATRA] are kind of slick. The members of this organization, if it's going to get anywhere, have to trust in the ability of the people running it."

The "integrity and respect" that this official felt was necessary to be accorded NATRA's leaders was said not to have been given Del Shields. Associates close to Mr. Shields said he was set to resign his nonelective post Saturday (Aug. 16) by releasing a public announcement, but none was forthcoming. Efforts to reach Mr. Shields in New York last week proved futile. His home telephone had temporarily been disconnected and he was said to be taking a two-week vacation.

The uncertainty that surrounded much of the convention also involved the new officers. They were introduced at a Sunday (Aug. 17) luncheon, but, according to one source there may be challenges to the elections within two weeks because some of the officers may

not be eligible for election. "There may have been some public-relations types elected, not disk jockeys," one source said.

The factionation developed despite calls for black unity that were made by guest speakers.

Comedian Dick Gregory noted the responsibility that black DJ's "owe to black folks": "I have seven black kids, and radio has more of an influence on them than I do. I hope you understand what you're doing with your power; if you blow that power, baby, you're in trouble."

Mr. Gregory observed that in a revolution the channels of communication are "the first to go." As disk jockeys, Mr. Gregory said, "you're playing a sound, not a record. And after you get rid of all those bull-shit commercials [for used cars and shoddy merchandise] at high credit rates, you'd better inform me."

"You'd better give us an attitude, a direction," he continued, "we're not worried about your communications. You must inform that white boy who owns that station [you work for] what you must do [in programming]. You ain't in show business no more," he said. "You're in a revolution. I hope this organization understands itself."

The Rev. Jesse Jackson, civil-rights leader, appearing at the awards dinner Saturday night, the only well attended event, noted the importance of Negro disk jockeys. Mr. Jackson went to the banquet with H. Rap Brown, chairman of the Student National Coordinating Committee. Mr. Brown did not speak at the dinner, but he was warmly received by the audience as was FCC Commissioner Nicholas Johnson, who was noted as being present.

The black disk jockey, according to Mr. Jackson, has a "most challenging responsibility because nobody else talks to America's slave-labor base every day, but you." He told the delegation: "Your ambition must be to own the stations you talk through every day."

Two of the speakers associated with the Equal Employment Opportunity Commission condemned alleged exclusion of black faces on and behind the nation's TV screens.

"We want a chance to earn some bread," said Clifford Alexander, former chairman of the EEOC. Mr. Alexander will probably achieve his goal; he has become a partner in the Washington law firm of Arnold and Porter. "We want to buy fancy homes and see us

NATRA honors radio, TV

The National Association of Television and Radio Announcers gave meritorious awards to three radio stations and producers of three TV programs. Distinguished service honors in radio went to WLIB New York, WVOH Chicago, and WABQ Cleveland. Golden TV awards were given to Gil Nobel for *Tell It Like It Is* aired on WABC-TV New York; Matt Robinson, *Black Book* on WFIL Philadelphia, and Bill Greaves, *Black Journal* on National Educational Television Network.

water ski like they do on TV."

A blanket indictment of network employment discrimination and programming practices based on EEOC's hearings on employment practices in the communications industries was levelled by William H. Brown III, chairman of EEOC. "The communications industry is one of the most crucial industries in mid-20th century American life," he said. "Its role in reporting and interpreting new events, molding public opinion, and creating popular tastes and attitudes makes it an almost omnipotent force in America today."

Despite its vital role in society, Mr. Brown charged that broadcasting has been "guilty of gross distortion of the lives and activities of America's minority groups." Among those groups he included the American Indians, Oriental Americans and Eskimos. "None has been left unscathed by the image-producing media," he said.

The communications industry mistreats minority groups in two ways, Mr. Brown said, by projecting a "false image or no image at all" of the groups, and by engaging in employment discrimination. The media have been "among the worst practitioners" of this discrimination in the country, he alleged.

Stanley Gortikov, president of Capitol Industries, parent of Capitol Records, said that his own industry was "too damn white" and needed to give blacks better management opportunities. But the record companies and NATRA, he said, had to do some soul-searching of their own. The relationship between the organization and the record companies was termed by Mr. Gortikov "one big generous grab-bag, undignified for you and dangerous for us." Mr. Gortikov asked: "Why aren't the station owners in this hall today, responding to legitimate criticism?" The owners, he suggested, have "allowed" NATRA to become dominated by record companies rather than by the station proprietors who "must soon hear the calls for better employment."

Much the same reaction was registered privately by a Negro delegate, who is in station management—but it was a caustic comment on the attitude of the NATRA membership. "Who needs black people to talk to black people at this convention? Where are the white people, the white station owners? Why aren't they here? Very simply, the jocks don't care [to have them here]."

Mr. Gortikov also warned the association from adopting a "me-tooism" attitude and a "mirror image of your white owners." NATRA, he said, should search for programs that are pertinent to the association's future.

Dick Gregory suggested that NATRA assess its estimated membership of

2,500 \$2 a week to hire a national law firm to handle cases "when the white cats try to fire you. You can get some slick lawyers for that." The association could also raise sustaining funds by putting on 10 benefits a year, he suggested. "You could get any black entertainer you wanted for free, raise \$1 million a year this way," Mr. Gregory said, and he pledged to do two of the benefits, if they are effected, in the coming year.

But who was in the audience to listen? Mr. Gortikov's talk was postponed from an early-morning Saturday (Aug. 16) session to that noon because about a dozen persons showed up—most of whom were press. And poor attendance in the closed sessions evoked a public blast from Herb Campbell of KSOI San Francisco.

The former vice president of NATRA said that only 22 members showed up at a closed seminar on labor unions and that most of the other meetings went begging. "DJ's here appear to be more interested in being funded by the record companies," he charged. "They seem to be opposed to helping themselves. If you don't want it [the convention], you really ought not to be here."

The disk jockeys do want the convention, confided one member, but it's for purposes of getting support from the record companies for airplay and programs. NATRA, he said, should "still be called the finger-snapping ditty-boppers association because that's all they are right now—a fraternal organization. Ask them [the disk jockeys] who [Senator] Pastore is and they'll say he's a DJ. They don't know. We blacks like to put up a front organization, like the NAACP and CORE, which somehow doesn't reach the mass of people below," he added.

"When they talk of exploitation [a word frequently used last week to denote poor working conditions], they mean guys who don't get anywhere," the member continued. "Look, we're all exploited—you and me. This is a capitalistic society. If I can't make it, it's because either I don't have it or the station owner is bigoted. If he's bigoted, then I look for the bread [record company backing] at the bottom as a jock." In order for NATRA to become an effective organization, he said it would have to be opened up to permit representation of white station owners and management.

A NATRA official acknowledged that some members have refused to attend the convention because of this, but that the group has asked some station owners to attend and have been rebuffed. "Look, in time we just want to tell them [the owners] what they're doing [to their employees], that times have changed," the official said. But he indi-

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Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$45.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.50.

Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

cated that before NATRA could serve as a quasi-bargaining unit for its members, it had to thrash out its own internal differences. "This really can be a very worthwhile organization," he said.

Black-culture series looks for financial aid

Among the fringe elements at the National Association of Television and Radio Announcers convention (see page 44), was a representative of The People Inc., a nonprofit corporation "organized to promote black awareness of black culture through the mass media."

According to a prospectus shown to NATRA members by The People representative, George C. Corbin, the corporation is planning an hourly, biweekly television series for national syndication—that is, if it can find \$87,000 in seed money. Mr. Corbin said the programs would include "light drama about life as found in black America and Pan-African news," produced by black talent for a national black audience.

Talent who have pledged their support to the project are Hal Walker, CBS News correspondent, and Max Robinson, newscaster for WTOP-TV Washington, Mr. Corbin said. The corporation is located at 3511 39th Street, N.W., Washington.

A classical conflict fails to block sale

A vigorously protested application for transfer of WGKA-AM-FM Atlanta from Glenkaren Associates Inc. to Strauss Broadcasting Co. was affirmed by the FCC last week. The sale was approved in August 1968 after spirited opposition from The Citizens Committee to Preserve the Present Programming of WGKA and WGKA-FM, which feared loss of the station's classical music format (BROADCASTING, Sept. 2, 1968).

Strauss also owns KIXL-AM-FM Dallas and KCEE-AM-FM Tucson, Ariz., both middle-of-the-road programming operations.

After the transfer application was filed in March 1968 Strauss surveyed Atlantans' tastes and announced plans to substitute show tunes and light classics for the classical programming. Listeners complained to the commission and filed an informal petition protesting the change. The commission at first said it found no "substantial question" requiring hearing, but after the citizens committee filed a petition for reconsideration, the FCC directed Strauss to undertake an additional survey of public needs.

A marketing and research firm hired by Strauss produced a survey showing that "73% of all Atlantans would, if

asked, vote in favor of the new Strauss format." Strauss said it would endeavor to satisfy the needs of the classical music audience by presenting such music over its FM facility six evenings a week, and a complete opera on Sunday nights. It also offered to further alter its format as needed to satisfy the public interest.

The commission observed that "the fact that one station started with a classical music format does not mean that forever more it must continue with that format," and, dismissing as unfounded subsequent charges that Strauss made misrepresentations in its surveys, found the sale approval justified.

Apollo 11 film available from NASA

A color documentary on the Apollo 11 moon flight, "Eagle Has Landed," has been released by the National Aeronautics and Space Administration for use by TV stations in public-affairs programming.

The film runs 28:30 minutes, and includes motion-picture footage and still photos taken by the Apollo astronauts. A major feature of the film is a section devoted to crew activities on the surface of the moon. The film was directed by Ted Lowry and produced by the NASA staff.

The film may be ordered through Clayton Edwards, Code FP, NASA headquarters, Washington 20546.

Program notes:

From Dayton to New York ■ Avco Embassy Pictures Television Corp. has placed *The Phil Donahue Show* into syndication and has completed its initial sale (outside of Avco TV stations) to WPIX(TV) New York. The interview program originates from WLWD(TV) Dayton, Ohio, an Avco outlet, as a daily 90-minute show, but WPIX will strip a 30-minute version.

Joint venture ■ Hanna-Barbera Productions, Hollywood, and the National Catholic Office for Radio and Television, are involved in joint development of a series of 26 half-hour films projected for network TV presentation in the 1970-71 season. The series, which is still untitled, would be meant for an essentially juvenile audience. It would combine animation with live-action and specially produced films said to deal with "contemporary ethical and moral problems." It's stressed that "no aspect of religion" would be involved in the projected series.

Here comes Pearly Mae ■ Pearl Bailey will make her television series debut on ABC-TV during the 1970-71 season in her own musical variety series. Miss Bailey has been a guest star on many television programs.

Two-city sale ■ Screen Gems has sold *The Naked Truth*, a daily half-hour taped series focusing on people with emotional or social problems, to American Home Products Corp. for showing on WNEW-TV New York and KTLA(TV) Los Angeles, starting in the fall. In addition, AHP will sponsor six *Screen Gems Presents* one-hour entertainment specials on WNEW-TV for showing on Sunday evenings, starting Aug. 31 and extending through February 1970.

'Anything Goes' today ■ Metromedia Program Sales is placing into syndication a 60-minute special, *Anything Goes*, which examines the new freedom in the arts and the permissiveness in today's entertainment. The program was produced by Metromedia Television News and has been presented on the Metromedia stations

In time ■ *The Singers*, a music and comedy show, will be presented as a one-hour special on CBS-TV Monday, Sept. 8, 10-11 p.m. EDT.

Bout time ■ ABC-TV will televise the World Boxing Association heavyweight boxing championship between Jimmy Ellis and Henry Cooper Sept. 27 via satellite from London. The fight will be carried on ABC's *Wide World of Sports*, 5-6:30 p.m. EDT.

More foundation awards

Awards of \$5,000 each in both radio and TV will be presented by Freedoms Foundation for programs dealing with the theme, "Goals for America for 1976." Radio nominations should include a recording, script and synopsis of individual programs that "stimulate thoughts about U.S. goals to create a stronger and free society." TV nominations may be dramatic or documentary and should include a kinescope or videotape along with a script and program synopsis. Awards will go to the program producer. Contact awards administration, Freedoms Foundation, Valley Forge, Pa. 19481, by Nov. 1.

'Misterogers' gets support from Sears

The Sears-Roebuck Foundation will support National Educational Television's *Misterogers' Neighborhood*, a children's program, for the third consecutive year. The \$180,000 Sears grant will be used in the production of 65 half-hours for the daily series.

Misterogers' Neighborhood is produced by Fred Rogers at WQED(TV) Pittsburgh. About 135 of the 165 NET affiliates carry the series.

Auto ad buys hold steady in '69

New-car introductions, model-year campaigns find several manufacturers returning to spot

Introductions of 1970 automobiles in mid-September promise advertising expenditures in broadcast by the major manufacturers on a level comparable to 1968. Some auto makers are buying spot TV and radio again after several years hiatus, allaying early fears that the general economic slowdown would affect the advertising pocketbook as well. Indeed, spot buying for introductions as well as the model year appears to be bright for TV and especially bright for radio. Radio may be up 15% to 20% this year in this category if Detroit's, and the American public's buying intentions hold firm.

According to Detroit spokesmen network TV increases should come through extra participation buys. Network radio buying may be just slightly off from last year although participation buys

later in the model year may alter this.

Chevrolet, the big spender among all makes, through Campbell-Ewald, is understood to be increasing its market list for spot TV at introduction time and probably will be using more spot TV during the model year.

Chevrolet also is considerably increasing its use of spot radio at introduction time (Sept. 17-19 for most auto makers) and may be using spot radio for more than 40 out of the 52 weeks during the year as well, marking a large dollar increase for radio. Chevrolet continues strong in local-program franchises on stations in about 50 markets, especially news and sports shows.

Robert D. Lund, general sales manager for Chevrolet, said last week that the advertising will put heavy emphasis

on the all-new Monte-Carlo personal car designed to compete with Pontiac's Grand Prix, and the addition of diesel trucks to the line of commercial vehicles. Car and truck advertising will be more integrated than before, he said.

Chevrolet's new TV commercials will hit the air first on the *NCAA Game of the Week* on ABC-TV Sept. 13 and on Chevrolet's share of *Bonanza* on NBC-TV Sept. 14. Chevrolet will be sole sponsor of the Dionne Warwick special on CBS-TV on Sept. 17 and will be a major sponsor Sept. 24 on the *Glen Campbell Goodtime Hour*.

Mr. Lund said all Chevrolet advertising will carry a new announcement theme of "On the Move—the Chevrolet 70's" along with the continuing theme, "Putting You First Keeps Us First."

A check of the spot and network

ONE OF THE BEST REASONS FOR BUYING A TAPECASTER CARTRIDGE MACHINE

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The SUPER-TORQUE motor, exclusively in TAPECASTER units represents a significant breakthrough in professional tape cartridge machine



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Street
City State Zip



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Box 662 — 12326 Wilkins Avenue, Rockville, Maryland 20851
Phone: 942-6666 Area code 301

buys by the other auto manufacturers shows:

- American Motors, through Wells, Rich, Greene, is expected to increase its use of spot TV at announcement period.

- Buick, through McCann-Erickson, because of budget circumstances at the present, has dropped plans to use spot TV for introduction time. Its plans for spot radio during the year also are not firm. Buick is using network radio for introduction and again for a spring campaign.

- Cadillac, through MacManus, John & Adams, plans to maintain its current selective use of spot radio.

- Dodge, through BBDO, out of spot TV at announcement time for a couple of years, will return this year. Level of spending in radio is expected to be at least as much this year as last, chiefly through dealer associations.

All of the major auto makers have been increasing their "wild footage" TV commercial film and general promotion packages for dealers and groups to use in the creation of their own local area commercials. Ford and Dodge particularly place considerable importance on dealer-association advertising co-operation.

- Ford, through J. Walter Thompson Co., out of spot TV last year, will be back in the medium for introduction time this year. Current radio use is ex-

pected to be maintained through dealer associations.

- Lincoln-Mercury, through Kenyon & Eckhardt, has no plans for spot TV at announcement time, but possibly will use it during the model year. Lincoln-Mercury is expected to increase its use of both spot and network radio during the year for the Marilyn Maye "lead the way" musical campaign, having enjoyed an all-time record sales year in 1969.

- Oldsmobile, through D. P. Brother, will use spot TV during announcement period and is expected to possibly double its use of radio spot during the model year as a whole.

- Plymouth, through Young & Rubicam, a user of spot TV in the past but out of it at announcement time last year, will be back this September. Plymouth also is returning to radio spot for introduction time in a big way. The radio drive will kick off the week of Sept. 22 and run four weeks in the top-50 markets. Four stations per market and 25 spots a week per station is the average formula for a mix of 10's, 30's and minutes. Plymouth also is expected to use spot radio during the model year as the result of tests this past season.

- Pontiac, through MacManus, John & Adams, has no plans for spot TV at announcement time, but probably will use it during the year as market situations require. Pontiac is expected to



Chevrolet's Lund

maintain its level of radio spot during the model year.

A check of automotive buys on the TV-radio networks shows:

- On CBS-TV, American Motors with 42 minutes scattered in various evening shows; Ford with six minutes in the *Walter Cronkite Evening News* and as a major sponsor in National Football League coverage; Lincoln-Mercury with 18 minutes spread among *Hawaii Five-O*, *CBS News Hour* and *Ed Sullivan*.

- General Motors business on CBS-TV takes in four of the auto firm's divisions. Buick has a weekly minute in *Get Smart* and scattered minutes in *Mission: Impossible*; Chevrolet has 25 minutes, and Pontiac has seven minutes, in scatter-plan purchases.

In other CBS-TV buys, Chrysler's Dodge has 16 minutes in a night-time scatter plan, and three minutes in each of the Thursday and Friday (Sept. 25 and 26) night movies during the CBS premiere week. And Volkswagen has 40 minutes in a scatter plan—14 of these minutes concentrated in the *Leslie Uggams Show*.

- On ABC-TV, Ford is full sponsor of *FBI*; Dodge is a participating advertiser in *Mod Squad* and *The Music Scene*; Buick, for its Opel division, will have seven minutes in the Wednesday night movie on Sept. 17, while Pontiac, American Motors, Oldsmobile and

...and another thing about

Country Hayride



is
the
promotion!

HENSON
CARGILL
host

Millions of fans have turned out to see your HAYRIDE stars, packing concert halls and stadiums, fairs and rodeos. You can hype your local broadcasts with this kind of in-person promotion, tying in local events and creating a few of your own! Additionally, the stars will tape promos for your personal on-the-air use. COUNTRY HAYRIDE is not just an electronic effect: these performers are SHOWMEN and even the youngest "today" entertainer knows yesterday's good old-fashioned BALLYHOO pays off. You didn't really expect less from Joe Levine, did you?

A NEW TV SERIES! Available as both 30 & 60 minute programs.
52 shows: 39 + 13 repeats. In Color, on Video Tape.

To see it, call or write: E. Jonny Graff, Vice President for Television, Avco Embassy Pictures Corp., 1301 Avenue of the Americas, New York, N.Y. 10019. 212-956-5528.

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Plymouth will all have minutes in various night-time shows. In addition General Motors has made corporate buys on ABC-TV.

■ On NBC-TV Ford is in 10 different shows; Plymouth is in 10; Dodge is in four series; Buick is in 10; Oldsmobile in 14, and Pontiac in nine different night-time shows.

Additionally, Chrysler is sponsoring five Bob Hope specials on NBC-TV and is a sponsor of the American Football League games and major league baseball, including the World Series in a baseball package.

Auto buying on network radio—not yet complete—indicates Chevrolet and Oldsmobile are mostly in news on ABC Radio, and Ford, Chrysler, Dodge and Buick on NBC Radio news and sports.

A check of various national station representatives indicated that spot-TV automobile business for the fourth quarter of this year will be about the same as last year, but spot radio appears to be lagging behind the 1968 level. One disquieting note cited by several reps: Both Buick and Ford sought last week to cancel nationwide introductory three-week TV campaigns scheduled to start on Sept. 17.

The reps said they would seek to hold Buick and Ford to their contracts unless they could find other advertisers to fill the schedules ordered by the auto makers. They speculated that Buick and Ford were attempting to shift the money they had allotted to spot TV into network TV.

More women are watching color

NBC research study details color ownership by age and income groups

New and expanding dimensions to enhance the marketing value of the color-TV audience are pointed up in a report prepared by the NBC research department.

The report presents findings of nationwide studies that Brand Rating Index conducted among women in December 1967 and December 1968 and points up changes that occurred during the 12-month span. The study found that color-set ownership among the women surveyed had increased from 23% to 31.6% during the year and

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Country Hayride

is the press!

HENSON CARGILL, host



Premiering on WLW-T, Cincinnati, as a nite-time, prime-time special, 'Hayride' impressed the press:

"HAYRIDE GOES MOD—AND IT'S GREAT. A mod country music show with groovy production and a great new sound. I think Avco has a winner in its new-look, new sound Hayride—especially since country music has gone to town. I think it has a winner in Henson Cargill too."

—MARY WOOD, *Post & Times Star*

"HENSON CARGILL IS HIP, literate, low-keyed and natural...The new Hayride is a slick, well-paced show...changing with the times and tastes. It's a new ball game."

—MARTIN HOGAN, JR., *Enquirer*

STATIONS SOLD: WIBF-TV Philadelphia; KTVT Ft. Worth; WDAF-TV Kansas City; KHTV Houston; WTPA Harrisburg; WHEN-TV Syracuse; WCHS-TV Charleston, W. Va.; WOW-TV Omaha; WLUK-TV Green Bay; WEAR-TV Pensacola; WAEO-TV Rhinelander, Wisc. **AVCO:** WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus; WLW-I, Indianapolis & WOAI-TV San Antonio.

A NEW TV SERIES! Available as both 30 & 60 minute programs. 52 shows: 39 + 13 repeats. In Color, on Video Tape.

To see it, call or write: E. Jonny Graff, Vice President for Television, Avco Embassy Pictures Corp., 1301 Avenue of the Americas, New York, N.Y. 10019. 212-956-5528.

How do the ABC Owned FM stations reach one-and-a-half million listeners each week?

What boosted the sales of the ABC Owned FM stations by 157%?"

*ARB Apr/May '69 — Cume — Total Persons 12+ — Total Survey Area — 60m-MID M-S

**1st 6 months '69 vs 1st 6 months '68

Subject to qualifications available on request.

Ad tax economics subject of study

A study of the economic implications of direct state taxes on advertising is one of three research projects for which grants totaling \$26,500 were announced last week by the Consumer Research Institute, Hackensack, N. J.

The projects are in the area of marketing and advertising and will be conducted at two different universities.

Robert G. Cosgrove, chairman of the institute and of the Green Giant Co., Le Sueur, Minn., said the University of Iowa will study the state ad-tax problem. He noted that in the past few years as many as 15 state legislatures

have considered bills to tax advertising services.

The study will seek to answer such questions as: Will such taxes be a major source of revenue, and could they do immense damage to the tax base of a state, if other states offer protection from such taxes?

The two other advertising-tax projects will be conducted at the University of Michigan. One will try to discover whether consumer values and life styles stem more from peoples' roles in life as consumers rather from their occupational roles. The other project will explore how housewives perceive the information they receive from various sources about products available on the market.

that 20.9% planned to acquire color.

Other highlights.

- Color-set ownership continues to be highest among people in the upper and middle-income brackets: 54.9% of women in the \$15,000-plus bracket, 45.9% in the \$10,000-\$15,000 group, and 38.2% in the \$8,000-\$10,000 classification had color sets in December 1968, up from levels of 44.4%, 34% and 31.7% a year earlier.

- Color-set ownership is highest in the 35-49 age group (35.4% up from 26.5% in December 1967) but is growing fastest in the under-35 group (33.9% as against 23.6% in 1967).

- In terms of family size, color ownership is highest among those with three or four members (36%, compared with 25.4% in 1967) and is also above average among those with five or more members (34.5% as against 25.4% in 1967). Families with only one or two members are below the national average in color ownership (24.8% of these families have color sets, as compared with 18.7% a year earlier).

NBC said plan-to-buy data gathered in the study indicated that these trends will continue, and that other findings also indicated that the larger metro-

politan areas—so-called "A" counties—now have and will continue to have the highest color-set ownership levels.

More local programing key to greater sales

Broadcasters were assured last week that they have "a virtually unlimited potential" for increasing sales to major advertisers if they meet their continually increasing responsibilities in local programming.

The assurance was given by Martin L. Nierman, president of Edward Petry & Co., station-representation firm, in a speech prepared for delivery Friday (Aug. 22) at the annual fall meeting of the West Virginia Broadcasters Association, held at the Greenbrier, White Sulphur Springs.

Mr. Nierman said top executives of major advertisers more and more are thinking in terms of buying local programming and that broadcasters will benefit "if your station is fully attuned to your community and reflects its needs accurately in your local programming."

Broadcasters will need to increase sales to pay for expanded community

service, Mr. Nierman said, as their responsibilities "continue to enlarge." But with increasing responsibilities, he said, will come "greater opportunities than ever before—for deeper community involvement, for imaginative programming more relevant to the needs of listeners and viewers, for closer regional ties to the national advertiser and, if these are carried through, a sustained and perhaps even higher level of prosperity."

In addition to expanded news, information and editorial services, he called specifically for "a larger effort" by networks and stations to develop meaningful programming for the 14-to-25 age group and to "provide the means for the kind of continuing dialogue needed to narrow our present divisions."

Most of the extra money to underwrite expanded services must come from national advertisers and the competition for it will continue to grow as UHF and cable television expand, requiring that broadcasters mount "a much more comprehensive sales effort," Mr. Nierman said.

FTC starts action to untie knot

Sterling, Lehn & Fink '66 pact is target of antitrust complaint

The Federal Trade Commission has challenged the 1966 merger of Lehn & Fink Products Corp. into Sterling Drug Inc. in a complaint that charges violations of the Clayton Antitrust Act. Both firms are heavy users of radio-TV advertising.

The commission alleged the effect of the merger has been to "substantially lessen competition" and has tended to create a monopoly in the health and beauty aids market, in the proprietary drug and personal-care products markets and in certain specific product lines.

Lehn & Fink has been eliminated as an independent competitive factor in the manufacture and sale of health and beauty aids, the commission said, and further, "potential" competition between the two firms has been eliminated in the drug and personal-care markets. "Actual" competition between them has been foreclosed in making and selling acne aids and external antiseptics, the commission claimed, and L&F's position as the dominant firm in the household deodorizer market [with Lysol spray disinfectant-deodorizer] has been "entrenched to the detriment of actual and potential competition."

The products mentioned by the commission are, for Sterling: Bayer aspirin,

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How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended August 10, 1969
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 10	Total dollars week ended Aug. 10	1969 total minutes	1969 total dollars
	Week ended Aug. 10	Cume Jan. 1-Aug. 10	Week ended Aug. 10	Cume Jan. 1-Aug. 10	Week ended Aug. 10	Cume Jan. 1-Aug. 10				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 101.9	\$ 81.8	\$ 3,520.0	\$ 366.0	\$ 10,970.9	80	\$ 417.8	2,721	\$ 14,592.8
Monday-Friday 10 a.m.-6 p.m.	1,459.6	45,150.7	2,427.8	85,945.6	1,568.1	70,977.4	867	5,455.5	28,617	202,073.7
Saturday-Sunday Sign-on 6 p.m.	394.2	28,390.2	645.1	32,465.2	544.0	19,448.0	239	1,583.3	8,927	80,303.4
Monday-Saturday 6 p.m.-7:30 p.m.	230.6	10,129.5	483.8	21,157.6	414.0	19,230.9	92	1,128.4	2,977	50,518.0
Sunday 6 p.m.-7:30 p.m.	69.5	4,332.5	352.8	6,602.7	30.0	6,073.5	18	452.3	672	17,008.7
Monday-Sunday 7:30-11 p.m.	3,373.3	150,626.9	4,541.9	203,777.3	4,446.7	201,486.8	422	12,361.9	13,853	555,891.0
Monday-Sunday 11 p.m.-Sign-off	359.7	12,732.3	30.0	2,644.9	424.7	15,200.5	80	814.4	2,613	30,577.7
Total	\$5,886.9	\$251,464.0	\$8,563.2	\$356,113.3	\$7,763.5	\$343,388.0	1,798	\$22,213.6	60,380	\$950,965.3

Phillips milk of magnesia, Campho-Phenique external antiseptic, Cope and Vanquish pain relievers, Dr. Lyon's tooth powder, ZBT baby powder, Phiso-hex skin cleanser and Phisoac acne aid.

And for Lehn & Fink: Medi-Quick antiseptic products, Stri-Dex medicated products, Dorthy Gray and Tussy cosmetics, and Noreen and Ogilvie hair preparations.

According to Television Bureau of Advertising and Radio Advertising Bureau estimates of 1968 advertising expenditures Sterling and its L&F division spent \$43,826,100 in TV, \$4,713,000 in radio.

Hearings on the alleged violation are scheduled for September. A finding against the merger would mean divestiture by Sterling within six months after the final commission order.

Computer will provide data for D.C. advertisers

WTOP Washington has begun an overnight computerized timebuying service which it says will enable a radio advertiser to reach the largest potential area audience for his dollar.

CORA—Computerized Overnight Radio Analysis—uses published data of the American Research Bureau to analyze in advance the size of audience to be reached, the cost-per-thousand, how many times each individual will be reached, how many impressions a schedule will make and the cost-per-thousand impressions. It also provides a demographic breakdown of the potential audience as to sex and age.

The free service can be used as a planning or buying tool for any size spot schedule on WTOP or any other radio station or combination of stations

in the Washington market.

Michael Heimberg, WTOP's research director and developer of CORA, said the timebuying information can be based on a proposed advertising schedule or CORA can evaluate an existing one.

Mr. Heimberg said the time to deliver a radio schedule profile can eventually be reduced to 15 minutes.

Clients already using the service include the Mathews Agency, Norfolk, Va.; Delta Airlines through Burke Dowling Adams Inc., Atlanta, and Montgomery Ward through Impact Advertising & Public Relations, Washington.

Another agency for L&N

Lennen & Newell Inc., New York, has acquired Ackerman Associates Inc., Oklahoma City-Tulsa, an agency that bills about \$5 million. L & N previously bought Wyatt & Williams, Dallas, bringing total billing from the two acquisitions in the Southwest to more than \$13 million.

Smaller TV markets score 10% spot gain

Small markets as well as big ones "seem to be holding their own" in 1969's strong spot-TV economy, LNA/Rorabaugh reported last week.

The conclusion stemmed from the service's estimate that national and regional spot-TV sales in approximately 100 markets below the top 75 totaled \$21,740,900 during the second quarter of 1969.

That total was up 10.4% from the first-quarter total.

Comparisons with the second quarter of 1968 were unavailable, because LNA/Rorabaugh, a service of Leading National Advertisers Inc., did not start compiling its smaller-market measurements until this year.

The spot estimates do not include local business.

LNA/Rorabaugh listed approximately 110 products and services identified as "new" national and regional TV advertisers in the 100 markets during the

What was on WABC-FM only 60 days and attracted more teens than New York's long-established contemporary FM station for a third of the rated broadcast day?

What took only 60 days to make KQV-FM Pittsburgh's #1 FM station among adults 18-34?

*ARB Apr/May '69 — Avg ¼ hr — Metro Survey Area

**ARB Apr/May '69 — Cume — Total Survey Area — 6am-MID M-S
Subject to qualifications available on request.

second quarter.

The top-10 spenders, in order, were: Procter & Gamble; Coca-Cola; General Foods; Lever Bros.; Pepsico; William Wrigley Jr.; Sears, Roebuck; Shell Oil; Colgate-Palmolive and Schlitz Brewing.

Networks find things going better with Coke

Coca-Cola Co., Atlanta, will launch a major participation campaign for various brands in prime-time network television during the first quarter of 1970. The company said it has purchased 52 minutes on eight NBC-TV and eight ABC-TV programs.

The cost of the campaign was not divulged but is reported to represent an unusually heavy investment for Coca-Cola for the first quarter.

The order was placed jointly by McCann-Erickson, New York, for its Coca-Cola brand and by the Marschalk Co., New York, on behalf of Fresca, Hi-C, Minute Maid and Tab. The minutes will be shared in 30-second announcements.

Agency appointments:

- United California Bank, Los Angeles, affiliate of Western Bancorporation has awarded its retail services account to Doyle Dane Bernbach, Los Angeles, and its commercial banking service account to Foote, Cone & Belding, Los Angeles. The complete account had been with Erwin Wasey, Los Angeles, for some 20 years. The bank's ad budget runs more than \$2 million a year.

- Virgin Islands Department of Commerce (tourism and rum industry) names Clinton E. Frank, New York, to handle account that bills about \$700,000 and uses spot TV.

- Dino's Gondolas Inc., Tampa, Fla.-based Italian fast-food franchise firm, has named A. D. Adams Advertising Inc., New York. Billing for the remainder of the year was announced at about \$200,000.

- International Apparel Inc., Miami and Watney Mann Ltd., London, have named Pritchard Wood Associates Inc., New York. WAI will handle all marketing and advertising for Watney Mann's beers in U.S. markets, beginning in January.

- Blue Bell Potato Chips, division of Sunshine Biscuits Inc., New York, and Franz Bakery, Ore., have named Geyer-Oswald Inc., New York, to replace Cole & Weber, Portland.

- R-A Industries Inc., has named Warren, Muller, Dolobowsky Inc., both New York, to handle advertising for its Treadway Inns and resorts division.

- Tatham-Laird & Kudner, New York, has been named by Buitoni Foods Corp., Hackensack, N.J., to replace Doyle Dane Bernbach, New York. Bill-

ings are about \$1.5 million. Last year Buitoni spent over \$1.2 million in spot television.

- Doyle Dane Bernbach, New York, will take over the Bulova brand name account next Jan. 1. The account, now with Young & Rubicam, New York, bills an estimated \$1.5 million a year. DDB already handles Bulova's Accutron and Caravelle lines. The new account will give an estimated \$4.5 million a year in total Bulova billings.

- G. Heileman Brewing Co., Lacrosse, Wis., names Campbell-Mithun, Minneapolis, for its Blatz beer which Heileman is acquiring from Pabst Brewing Co. and which bills about \$3 million. Blatz was at Kenyon & Eckhardt, Chicago. Campbell-Mithun, which recently lost Hamm's beer to J. Walter Thompson, already represents Heileman's Weidemann beer.

WXYW delivers a P.S. to antismoking spots

In accordance with FCC requirements, wxyw Suffolk, Va., carries antismoking messages—but the station doesn't pretend that it likes the idea. Following each antismoking message, wxyw broadcasts a little message of its own. The following is representative:

"The preceding announcement was broadcast without charge by wxyw, under orders of the FCC, which has proposed a ban on advertising of cigarettes. While wxyw is taking no sides in the inconclusive controversy on smoking, we believe it is unfair to require only one advertising medium, the broadcast industry, to carry antismoking material; and this requirement is certainly not consistent with the federal practice of subsidizing tobacco production."

Business briefly:

Union Carbide Corp. through Wm. Esty Co., both New York, has purchased time on NBC Radio's *News on the Hour* and *Monitor*.

Procter & Gamble, Cincinnati through Compton Advertising, New York, will sponsor the rerun of *The Second Bill Cosby Special* on NBC-TV, Sept. 11 (7:30-8:30 p.m. EDT).

Sanford Ink Co., Bellwood, Ill., through Presba-Muench Inc., Chicago, is introducing its new Espresso pen on CBS Radio. Arthur Godfrey is the key commercial spokesman.

Devilique Products, through Davi-Calihan Inc., both New York, in conjunction with **American Enka Corp.**, New York, manufacturer of Enkasheer stretch nylon, will use a heavy TV schedule for the 1969 fall and holiday buying season to promote Devilique's one-size stretch hosiery and pantyhose.

Store buys 10,000 newscasts

KELA, Centralia-Chehalis and Gesler McNiven Co., Centralia, both Washington, are celebrating a 30-year relationship. The retail furniture store sponsored the first Gesler McNiven news on Jan. 3, 1939, and has since sponsored each 9:30-9:45 a.m. newscast. Ceremonies at the store included a one-hour live KELA news broadcast July 29—date of the 10,000th sponsored news program—and 10,000 bargains at the "sale-abration."

Rock spot around the clock

Utilizing broadcast for the first time, Van Raalte Co., New York, has launched rock-flavored campaign for its Vanilon panty hose on top-40 radio. A rock song titled "Walkin' Pretty" was developed by Van Raalte's agency, Chirurg & Cairns, New York, and is designed to appeal to the panty-hose market: young-adult females. The 60-second spots will run initially on WABC New York, KHJ Los Angeles, WLS Chicago, WFIL Philadelphia and WIXY Cleveland from Aug. 24 through Sept. 13. Each of the five stations will air about 20 spots per week in varying around-the-clock time slots.

Rep appointments:

- KBAK-TV Bakersfield, Calif.: H-R Television, New York.

- WRFM(FM) New York: Alan Torbet Associates, New York.

Low-budget service offered

Needham, Harper & Steers's Chicago division has formed The Focus Group, described as "an agency within the agency" to serve advertisers budgets of less than a million dollars. Co-managers of the new group are George Mrkvicka, copy supervisor, and Earl Glass, art supervisor. George Oliver, NH&S vice president-account supervisor, is the administrative coordinator of the new six-man unit.

Also in advertising:

New production firm ■ Robert Nash, former vice president and executive music director of Foote, Cone & Belding, New York, has formed Bob Nash Productions Inc., 165 West 46th Street, New York. The firm will specialize in musical services to agencies and advertisers.

Free medicine spots ■ Radio & TV Roundup Productions, Maplewood, N.J., will make available 10 three-and-one-half-minute free radio "Medicine '69" spots for fall programming. Subjects covered include: attitudes toward cancer, sleep, arthritis, tetanus, German measles, and sinusitis. Phone: South Orange

(201) 763-1044; New York (212) 867-8400; Hollywood (213) 466-6124.

Office switch ■ Campbell-Ewald Co. has moved its Chicago office to John Hancock Center, 875 North Michigan; phone (312) 751-0800. Agency will use temporary space on 15th floor until permanent quarters are completed on 18th floor by Dec. 1. New space will include closed-circuit TV operation.

Electronic Music ■ Lektrafon Music has been formed in Los Angeles to produce

and create electronic music for radio-TV commercials. The new company also plans to provide services for various types of film effects, including optical printing. First commercial to be put together by the company is one for Ford Motor's 1970 line of cars.

New office ■ Gardner Advertising Co., St. Louis, has signed a 15-year lease for three floors in the new \$20-million Equitable building scheduled for completion by January 1971. Gardner is now at 915 Olive Street.

Gotham office ■ Capitol Records Inc. has opened a New York office for Capitol Production Music to service film producers and advertising agencies specializing in radio and TV commercials. Address is 1650 Broadway, New York 10019.

New home ■ Noble-Dury & Associates, Nashville, will end a quarter-century stay in the Life & Casualty Tower when it moves into the new two-story \$800,000 Noble-Dury building at 3814 Cleg-horn Road by the end of the year.

Equipment & Engineering

Study sees spectrum as regional problem

Stanford report indicates better user assignment is a cure for congestion

Broadcasters can take heart from Stanford Research Institute's FCC-sponsored study of land-mobile spectrum congestion, the final version of which was released last week. The study generally affirmed SRI's interim report (BROADCASTING, April 7), pointing to inequitable user distribution rather than a shortage of spectrum space as the cause of congestion.

The report gave little support to adoption of two FCC proposals aimed at relieving spectrum crowding. One would permit land-mobile and UHF sharing of the seven lowest (14-20) UHF channels; the other would reserve for land-mobile use 115 mc between 806 and 960 mc, which includes channels 70-83.

The SRI report found a "spectrum congestion crisis" to exist in the New York City land-mobile spectrum. Although a more equitable assignment of users would eliminate most of the present congestion, SRI said, "little, if any, room for growth exists" in the city. It recommended that the FCC consider limiting the number of new licenses in the New York area to equal the "user dropout rate."

SRI called for a combined national and regional approach to existing frequency assignment problems in land mobile. While the FCC should continue to provide nationwide direction in regulating land mobile, SRI maintained, "there is no acceptable alternative to the establishment of regional centers." Such centers could be established gradually, but should be separate from existing FCC regional offices, SRI said, adding that they could take the form

of nonprofit corporations, deriving operating expenses from fees collected for spectrum engineering and management services.

The report reiterated criticisms of the FCC's lack of an adequate data base in formulating land-mobile solutions. It noted that FCC licensing records "were lacking in currency and accuracy," that no significant relationship existed between transmitter assignment records and actual spectrum use, and that no relief for spectrum congestion is possible "without the acquisition and analysis of spectrum occupancy data."

Finding that the land-mobile use pattern varies from channel to channel, service block to service block, band to band, service to service and urban area to urban area, SRI said any effective spectrum relief must be based on the individual channel in each urban region.

The Association of Maximum Service Telecasters, while welcoming the thrust of the SRI study, criticized its findings of "crisis" congestion in New York. It alleged that certain data bases used in computing peak channel load figures were arbitrary and did not allow for reasonable access-waiting periods for users on the same channel. AMST suggested the New York crisis was not as acute as SRI indicated.

SRI concluded that a suitably augmented land-mobile data base "would make it possible to redistribute users among channels in order to relieve overcrowding."

Seminars will show versatility of tape

The Vidtronics division of Technicolor Corp., Hollywood, has announced plans to conduct a series of seminars for West Coast advertising agency creative teams and for producers of television commercials on how to use its latest piece of equipment—an Ampex HS-200 electronics special-effects unit. "What we're doing in effect," reported Joseph E. Bluth, Vidtronics vice president and general manager, "is to carry the hardware story to the usage people. Essentially, we're going to try to educate film-oriented people to what tape can do."

The Ampex HS-200, a computer-controlled disc system that records frame-by-frame color animation and permits an operator almost immediate access to any recorded frame from a push-button editing console, was purchased by Technicolor's Vidtronics division for \$130,000. Vidtronics claims

How did KABC-FM make a 60-day jump from zero ratings to night-time dominance over all three Los Angeles FM rock stations with listeners 18+?

What is responsible for the 60-day, 60% increase in WXYZ-FM's total Detroit audience?

*ARB Apr/May '69 vs Jan/Feb '69 — Avg ¼ hr — Total Survey Area — 7pm-MID M-F

**ARB Apr/May '69 vs Jan/Feb '69 — Metro Survey Area — Total Persons 12+ Cume — 6am-MID M-S

Subject to qualifications available on request.

Receiver imports soar in U.S.

Television sets, sold under foreign labels in the U.S., virtually tripled in the first six months of this year compared to

the same period last year. And foreign label imports of home radios during the first half of the year were almost 50% up compared to the same period last year.

These were the two major items notable in the reports issued last week

by the Electronic Industries Association reporting total U.S. sales of consumer electronic products for the first six months of the year. All major products showed increases, EIA noted.

The full report, dealing with TV and radio, follows:

First half of 1968 (in units)					First half of 1969 (in units)				
	Factory sales U.S. produced	Imports domestic label	Imports foreign label	Total U.S. sales		Factory sales U.S. produced	Imports domestic label	Imports foreign label	Total U.S. sales
Radio					Radio				
Home AM	1,610,358	1,570,109	4,361,564	7,542,031	Home AM	1,370,965	1,664,481	5,868,333	8,903,779
Home FM/AM or FM	793,024	943,538	4,138,421	5,874,983	Home FM/AM or FM	893,482	1,029,822	6,370,670	8,293,974
Auto AM	4,605,230		849,851	5,455,081	Auto AM	4,480,418		712,985	5,193,403
Auto FM/AM or FM	529,162		72,305	601,467	Auto FM/AM or FM	715,157		74,647	789,804
Total AM	6,215,588	1,570,109	5,211,415	12,997,112	Total AM	5,851,383	1,664,481	6,581,318	14,097,182
Total FM/AM or FM	1,322,186	943,538	4,210,726	6,476,450	Total FM/AM or FM	1,608,639	1,029,822	6,445,317	9,083,778
Television					Television				
Monochrome TV	2,396,354	305,788	311,345	3,013,487	Monochrome TV	1,991,285	580,265	730,804	3,302,354
Color TV	2,365,402	143,914	51,344	2,560,660	Color TV	2,587,817	190,075	170,893	2,948,785
Total TV	4,761,756	449,702	364,644	5,576,102	Total TV	4,579,102	770,340	901,708	6,251,150

it has the only operative system on the West Coast.

Every major advertising agency, including Young & Rubicam, BBDO and Foote, Cone & Belding; and every major commercial producer, reportedly, will be asked to participate in the Vidtronics' seminar. The producers and agencies will be told that the new Ampex unit will allow them the same flexibility and creativity on video tape that they currently enjoy with film, but at a far faster rate. Vidtronics claims that it can now process special effects work for TV commercials in 24 hours. Normally, the company contends, film laboratories take as long as six weeks to handle similar special effects processing.

RCA equips WSMW

RCA Commercial Electronic Systems Division, Camden, N. J., announced last week the sale of approximately \$1.3 million worth of color television studio and transmitting equipment to State Mutual Life Assurance Co. of America for WSMW-TV Worcester, Mass.

The insurance company is erecting a

new studio building for the channel 27 station, slated to begin operating in late fall.

Microwave plans set for live TV in Alaska

Anticipating the day when there will be a satellite earth station in Alaska—and when it will be possible to feed network TV programs live to the state's TV network affiliates—RCA Global Communications Inc. has asked the FCC for permits to construct a broadband microwave relay system between Talkeetna, where the earth station is being built, and Anchorage, 90 miles south.

President Nixon announced in June that the RCA bid of \$28.4 million for the Alaska Communications System was favored over other bids. Transfer to RCA of the system, initiated by the U. S. Army Signal Corps in the last century but more recently operated by the Air Force, is expected to take place early next year. RCA has agreed to invest an additional \$27.4 million over the next few years to improve facilities and services.

At the beginning, the proposed new \$600,000 microwave system will provide three broadband channels in each direction for TV, telephone and control use. The system is designed for extension northward to Fairbanks, as well as connections to existing microwave and tropospheric systems in the state.

House of sound planned from Boston

High fidelity buffs, who live in the Boston area and who have been anxious to experience the full environmental impact of a concert hall in their homes, are going to be given the privilege next month. They will get it from a four-channel stereo broadcast by two Boston area FM stations—but they will need two receivers and two pairs of loud speakers.

Planned for each Saturday evening concert of the Boston Symphony, beginning Sept. 27, are the four-channel stereo broadcasts by WCRB-FM Waltham, Mass. (102.5 mc) and noncommercial WGBH-FM Boston (89.7 mc). Listeners must have two multiplex stereo receivers, one to tune to each of the stations. The four loudspeakers, two for each tuner, should be placed at the four corners of the living room, the stations recommend, so that the listener can experience the "surround" of an actual concert hall.

Sponsoring the concerts on WCRB-FM will be Acoustic Research Inc., Cambridge, Mass.

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EBS test limited to continental U.S.

The first nationwide test of the Emergency Broadcast System next week is expected to involve more than 3,000 radio stations—but broadcasters in Puerto Rico, Hawaii, Alaska, the Virgin Islands and Guam learned last week that they are not among those participating.

The 10-minute test, which will take place at 12:40 p.m. on Sept. 3, will be the first time that EBS stations are to be interconnected into one national emergency network. AT&T is interconnecting the stations, whether or not they are network affiliates, without charge. Stations, however, must provide their own local loop. Because of the extensive long-haul facilities that would be required to tie in the off-shore sta-

tions, the FCC decided that stations there would not participate in the test next week.

West Coast branch

Imero Fiorentino Associates Inc., New York, lighting designers and consultants, has opened a West Coast office at 7250 Franklin Avenue, Hollywood. Telephone is (213) TR 6-6000.

Promotion

ABC daytimer does well in moving merchandise

Dark Shadows, ABC-TV daytime series, has proved a large success in the merchandising area, according to William F. Dennis, vice president in charge of merchandising. He said that total retail sales of Barnabas (hero of the series) merchandise should reach \$20 million.

Among the products being merchandised are puzzles, comic books, costumes, games and records. Lou Weinberg, manager of licensing at ABC, said that actor Jonathan Frid, who plays Barnabas, the 175 year-old love-struck vampire, has helped the licensing with his frequent public appearances.

Among the manufacturers who have licensed items is the Milton Bradley Co., Springfield, Mass., toy maker. The company is preparing a three-dimensional game that is scheduled to be promoted with national television advertising this fall.

Love hits the spot

Sales tip to TV stations: In this affluent society, there may be a market among young men who want to proclaim their love for their one and only on TV. In Philadelphia a young social worker bought a 10-second participation on the *To Tell the Truth* program on WPHL-TV last Thursday (Aug. 21). The commercial depicted a heart inscribed "Jerry Schall loves Barbara Rubin" and carried the following poem: "I have often heard it said/that dreams do not come true/to this I hope I never wake/because Sunday you'll say I do." Mr. Schall and Miss Rubin were scheduled to be married yesterday (Aug. 24). Mr. Schall's bill for his video valentine: \$75.

Publicists OK new contract

The Publicists Guild, local 818 of the International Alliance of Theatrical Stage Employees, last week overwhelmingly approved a new contract with the

Association of Motion Picture and Television Producers. The vote for approval was 159-to-10. The new contract calls for a new minimum rate for publicists. The new minimum is \$316.75 per week, retroactive to Feb. 1, 1969. The old minimum was \$282.81. The minimum increases to \$332.59 on Feb. 1, 1970, and to \$345.89 on Feb. 1, 1971. Distant location work and publicity tours over weekends will add one-third to the basic rate under the new contract.

Promotion tips:

Taplinger in Miami ■ Robert S. Taplinger Associates, New York public relations agency, has opened a Miami office, headed by Antoinette Spitzer, at 3801 North Miami Avenue, (305) 757-4118.

It only hurts a little ■ They couldn't make the trio of WFIL-TV Philadelphia viewers laugh by making them watch a taped *Steve Allen Show*, so they flew them to California and made them sit in on a live production of the show where they were teased by Mr. Allen and his guests, but still they didn't laugh. Not even a smirk. So in the end, Mr. Allen pulled one of their names from a wine glass and awarded the winning lady a new Ford Maverick. All this started back in a "Try Not to Laugh at Steve Allen" contest as part of

a \$100,000 promotion campaign designed to herald the arrival of that show's second year on WFIL-TV. Out of 8,000 entries, 15 semi-finalists were chosen then later forced to watch the taped show. After muffled giggles, chortles, and smiles, three surviving no-laugh viewers went on to the end.

State bug ■ WLW Cincinnati is pushing the lightning bug as the official state bug of Ohio. The honored insect was chosen in one day of call-in balloting after a five-week campaign that included write-in nominations of seven crawling contestants and the awarding of a new Volkswagen bug to a lucky listener. The lightning bug garnered more than 2,000 of the 10,000 plus votes cast, and plans are now afoot to present him to Governor James A. Rhodes at the Ohio State Fair in September.

Calling Dagwood ■ Kvi Seattle has come up with a contest to see what the most unique sandwich combination, designed especially after Northwest landmarks, could be created by one of its listeners. A "Mount Rainier Sandwich," for example, might be mounds of snowy mashed potatoes and white turkey between slices of foggy sourdough bread. Winners will be treated to a special "sandwich-testing party" to which underprivileged children will be invited.

How did KGO FM become San Francisco's #1 progressive rock station among adults 18+ in only 60 days?

Why isn't any FM station in Chicago even close to WLS FM in total night-time teens?*

*ARB Apr/May '69 — Avg ¼ hr — Total Survey Area — 6am-Mid M-S

**ARB Apr/May '69 — 7pm-Mid M-F

Subject to qualifications available on request.

More study urged on satellite-to-home TV

A United Nations working group on direct broadcasting from satellites called for further study at the conclusion of its meeting in Geneva.

The conference recommended study of the legal aspect by the parent committee, and suggested that the social and cultural aspect be looked into by the United Nations Educational, Scientific and Cultural Organization (UNESCO) and copyrights by the International Union for the Protection of Industrial Property.

The 26-nation group, established earlier this year by the UN Committee on the Peaceful Uses of Outer Space (BROADCASTING, March 3), has been meeting in Geneva for the past month.

Olof Rydbeck, Swedish chairman, said that worldwide broadcasting by satellite would be feasible by 1985. But, he warned, there are numerous problems still to be solved, among them allocation of frequencies and the establishment of controls to prevent the use

of TV by one country as a propaganda weapon against other nations.

In a discussion of legal problems, Polish representative Slavomir Dabrowa said that the working group should concentrate on this aspect first, for "once agreement was reached on legal principles, it would be easier to agree on other aspects." Several delegates cited the need for regulations restricting broadcasts in countries not consenting to them.

U.S. delegate Herbert K. Reis expressed confidence that direct satellite broadcasting would "offer prospects for improving human life at a cost which would be within the reach of most countries. Prospects for reducing illiteracy, improving health, increasing agricultural productivity and facilitating family planning might be considerable."

Jean-Felix Charvet of France noted that principles of freedom of space and freedom of information could only be applied in accordance with appropriate international regulations. Such regulations, he suggested, should be based on free access to radio transmitters in satellites, and on a good-conduct code which would include a ban on propaganda and "objectionable broadcasts likely to disturb the balance of cultures, religions and philosophies."

FM booms in Britain; higher license fees set

The British Broadcasting Corp.'s experiment in local radio has been declared a success by Postmaster-General John Stonehouse. The PMG has accordingly authorized the corporation to go ahead with introducing a general service of local VHF (FM) radio throughout the country, which will bring the eight existing local stations up to a total of 40 by 1974.

In addition, the TV-radio license fee is to be raised by \$1.20 to \$15.60 on April 1, 1971, thus insuring the BBC of

an extra \$13.44 million annually. Together with the proposed step-up in pressure against license dodgers, this should mean a yearly license revenue of about \$240 million.

Announcing these decisions, Mr. Stonehouse said that the increased license income would help the corporation provide the local-radio service. He also revealed that the BBC—in the light of public criticism (and the revised license fee)—had reconsidered its plans about disbanding three radio orchestras, and had decided not to switch Radio Three over to FM at present, (BROADCASTING, July 21).

Grey streamlines overseas liaison

Grey Advertising Inc. announced last week that it has established a new international management group with Thomas G. Armstrong, executive vice president and board member of Grey, in charge of the unit. Formed as a means of strengthening and expanding the scope of the agency's overseas business, the unit will be integrated with Grey's domestic operations.

Other top executives in the group are Michael Agate, senior vice president for operations, and Dr. E. Lawrence Deckinger, vice president and general manager. It will be based in New York. Grey has offices in 12 countries and 14 cities outside the U. S.

Nixon via TVR

When President Nixon toured Romania, a fair number of U.S. viewers followed his progress through facilities provided by a comparatively unknown British company, Television Recordings.

TVR, based in London, was commissioned by CBS at a fee of about \$120,000 to pick up the telecast from the Romanian State Network, edit it

Now
Available

FOOTBALL FORECAST, with

***KNUTE ROCKNE, Jr.**
and the "perfesser"

HOWIE MURDOCK

Two weekly 10 Minute programs—13 weeks, Total 26. The College Forecast for Friday broadcast—the PRO-Forecast for Saturday broadcast.

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Old Chicago Road
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219-974-5245

**You bet your boots there really is a Knute Rockne, Jr. Alive and well, thanks. A keen, alert student of the game.*

BEGINS: SEPT. 19, 1969

On a mountaintop outside Hong Kong, J. Leonard Reinsch, president of Cox Broadcasting Corp. (r), watches an NBC team film telecasts from the Red Chinese television station in Canton. Others in the picture are Bob Green, editor (l) and Yoshihiko Waku, cameraman. Mr. Reinsch was in Hong Kong during a month-long around-the-world excursion that was completed early this month.



and transmit it to New York via Early-bird satellite. CBS also used TVR to cover European reactions to the Apollo 11 moon landing.

The company was launched three-and-a-half years ago by a lawyer and a chemist on an investment of \$360,000. TVR estimates earnings last year at \$2.4 million.

Abroad in brief:

Grant lands in Europe ■ Grant Advertising, Chicago, has opened its 44th international office and its first in Continental Europe. Grant has acquired in Copenhagen the Wahl Asmussen Agency which bills about \$500,000. Grant's London office was opened in 1945. The agency's offices now are in 24

countries including the U. S. Further European expansion is planned.

Marconi Realignment ■ Under a new management structure, Marconi Co., Chelmsford, England, has formed four electronics companies covering communications, radar, aviation and space-and-weapon systems in addition to the broadcasting and radio divisions.

Fates & Fortunes

Broadcast advertising

Walter J. Konjolka, formerly with Metro TV Sales, New York, joins WHTN-TV Huntington, W. Va., as general sales manager.

Tom Boise, with KHJ-AM-FM Los Angeles, appointed general sales manager of KHJ-FM.

Dick Janik, general sales manager, KMBC-TV Kansas City, Mo., named VP.

Robert T. Morley, with Edward H. Weiss & Co., Chicago, appointed account supervisor.

Bill Thomas, media director, Earle Ludgin & Co., Chicago, named VP-media. **Dick Williamson**, media supervisor, appointed media director.

William J. Rogers, VP and account supervisor, Compton Advertising, San Francisco, appointed acting general manager of office there.

Donald A. Pelletiere Jr., account supervisor, N. W. Ayer & Son, Chicago, named VP.

Bruce Jed, assistant to chief of network production, American Forces Korea

Network, Seoul, Korea, joins ABC Owned Radio Stations, New York, in newly created position of presentations supervisor. He will be involved in developing new business.

John U. Crandell, with KSRF (FM) Santa Monica, Calif., appointed local sales manager.

Ed Walpert and **Herbert H. Ringold**, senior VP's, Kalish, Spiro, Walpert & Ringold Inc., Philadelphia, advertising marketing and PR agency, named executive VP's. **Norinan R. Tissian**, VP, named senior VP.

Kenneth S. Olshan, founder and president, of Olshan, Smith & Gould, New York, joins Rockwell, Quinn & Wall there as VP and management supervisor.

Ralph L. Countryman Jr., assistant to Southwest area manager in Dallas office of Coca-Cola Co., appointed to newly created position of media services manager, advertising and sales promotion department, Coca-Cola USA, Atlanta division of Coca-Cola Co.

Dennis Regan, research analyst, ABC, New York, joins Metro TV Sales there as senior research analyst in special-services department.

Jim Fox, with Metro Radio Sales, Chicago, joins Metromedia's WTP Philadelphia, as general sales manager.

Richard Chambers, commercials direc-

tor for N. Lee Lacy/Associates Ltd., Hollywood, joins EUE/Screen Gems, West Coast, as commercials director.

Victor Lewis, controller and director of operations, Sales Communications Inc., New York, subsidiary of Interpublic Group of Co.'s, joins Frank B. Sawdon Inc., there as treasurer and controller.

Francis I. King and **William C. Aiston**, VP's at Clinton E. Frank Inc., Chicago, named management supervisors. **Neil Langrill** and **Joel Upin**, also with agency, elevated to account supervisors.



Mr. Baal

Robert G. Baal, general executive, Westinghouse Broadcasting Co., New York, joins Television Advertising Representatives there as VP and general sales manager (BROADCASTING, Aug. 11). **Peter Ya-**

man, New York sales manager of TVAR, named VP, eastern sales manager.

Ronald Smillie, account supervisor, and **Merwin Miller**, administrative manager of creative services division, Leo Burnett Co., Chicago, named VP's.

Joyce Turovlin, VP-research director,

O'Donnell named



Mr. O'Donnell

T. Byrne O'Donnell has been appointed Midwest sales manager for BROADCASTING magazine in Chicago. He succeeds **David J. Bailey**, who has joined Television Bureau of Advertising in that city. Mr. O'Donnell, who graduated from Loyola University, Chicago, after service with Navy (1945-46) and Air Force (1950-1953 with combat duty in Korea), held various positions in advertising and selling in the Midwest prior to establishing T. Byrne O'Donnell Enterprises, Chicago TV production and packaging firm, in 1965.

The answer to the ABC Owned FM Stations' 60-day audience and sales success is simple: LOVE.

LOVE is a total programming/promotion/sales service now available through syndication.

**For all the facts, call Jim Smith...
(212) LT 1-7777 ext. 7406**

ABC Owned FM Stations
1330 Avenue of the Americas, New York 10019

North Advertising, Chicago, named senior VP.

John A. Gibbs and **Alfred A. Neely**, account supervisors, BBDO, New York, named VP's. **Pat Katep**, senior account executive, appointed account supervisor.

Frank Berman, executive VP, Movielab Inc., New York, appointed to head Movielab's new East Side commercial production facilities, 322 East 45th Street, New York.

Vincent J. Fazio, VP, Heckett Engineering Co., Butler, Pa., joins Robert E. Eastman & Co., New York, as treasurer.

Richard A. Foley, VP and account supervisor, Dodge & Delano, New York, joins Bozell & Jacobs, same city, as account supervisor.

Barry Smith, account supervisor, Goodwin, Dannenbaum, Littman and Wingfield Inc., Houston advertising and PR firm, appointed production operations administrator.

Yves Vezina, TV production manager, BBDO, Chicago, joins Bill Stokes Associates Inc., Dallas, film and TV commercial production firm, as video-tape producer and production manager.

Media



Elmer O. Wayne, VP and general manager, KKHJ San Francisco, retires to follow personal interests. He has also served as VP and general manager of KGO there.

Richard L. Winslow, formerly general manager, WLX Islip, N.Y., joins WTHE Mineola, N.Y., in same capacity.

Sherman K. Headley, assistant manager of WCCO-TV Minneapolis-St. Paul, appointed general manager. **Phil Lewis**, assistant general manager, WCCO Minneapolis, appointed general manager.

George C. Coquillard, with Associates Investment Co., South Bend, Ind., elected senior VP-finance for Kaufman and Broad Inc., Los Angeles, cable TV operator.

Samuel Gunnells, chief engineer, Teleprompter Cable TV of Greenwood, S.C., appointed manager.

James Withers, station manager and director of sales, WGLC-AM-FM Mendota, Ill., joins WEIC-AM-FM Charleston, Ill., in same capacity. He succeeds **Thomas N. Ehlke**, who resigns. Both are Hurlbut stations. **Michael Ross**, assistant to president of Hurlbut stations, succeeds Mr. Withers in Mendota. Mr. Ross also continues as director of planning and

sales development for Hurlbut stations.

Russell Wittberger, with WNUW-FM Milwaukee (formerly WEMP-FM), appointed station manager.

Don Dillion, program manager, WTTV-TV Bloomington-Indianapolis, Ind., joins WPTA-TV Roanoke-Fort Wayne, Ind., as general manager. Both are Sarkes Tarzian Inc. stations. He is succeeded at WTTV by **Don Tillman**, formerly manager, WTAF-TV, Marion, Ind. Mr. Dillion succeeds **Victor Sterling**, who joins WLYV Fort Wayne.

Frank A. Balch, general manager of WJOY Burlington, Vt., named president of WJOY-AM-FM.

Ralph E. Hembree, VP and general manager, United Transmission Inc., CATV systems operator in Kansas City, Kan., elected president.

Programing

Alan B. Sacks, with ABC-TV's New York programing department, moves to Hollywood where as program executive he will be responsible for five network TV series now in production. **James Hay**, ABC Sports producer, succeeds him in New York where he will supervise New York and European based ABC-TV shows.

David J. Mahoney, president, Norton Simon Inc., Fullerton, Calif., parent of Talent Associates, elected chief executive officer. **Harold M. Williams**, chairman of finance committee, elected chairman of board. **William E. McKenna**, chairman and chief executive officer, resigns.

Benjamin Kalmenson, president, Warner Bros.-Seven Arts, Hollywood, retires. Future plans are unannounced.

Jim O'Brien, program director for CKLW Windsor, Ont.-Detroit, appointed program director for KHJ Los Angeles.

Larry Edwards, technical director, KERO-TV Bakersfield, Calif., appointed production manager.

NBC research changes

Five appointments in NBC research department were announced last week: **Dr. Sam Tuchman**, manager, marketing and management research, named director, research projects; **Gerald M. Jaffe**, director, TV ratings, becomes director, audience measurement operations; **Alvin Cohen**, supervisor, TV ratings projects, promoted to manager, special projects and circulation; **Peter F. Hanes**, supervisor, daytime and sports ratings, named manager, broadcast ratings; and **J. Ronald Milavsky**, senior research consultant, Prudential Insurance Co. of America, joins NBC as manager, social research.

Gene Cless, production manager, KCMO-TV Kansas City, Mo., joins WNEM-TV Bay City-Saginaw-Flint, Mich., as program director. Both are Meredith Broadcasting stations.

Bill Kelsey, producer-director, KGSC-TV San Jose, Calif., appointed production manager.

Richard M. Helzberg, with Transmedia International Corp., New York-based supplier of mobile color facilities, appointed secretary.

Todd A. Spoeri, promotion manager, WJBK-TV Detroit, appointed program director. He succeeds **Robert L. Rierison**, who joins WTOP-TV Washington in same capacity.

Joseph Hall, former producer-director, KDKA-TV Pittsburgh, joins WPIX-TV New York as director.

Larry Yount, music director, WRFM-FM New York, appointed program director and operations manager of both WRFM and international shortwave station WNYW there.

Emory Bundy, administrative assistant to Representative Allard K. Lowenstein (D-N.Y.), joins KING-AM-FM-TV Seattle, as diector of community services. **Ken Schwedop**, producer-director, KING-TV, also appointed to community services department as producer-director.

Paul Steele, producer-director, WBZ-TV Boston, joins WKBG-TV Cambridge-Boston, in similar capacity.

Paul Oughton, staff director, KCMO-TV Kansas City, Mo., joins KMBC-TV there as production manager.

David Miller, news producer-director, WWBT-TV Richmand, Va., appointed program manager.

News

Charles P. Arnot, bureau chief, ABC News, Chicago, and former chief of ABC's Saigon bureau, rejoins Saigon bureau which he will again head beginning first of year. **Jim Kincaid**, ABC News correspondent in New York and ABC's anchorman during Apollo 11 coverage, also joins Saigon bureau. Mr. Kincaid succeeds **Kenneth Gale**, who has been assigned to Chicago.

Bob W. Neal, news-director, WQXI-AM-FM Atlanta, appointed news director of WQXI-TV there.

Joe Tucker, news director and formerly sports director for 32 years, wwsw Pittsburgh, resigns to resume free-lance sportscasting.

Paul Van Amburgh, newsman, WGHO Kingston, joins WGNV Newburgh, both New York, in same capacity.

William Dorvillier, founder and former

editor, *San Juan Star*, and publisher of *Dorvillier News Letter*, weekly business report, joins WAPA-TV San Juan, P.R., as news director.

Dan Daniels, sports information director, University of Maryland, College Park, joins WRC-AM-FM-TV Washington as sportscaster.

Virgil O'Dell, sports director, WNEM-TV Bay City-Saginaw-Flint, Mich., joins Gerity Broadcasting's WGER-FM Bay City, Mich., and WABJ Adrian, Mich., in same capacity.

Mike King, with WMAK Nashville, appointed director of news and public affairs.

Bob Tarbell, with KMA Shenandoah, Iowa, appointed newsman.

Bill Bailey, formerly with KADI(FM) St. Louis, joins KMox there as newscaster.

Larry Myers, sportscaster, KTUC Tucson, Ariz., joins KNAC Long Beach, Calif., as sports director and sportscaster for California State University, Long Beach, football and basketball.

Zack McColl, member of production staff, WBTW(TV) Florence, S.C., joins WLOS-TV Asheville, N. C., as chief Greenville, S.C. news bureau.

Ray C. Smucker, KTAR-AM-FM-TV Phoenix, elected to board of directors of AP Radio and Television Association, New York, representing western district TV stations. Others elected: **Thomas Frawley**, WHIO-AM-TV Dayton, Ohio, central district radio stations of 5 kw or more; **Theodore McDowell**, WMAL-AM-FM-TV Washington, eastern district TV stations; **J. Parry Sheftall**, WJZM Clarksville, Tenn., southern district radio stations less than 5 kw; and **Richard Smiley**, KXXL Bozeman, Mont., director-at-large of western district.

Gary DeLaune, KNUZ Houston, elected president of Texas AP Broadcasters Association.

Tom Dunn, newscaster, WCBS-TV New York, joins WABC-TV there in same capacity.

Wayne Fariss, formerly newscaster, WCKT(TV) Miami, appointed newscaster at WBBM-TV Chicago. **Ron Santo**, of Chicago Cubs, signed by WBBM Chicago for sports shows in afternoon drive-time and **Chris Wheeler**, news writer there, appointed news director.

Howard T. Nielsen, executive publisher in charge of circulation and agency contacts for *Maine Times*, joins WRKO Boston, as newscaster.

Robert Brown and Emil Wilde, newscasters, WINZ Miami and KWK St. Louis, respectively, joins KSD St. Louis in same capacities.

J. Robert Leeright, head of Cheyenne, Wyo., AP bureau, joins Boise, Idaho,

bureau, specializing in state-government news. He is succeeded in Cheyenne by **John Vivian**, AP correspondent.

Promotion

R. Kevin Buchta, with promotion department, KMTV(TV) Omaha, joins KMBC-TV Kansas City, Mo., as promotion manager.

Allan Stenholm, producer-director, KGSC-TV San Jose, Calif., appointed promotion director.

Lane Epstein, with WTMJ-TV Milwaukee, appointed director of sales promotion and merchandising.

Equipment & Engineering

William Strube, engineering supervisor, WOW-TV Omaha, joins WNEM-TV Bay City-Saginaw-Flint, Mich., as chief engineer.

James A. Gimbel, with commercial electronic systems division, RCA, Camden, N.J., appointed manager, North Central broadcast sales. **Jerome Grever**, product manager for RCA TV cameras for electronic systems division, appointed to newly created position of manager, broadcast-market administration.

Lewis Parrish, founder of WFTN Franklin, N.H., and founder-president of WETC Wendell-Zebulon, N.C., joins WPTF-AM-FM Raleigh, N.C., as chief engineer.

Roy Fullen, chief engineer, Capital Cities WTVB(TV) Durham, N.C., also appointed assistant director of engineering for parent company.

E. E. Gloystein, formerly with RCA, Camden, N.J., joins Hammett & Edison, San Francisco, consulting engineers, as associate engineer.

Jerry Bennett, with Utility Tower Co., Oklahoma City, appointed operations manager.

Paul Viriciglio, assistant operations director, WNEM-TV Bay City-Saginaw-Flint, Mich., joins Gerity Broadcasting's WGER-FM Bay City, and WABJ Adrian, both Michigan, as engineering director.

Kenneth F. Petersen, VP-marketing, Hickok Instrument Co., Cleveland, joins Cohu Electronics Inc., San Diego division, as VP-product development.

Eugene D. Warren, named manager, technical services for International Video Corp., Sunnyvale, Calif.

Richard P. Gifford, general manager of General Electric Co.'s communication products department, chairman of Joint Technical Advisory Committee, and leader in efforts to reassign some UHF television channels to land-mobile services, named general manager of GE's newly formed communications systems division, Lynchburg, Va.

Allied fields

Leon Lewis, newscaster, WMCA New York, joins faculty of Fordham University, Bronx, N.Y., as one of a team of teachers involved in new program, mass-media journalism. Team will also include **Louis Boccardi**, assistant to general news manager, AP; **Edward Watkin**, educational editor, WCBS-TV New York and **Frank Seitz**, director and general manager, noncommercial WFUV(FM) New York. Mr. Lewis will continue on WMCA's *Power Line* news program.

Bill Sharp, creative group head, J. Walter Thompson, Chicago, and head of special training group, that city, sponsored by local region of American Association of Advertising Agencies, which has been helping to train blacks for careers in advertising, appointed to public affairs office, Office of Economic Opportunity, Washington.

Elmer E. Walls, with WTHI-TV Terre-Haute, Ind., joins Indiana Higher Education Telecommunication System, Indianapolis, as technical supervisor.

Deaths

Robert A. Kottwitz Jr., 64, founder and president of Robert Kottwitz Advertising Inc., New Orleans, died Aug. 13 at his home there following brief illness. He is survived by his wife, Mildred, and two sons.



Mr. McCaw

J. Elroy McCaw, 57, president of KRXI Seattle and KTVW(TV) Tacoma, Wash. and former owner of WINS New York, died Aug. 17 in Seattle. He was also president of Colorcable Inc., Renton, and Twin City Cablevision Inc., Centralia-Chehalis, both Washington, and past president of Washington State Association of Broadcasters. Mr. McCaw sold WINS in 1962 to Westinghouse Broadcasting Co. for \$10-million. He had been president of Gotham Broadcasting Co., New York, owners and operators of station, for many years. He was also formerly chairman of board of Manhattan Cablevision. He also once owned KYA San Francisco. While in Air Force, which he entered in 1942, he served as assistant executive officer to Air Force Chief Gen. Hap Arnold, and then as executive officer to Brig. Gen. H. M. McClelland, in charge of Air Force communications. He is survived by his wife, Marian, and four sons.

As compiled by BROADCASTING, Aug. 12 through Aug. 19 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 sub-set, 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

Start authorized

■ KIOB-TV San Bernardino, Calif.—Authorized program operation on ch. 30, ERP 259 kw vis., ant. height above average terrain 2,340 ft. Action Aug. 1.

Initial decision

■ Norwalk, Calif.—Fidelity Television Inc. Hearing Examiner Thomas H. Donahue in initial decision granted ch. 9: ERP 158.5 kw vis., 18.5 kw aur. Ant. height above average terrain 3,000 ft., above ground 409 ft. P.O. address c/o: William G. Simon, 131 W. Wilshire Blvd., Fullerton, Calif. 92632. Estimated construction cost \$1,430,000; first year operating cost \$2,000,000; revenues \$2,500,000. Studio in Norwalk, trans. on Mt. Wilson, both Los Angeles County. Geographic coordinates 34° 13' 49" north lat., 118° 04' 10" west long. Type trans. RCA TT50DH-LA, type ant. RCA Custom. Legal counsel Welch and Morgan; consulting engineers George C. Davis, both Washington. Principals: William G. Simon, Ross W. Cortese (each 40%), Louis J. Cella Jr., Walter B. Chaffee (each 10%). Mr. Simon is lawyer; Dr. Cella is physician with various medicine-connected investments; Mr. Chaffee is lawyer; Mr. Cortese is real estate developer. Action Aug. 13.

Other actions

■ Review board in Los Angeles, TV proceeding, Docs. 18602-03, granted Broadcast Bureau's request for extension of time filed Aug. 11. Action Aug. 13.

■ Review board in Charleston, S.C., TV proceeding, Docs. 18569-72, granted joint petition for extension of time to file opposition to petition to enlarge issues, filed Aug. 15 by South Carolina Educational Television Commission, Reeves Telecom Corp., First Charleston Corp. and WCSC Inc. Action Aug. 18.

Actions on motions

■ Hearing Examiner Millard F. French, in

Anaheim, Calif., (Orange County Broadcasting Co., et al.), TV proceeding, by separate actions, granted in part request by Orange Empire Broadcasting and continued certain procedural dates; continued to Nov. 10 hearing for purpose of ruling on exhibits of Group 1; continued to Nov. 18 evidential hearing on Golden Orange's direct case; and continued evidential hearing on other live applicants to Dec. 9; granted petition by Orange County Broadcasting for leave to amend application to specify new trans. site; and granted petition by Voice of Orange Empire Inc., Ltd., for leave to amend application to reflect change in proposed trans. site. (Docs. 18295-300). Action Aug. 12.

Existing TV stations

Final actions

■ FCC following oral argument May 12 on applications of 11 UHF TV permittees for extensions of time to construct, denied six applications and cancelled CP's; granted six-month extensions of time to four permittees to construct, and dismissed one request and cancelled CP. Applications denied: KHER(TV) Longview, Tex. (Doc. 18460); WOH(TV) Syracuse, N. Y. (Doc. 18463); WPCT(TV) Melbourne, Fla. (Doc. 18464); WFNT(TV) Elkin, Ill. (Doc. 18465); WPNG(TV) Springfield, Ill. (Doc. 18467), and WPD(TV) Florence, S. C. (Doc. 18466). Applications granted: WTMI(TV) Miami (Doc. 18461); WMLK(TV) Janesville, Wis. (Doc. 18462); WROA(TV) Gulfport, Miss. (Doc. 18468), and KTOV(TV) Denver (Doc. 18470). At oral argument KWID-TV Tulsa, Okla. (Doc. 18469), tendered CP for cancellation; FCC dismissed application for extension of time and cancelled permit. Action July 15. Ann. Aug. 13.

■ KTVU(TV) Oakland, Calif.—Broadcast Bureau granted CP to change ERP to 20 kw aur.; change trans. location; change type trans.; change type ant.; condition. Action Aug. 8.

■ KNTV(TV) San Jose, Calif.—Broadcast Bureau granted CP to change ERP to 24.1 kw vis., 2.7 kw aur.; change type ant. Action Aug. 13.

■ KUAM-TV Agana, Guam—Broadcast Bureau granted CP to change ERP to 5.7 kw vis., 0.83 kw aur. Action Aug. 13.

■ WGEM-TV Quincy, Ill.—Broadcast Bureau granted CP to change type trans. Action Aug. 11.

■ WICS(TV) Springfield, Ill.—Broadcast Bureau granted mod. of CP to change ERP to 684 kw vis., 68.4 kw aur.; change type trans. Action Aug. 8.

■ WAVE-TV Louisville, Ky.—Broadcast Bureau granted mod. of license covering change in name of licensee to Orion Broadcasting Inc. Action Aug. 11.

■ WSKB-TV Boston—FCC granted application of New Boston Television Inc. for CP to move its trans. and ant. to nearby Boston

ant. farm. Commission also granted request for waiver of minimum mileage separations. Action Aug. 13.

■ WNEM-TV Bay City, Mich.—Broadcast Bureau granted CP to change type main trans.; condition. Action Aug. 11.

■ WKNX-TV Saginaw, Mich.—Broadcast Bureau granted CP to change ERP to 302 kw vis., 30.2 kw aur.; make changes in ant. system. Action Aug. 11.

■ KDAL-TV Duluth, Minn.—Broadcast Bureau granted CP to install precise frequency control equipment. Action Aug. 11.

■ KCMO-TV Kansas City, Mo.—Broadcast Bureau granted CP to change ERP to 15 kw aur.; change type trans.; condition. Action Aug. 11.

■ WPIX(TV) New York—FCC denied application for review of order June 18 by Chief, Broadcast Bureau, setting aside renewal grant. Grant had been withdrawn because of investigation into complaint against WPIX(TV). Application by Forum Communications for facilities of WPIX(TV) accepted for filing June 23. Action Aug. 13.

■ WDTV(TV) Weston, W. Va.—Broadcast Bureau granted license covering permit for changes. Action Aug. 13.

Action on motion

■ Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Educational Television Commission [WITV(TV)] et al.), TV proceeding, granted petition to intervene by Cosmos Broadcasting Corp., licensee of WIS-TV, Columbia, S. C., and made petitioner party in interest (Docs. 18569-72). Action Aug. 8.

Designated for hearing

■ KTVH-TV Wichita-Hutchinson, Kan.—FCC designed for hearing application for transfer of control of Wichita-Hutchinson Co. from Minneapolis Star & Tribune Co. to WKY Television System Inc. on issues dealing with concentration of control of mass media and effects of family trusts as corporate licensees. Action Aug. 14.

Network affiliations

ABC

■ 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.

■ WSJV(TV) Elkhart, Ind. (Trust Publishing Co.), Contract dated July 23, 1969; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$475; compensation paid at 30% prime time.

■ WBRZ(TV) Baton Rouge (Louisiana Television Broadcasting Corp.), Contract dated June 30, 1969, replaces one dated Nov. 28, 1967; effective Sept. 1, 1969, to Sept. 1, 1971. No first call right. Network rate, \$875; compensation paid at 30% prime time.

■ WFAA-TV Dallas (A. H. Belo Corp.), Amendment dated March 14, 1969, amends contract dated July 6, 1967; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$1,600; compensation paid at

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New AM stations

Applications

■ **Laurel, Mont.**—Laurel Broadcasting Co. Seeks 1490 kc, 250 w, 1kw-LS-U. P.O. address: Rural Route 1, Laurel 59044. Estimated construction cost \$30,316.80; first-year operating cost \$62,000; revenue \$78,000. Principals: Martin T. Obie, John G. French and David G. Allen (each 33 1/4%). Messrs. Obie and French own 51% and 49%, respectively, of KRAD Inc., East Grand Forks, Minn., 33 1/4% each of KLME Laramie, Wyo., and 8.33% each of G-F Cable TV Inc., Grand Forks, N.D., and East Grand Forks, Minn., CATV systems. Mr. Obie owns 50% of KRWB Roseau, Minn. Ann. Aug. 8.

■ **Bellevue, Wash.**—Gramary Radio Corp. Seeks 1330 kc, 5 kw-D. P.O. address: 1821-123 d Street, South East, Bellevue 98004. Estimated construction cost \$31,000; first-year operating cost \$59,100; revenue \$58,000. Principals: Lorenzo W. Milam, president (50%), Benjamin F. Dawson, executive vice president, and C. Howard McNulty, secretary-treasurer (each 25%). Mr. Milam is columnist for *Seattle Post-Intelligencer* and has interests in KTAO(FM), Los Gatos, Calif., and KDNA(FM) St. Louis. Mr. Dawson is engineering director for KAYO Seattle. Mr. McNulty owns advertising agency. Ann. Aug. 1.

Final actions

■ **Monticello, Miss.**—Monticello Broadcasting, FCC granted 1270 kc, 1 kw-D. P.O. address: 1006 Arlington, Clinton 39056. Estimated construction cost \$12,354.50; first-year operating cost \$16,896; revenue \$16,896. Principals: James Ernest and Ernest W. Clinton (jointly 100%). James Clinton is marketing services officer with commercial bank. Action Aug. 13.

■ **Heath, Ohio**—Runnymede Inc. FCC granted 1000 kc, 250 w-D. P.O. address: Box 2061, Heath 43055. Estimated construction cost \$74,315.70; first-year operating cost \$60,000; revenue \$60,000. Principal: Phillip R. Haynes, president (3.6%) et al. Dr. Haynes is optometrist. Action Aug. 13.

■ **Tappahannock, Va.**—Rappahannock Broadcasting Corp. FCC granted 1000 kc, 500 w-D. P.O. address: 318 Prince St., Tappahannock. Estimated construction cost \$24,961; first-year operating cost \$48,000; revenue \$70,000. Principals: George C. Clanton (47%), Mrs. Minnie M. Clanton (49%), and Anna F. Clanton (2%). Mr. Clanton is owner of motion picture theater and printing concern, and is mayor of Tappahannock. Action Aug. 13.

■ **Hurricane, W. Va.**—Putnam Broadcasting Co. FCC granted 1080 kc, 5 kw, DA-D. P.O. address: c/o R. V. Allen, Box 208, Hurricane. Estimated construction cost \$29,675; first-year operating cost \$42,500; revenue \$55,000. Principals: Ray V. Allen, Everett Sullivan, Ralph Allen, Ed Guenther, Oshel Craig, Elvin F. Martin and Clarence L. Watt (each 12.5%). Action Aug. 13.

Other actions

■ **Review board in Sumiton, Ala.**, AM proceeding, Docs. 18204-05, granted request for extension of time filed Aug. 14 by Sumiton Broadcasting Co. Action Aug. 18.

■ **Review board in St. Louis, AM proceeding**, Docs. 17210-15, 17, 19, granted Broadcast Bureau's request for extension of time filed Aug. 14. Action Aug. 18.

■ **Review board in Sapulpa, Okla.**, AM proceeding, Docs. 13341-44, granted motion for extension of time filed Aug. 14 by Tinker Area Broadcasting Co. Action Aug. 18.

Actions on motions

■ **Hearing Examiner Basil P. Cooper** in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, granted petition of Broadcast Bureau and ordered record reopened for purposes of receiving evidence relating to availability of FM service to area(s) to be served or gained by each applicant which do not now receive service from five AM's; ordered engineering exhibits exchanged with all parties on or before Sept. 22; ordered further evidentiary hearing set for September 29; and set aside dates for filing of proposed findings of fact and conclusions of law and for filing of reply findings (Docs. 18198-9). Action Aug. 11.

■ **Hearing Examiner Millard F. French** in Blue Ridge and Clarksville, both Georgia

(Click Broadcasting Co. and R-J Co.), AM proceeding, granted petition by R-J Co. for leave to amend application with respect to financial showing (Docs. 18526-7). Action Aug. 12.

■ **Hearing Examiner Herbert Sharfman** in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, directed applicant Mace and respondent Shoecraft to file proposed findings of fact and conclusions; ordered initial proposed findings of fact and conclusions due Oct. 1 and optional replies due Oct. 31; canceled hearing scheduled for Aug. 18; and ordered record of hearing closed in proceeding as of Aug. 18 (Doc. 18225). Action Aug. 11.

Call letter applications

■ **Brockport Broadcasting Inc.**, Brockport, N.Y. Requests WPBT.

■ **LiLeLo Broadcasting Co.**, Washington, Pa. Requests WKEG.

■ **Cosmopolitan Enterprises Inc.**, Edna, Tex. Requests KWBY.

Existing AM stations

Application

■ **WBAM Montgomery, Ala.**—Seeks CP to change hours to 10 kw, 50 kw-LS, U, DA-2 and nighttime trans. at separate site. Ann. Aug. 8.

Final actions

■ **KAWW Heber Springs, Ark.**—Broadcast Bureau granted CP to increase power to 1 kw and increase ant. height to 185 ft.; remote control permitted. Action Aug. 11.

■ **KQMS Redding, Calif.**—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans.; remote control permitted; conditions. Action Aug. 8.

■ **KZIN Fort Collins, Colo.**—Broadcast Bureau granted mod. of license covering change in studio location; remote control permitted; conditions. Action Aug. 8.

■ **WMAF Madison, Fla.**—Broadcast Bureau granted remote control. Action Aug. 15.

■ **WWOK Miami**—Broadcast Bureau granted CP to install new trans. at main trans. location for auxiliary purposes only. Action Aug. 8.

■ **WWBA St. Petersburg, Fla.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control; condition. Action Aug. 8.

■ **WMLT Dublin, Ga.**—Broadcast Bureau granted CP to install new trans. at main trans. location for use as main trans., nighttime and auxiliary trans. daytime; remote control permitted daytime. Action Aug. 8.

■ **WAVE Louisville, Ky.**—Broadcast Bureau granted mod. of license covering name of licensee to Orion Broadcasting, Inc. Action Aug. 11.

■ **WKMF Flint, Mich.**—Broadcast Bureau granted CP to make changes in nighttime DA pattern; conditions. Action Aug. 13.

■ **FCC denied motion** by Karin Broadcasting Co. for temporary stay of commission's approval June 19 of joint agreement of eight applicants for former KWK facility in St. Louis. In same action, denied Karin's request for temporary stay of review board approval July 10 of certain reimbursement for out-of-pocket expenses (Docs. 17210-15, 17217, 17219). Action Aug. 19.

■ **KHDN Hardin, Mont.**—Broadcast Bureau granted mod. of license covering change in hours of operation to unlimited. Action Aug. 11.

■ **WNEW New York**—Broadcast Bureau granted renewal of license. Action Aug. 6.

■ **WNEW New York**—FCC dismissed petition by Metromedia Inc. to rescind commission's order refusing petition to deny application by TV Cable of Waynesboro, Inc. Action Aug. 13.

■ **WBCO Bucyrus, Ohio**—Broadcast Bureau granted license covering changes. Action Aug. 12.

■ **KORE-AM-FM Springfield-Eugene, Ore.**—Broadcast Bureau granted renewal of licenses, subject to condition that assignment of licenses be consummated within 45 days of grant (Aug. 1). Action Aug. 14.

■ **WYNS Lehigh, Pa.**—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Aug. 11.

■ **WKMC Roaring Spring, Pa.**—FCC granted Louis J. Maierhofer a 90-day temporary au-

thority for control and operation. WKMC is only station in Roaring Spring. Action Aug. 14.

■ **WHYZ Greenville, S. C.**—Broadcast Bureau granted CP to install new trans. at main trans. location for auxiliary purposes only. Action Aug. 8.

■ **KBHB Sturkis, S. D.**—Broadcast Bureau granted CP to install new trans. at main trans. location for auxiliary purposes only. Action Aug. 8.

Actions on motions

■ **Chief, Office of Opinions and Review**, in Minneapolis (Midwest Radio-Television Inc.), renewal of license of WCCO and WCCO-TV, granted petition by Midwest Radio-Television Inc. and extended through Aug. 25 time to file petition for reconsideration of designation order released March 21 and grant of application without hearing (Doc. 18499). Action Aug. 13.

Fines

■ **KLIN Twin Falls, Idaho**—FCC notified of apparent liability forfeiture of \$500 for violation of five infractions of the rules, including operation by persons holding third class operator permits rather than required first class permit, and that log entries were made in logs from Sept. 21, 1968 to Oct. 8, 1968, by improperly licensed operators. Action Aug. 13.

■ **KIGO St. Anthony, Idaho**—FCC notified of apparent liability forfeiture of \$500 for violation of Rules by failing to file copy of contract, within three days, for the services of operator holding radiotelephone first class license for period Sept. 1 to Sept. 28, 1968; failing to inspect transmitting equipment at least five days each week from Sept. 1 to 28, and failing to have maintenance log available showing that inspections had been made during this period. Action Aug. 13.

■ **WAVA Arlington, Va.**—FCC notified of apparent liability forfeiture of \$1,000 for modulation consistently in excess of 100% on negative peaks. Action Aug. 13.

Call letter application

■ **KEPR, Tri-Cities Communications**, Pasco, Wash. Requests KONA.

Call letter action

■ **KCOY, James H. Ranger**, Santa Maria, Calif. Granted KJHL.

New FM stations

Applications

■ **Naples, Fla.**—Naples Image Inc. Seeks 93.5 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 658 5th Avenue, South Naples 33940. Estimated construction cost \$44,357; first-year operating cost \$45,000; revenue \$25,000. Principals: William A. Loach Jr., president (88.8%), John L. Norman, vice president, and Preble Staver, secretary-treasurer (each 5.5%). Mr. Loach owns real estate firm, Mr. Staver owns Shell service center and is sales and production manager for advertising firm, Mr. Norman owns photography firm and is announcer for WNOG and WNFM(FM) both Naples. Ann. Aug. 15.

■ **Alliance, Ohio**—Mount Union College. Seeks 91.7 mc, 3 kw. Ant. height above average terrain 192 ft. P.O. address: 219 West State Street, Alliance 44601. Estimated construction cost \$7,945; first-year operating cost \$4,300; revenue none. Principals: Board of Trustees; Richard G. McCuskey, president, et al. Ann. Aug. 15.

■ **Batavia, Ohio**—Clermont Northeastern Schools. Seeks 88.7 mc, 15 w. Ant. height above average terrain 100 ft. P.O. address: 5327 Hutchinson Road, Batavia, 45103. Estimated construction cost \$3,365; first-year operating cost \$15,365; revenue none. Principals: Board of Education; Lewis C. Miller, superintendent, et al. Ann. July 25.

■ **Waverly, Tenn.**—Humphreys County Broadcasting Co. Seeks 104.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Brownstown Road, Waverly 37185. Estimated construction cost \$47,564; first-year operating cost \$22,000; revenue \$36,000. Principals: R. M. McKay Jr., sole owner. Ann. Aug. 15.

Start authorized

■ **WKAL-FM Rome, N.Y.**—Authorized program operation on 95.9 mc. ERP 3 kw. ant. height above average terrain 105 ft. Action Aug. 8.

Summary of broadcasting

Compiled by FCC, Aug. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,247	3	10	4,260	69	4,329
Commercial FM	1,991	0	37	2,028	159	2,187
Commercial TV-VHF	495	2	9	506	16	522
Commercial TV-UHF	122	0	52	174	156*	330
Total commercial TV	617	2	61	680	172	852
Educational FM	369	0	11	380	47	427
Educational TV-VHF	71	0	6	77	6	83
Educational TV-UHF	89	0	12	101	14	115
Total educational TV	160	0	18	178	20	198

* Special Temporary Authorization

† Includes 25 educational AM's on nonreserved channels.

‡ Includes two licensed UHF's that are not on the air.

Final actions

■ Kealahakua, Hawaii—KONA Coast Broadcasting Co. FCC granted 790 kc. 1 kw. P.O. address: 2007 Lafayette Towers East, Detroit 48207. Estimated construction cost \$23,072; first-year operating cost \$35,000; revenue \$45,000. Principals: Richard E. and Thomas M. Jones (each 50%), and T. M. Jones own 50% and 1.67%, respectively of WQTE Monroe, Mich. Action Aug. 13.

■ Milwaukee — Milwaukee Board of School Directors, Broadcast Bureau granted 89.9 mc. 240 w. Ant. height above average terrain 896 ft. P.O. address: c/o Robert R. Sauchy, 5225 West Vliet Street, Milwaukee 53208. Estimated construction cost \$70,247; first-year operating cost \$58,600; revenue none. Principals: Thomas A. Linton, secretary-business manager of board, et al. Action Aug. 8.

Other action

■ Review board in Rockmart, Ga., FM proceeding, Docs. 18314-15, consideration of joint petition for approval of agreement filed March 7 by Faulkner Inc. and Georgia Radio Inc., held in abeyance for 15 days from release date of order, pending receipt of further information. Action Aug. 15.

Actions on motions

■ Hearing Examiner Basil P. Cooper in San Clemente, Calif. (El Camino Broadcasting Corp.), FM proceeding, granted request by applicant and ordered record left open for reasonable time, not to exceed 60 days from date of release of order, to enable applicant to prepare and submit material requested by Broadcast Bureau; further ordered proposed findings of fact and conclusions of law filed within 20 days after record is closed (Doc. 17648). Action Aug. 8.

■ Hearing Examiner Charles J. Frederick in Peoria, Ill. (Brinsfield Broadcasting Co., Peoria Community Broadcasters Inc. and Clark Broadcasting Co.), FM proceeding, granted petition by Peoria Community Broadcasters Inc. for leave to amend application to show different cost situation and bank letter for new financing; further ordered petitioner hereby put upon notice that granting of petition and acceptance of amendment does not amount to finding of fact or conclusion of law that financial issue re Peoria Community Broadcasters is resolved favorably to petitioner (Docs. 18582-4). Action Aug. 11.

Rulemaking petitions

■ WARF Jasper, Ala.—Requests rulemaking to assign ch. 224A to Jasper. Ann. Aug. 15.

■ WUNN Mason, Mich.—Requests amendment of rules to assign ch. 240A to Mason and waiver separation requirements with WBCM-FM Bay City Mich. Ann. Aug. 15.

Rulemaking actions

■ Amite, La.—FCC denied request by Amite Broadcasting Service for waiver of rules limiting assignment of channel to unlisted community within 10 miles of community where it is assigned; ABS application for new class A FM returned. Action Aug. 13.

■ FCC in rulemaking proceeding for amendment of FM table of assignments assigned ch. 237A to Southampton, N.Y. Action Aug. 13.

Call letter applications

■ Loma Linda University, Riverside, Calif. Requests *KLLU(FM).

■ Riverside Baptist Church, Ft. Myers, Fla. Requests WSOR(FM).

■ Emmett Radio Corp., Estherville, Iowa. Requested KILR-FM.

■ Calvary Bible College, Kansas City, Mo. Requested *KLJC(FM).

Designated for hearing

■ FCC set for hearing applications by Harrison Radio Inc., Corydon, Ind.; Lankford Broadcasting Co., New Albany, Ind.; Radio 900 Inc. and Trinity Towers Corp., both Louisville, Ky., for new FM's on 103.9 mc. All applicants seek ch. 280 assigned to Louisville. Harrison and Lankford propose to use channel in Corydon, and in New Albany, both Indiana, respectively. Action Aug. 14.

Existing FM stations

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KPGN(FM) Los Altos, Calif., to Jan. 15, 1970; WIAI(FM) Danville, Ill., to Feb. 15, 1970; WKNE-FM Keene, N. H., to Feb. 6, 1970; KMOT-FM Minot, N. D., to Sept. 20, 1970; WTID-FM Norfolk, Va., to Jan. 25, 1970. Actions Aug. 13.

■ KHEP-FM Phoenix — Broadcast Bureau granted mod. of SCA to change subcarrier frequency from 65 kc to 67 kc. Action Aug. 8.

■ WWBA-FM St. Petersburg, Fla.—Broadcast Bureau granted mod. of license covering operation by remote control. Action Aug. 8.

■ WFLA-FM Tampa, Fla.—Broadcast Bureau granted mod. of SCA to make changes in programming. Action Aug. 8.

■ WXLN(FM) Savannah, Ga. — Broadcast Bureau granted license covering new FM; specify type trans. Action Aug. 2.

■ WEAU-FM Evanston, Ill.—Broadcast Bureau granted mod. of CP to change ant. trans. location to 875 North Michigan Ave., Chicago; change type trans. and type ant.; make changes in ant. system, ant. height to 1,180 ft.; ERP to 6 kw; conditions. Action Aug. 8.

■ WKJG-FM Fort Wayne, Ind.—Broadcast Bureau granted remote control. Action Aug. 14.

■ WFMS(FM) Indianapolis—Broadcast Bureau granted CP to change ERP to 25 kw. Action Aug. 11.

■ E. O. Roden and Associates Inc., Gulfport, Miss.—Broadcast Bureau granted remote control for FM. Action Aug. 15.

■ WKBR-FM Manchester, N. H.—Broadcast Bureau granted CP to install new trans.; install circular polarized DA; change ERP to 10.5 kw horz. and vert.; ant. height to 930 ft.; remote control permitted; conditions. Action Aug. 8.

■ KIXI-FM Seattle—Broadcast Bureau granted CP to replace expired permit. Action Aug. 11.

■ WRAR-FM Tappahannock, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 13, 1970. Action Aug. 14.

■ WBCI-FM Williamsburg, Va. — Broadcast Bureau granted CP to install new trans. and new ant.; make changes in ant. system,

ant. height to 430 ft.; ERP to 50 kw; remote control permitted. Action Aug. 11.

■ KOL-FM Seattle—FCC granted application by Buckley Broadcasting Corp. of Washington for change in facilities from 5.8 kw and ant. height of 245 ft., to 100 kw, ant. height of 540 ft., with change of ant. trans. location, type trans. and ant. system. Action Aug. 13.

■ WRAC-FM Racine, Wis.—Broadcast Bureau granted remote control. Action Aug. 14.

Initial decision

■ KFMQ(FM) Lincoln, Neb.—Hearing Examiner Thomas H. Donahue, in partial initial decision in consolidated hearing, ruled there has been no unauthorized transfer of control and KFMQ Inc. should not be disqualified (Docs. 17410, 17874). Action Aug. 19.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Chicago, application for assignment of license of WFMT(FM) from Gale Broadcasting Co., Inc. to WGN Continental FM Co., granted motion by Gale Broadcasting and WGN Continental FM and extended to Aug. 13 time for filing responses to pleadings filed July 18 by Citizens Committee to Save WFMT (Doc. 18417). Action Aug. 8.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, certified to review board, pleading by Blanche Streeter and Albert Kihn purporting to except to memorandum opinion and order July 9 of examiner wherein Kihn was directed to produce certain articles sought by Chronicle Broadcasting Co. (Doc. 18500). Action Aug. 8.

Fine

■ WLVP(FM) Franklin, N. J.—FCC notified of apparent liability forfeiture of \$1,000 for violation of rules including failure to maintain records in maintenance log which indicate inspection of trans. had been performed by operator holding valid radio-telephone first-class operator license at least once each day, five days a week, and failure to maintain operating power near authorized power; failure to indicate in operating log cause of each carrier interruption; failure to make entries in operating log of trans. readings. Action Aug. 13.

Call letter applications

■ WFMD-FM, James L. Gibbons, Frederick, Md. Requests WSPM(FM).

■ WUFM(FM) Phi-Hidellity Inc., Utica, N.Y. Requests WZOW(FM).

■ WBYM(FM), Radio Aeropuerto Inc., Bayamon, P.R. Requests WEYA(FM).

■ KEPR-FM, Tri-Cities Communications, Kennewick, Wash. Requests KONA-FM.

■ WAXO(FM), Zion-Benton Broadcasting Corp., Kenosha, Wis. Requests WKZN(FM).

Call letter actions

■ WMYR-FM, Robert Hecksher, Fort Myers, Fla. Granted WHEW(FM).

■ WMJM-FM, Southeastern Broadcasting System Inc., Cordele, Ga. Granted WFAV(FM).

■ KTSA-FM, Waterman Broadcasting Corp., San Antonio, Tex. Granted KTFM(FM).

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WIBQ-FM Utica, N.Y., to Nov. 1; KGBT-TV Harlingen, Tex., to Feb. 11, 1970; WRVF(FM) River Falls, Wis., to Feb. 8, 1970. Action Aug. 11.

Other actions, all services

■ FCC granted additional time to Sept. 15 to file rebuttal statements in connection with oral argument on commission's proposal to limit network program control (Doc. 12782). Action Aug. 14.

(Continued on page 72)

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Payable in advance. Check or money order only.
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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.
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RADIO

Help Wanted—Management

Immediate opening for sales manager for 100 kilowatt FM stereo. Excellent draw with unusually high income potential. Must be top salesman with ability to motivate others and interested in the community in which you live. Upper midwest location. Please mail complete personal and work history including present earnings. Strict confidence guaranteed. Box H-126, BROADCASTING.

Southeastern fulltime major market AM station needs level headed manager capable of keeping top station on top. Must provide leadership to an experienced staff, be able to budget and deliver increasing profits. Box H-177, BROADCASTING.

Florida, AM-FM adult operation seeking energetic young professional (28-40) with thorough sales experience for sales manager and assistant to owner. Advancement to General Manager assured for right man. Salary plus money making incentives. Box H-194, BROADCASTING.

General manager for growing FM station. Strong on sales and administration. Married. Salary open. Ohio-Michigan area. Box H-253, BROADCASTING.

Salesman with track record. Managing now or capable of. Top opportunity. Unique situation. Multiple group. Good starting salary. Box H-264, BROADCASTING.

Expanding young company needs manager. Position open due to purchase of third station. If you're really good, contact Lou Erck, KHAP, Aztec, New Mexico. Phone 505-334-6911. Immediate opening.

Sales

Attention: All midwest radio account executives, if you are now presently employed as an account executive in a small midwestern radio market, if you would like to move up to a major market; where the real money is, if you would like to be employed by a young dynamic organization that is currently purchasing more radio facilities, we would like to hear from you. Please send complete resume, recent photograph and salary requirements in first letter. Box H-170, BROADCASTING.

Major Broadcaster has opportunity for successful salesmen in radio and TV. If you have a proven record in competitive markets, please reply stating salary history. Financial return can be interesting to qualified applicant. Box H-234, BROADCASTING. An equal opportunity employer.

Aggressive, experienced radio salesman wanted for station in top 20 midwest market. If you are in a small to medium size market and are ready to take that giant step we may have what you are looking for. Good salary plus commission arrangement. Full details to Box H-260, BROADCASTING.

New Mexico daytime needs salesman-announcer who likes small market. Permanent. Salary plus commission. Willie Chavez, KARS, Belen.

KEYZ 5kw non-directional, Anaheim, California, has immediate openings for two radio account executives, with experience in small to medium markets. This job entails selling Orange County businesses, both direct accounts and agencies. A tremendous opportunity for hard working, creative local salesmen. The Orange County market is the fastest growing and 22nd market in the country, with only two AM stations serving that market. Income limit is based strictly on the salesman's ability. We have had salesmen in the past make in excess of \$15,000 in the first year. Job benefits: draw, commission, bonuses & insurance plan. Contact Daniel P. Mitchell, Vice President & General Manager. (714) 776-1190, 1190 E. Ball Rd., Anaheim, California.

Aggressive salesman who wants to bring up family in a beautiful vacationland where there are no big city problems. Some air work. Station KVBR, Brainerd, Minnesota *6401

Emporia, Kansas KVOE Excellent opportunity for experienced salesman—established list to grow with Resume to Dick Kline, Sales Manager

Sales continued

Experienced, salesman, only with proven sales record wanting to move into booming General Motors market. Non-automated stereo station with strong competitive ratings and excellent market acceptance is expanding its sales staff. Excellent salary plus percentage and fringe benefits. Send full resume and sales record first reply. All replies confidential. Write David Mendelson, General Manager, WGMZ, 903 Stevens St., Flint, Michigan.

Salesman fastest growing area N.Y. State. 60 miles NYC salary + commission. WBNR, Beacon-Newburgh, N. Y.

Seasoned pro for new AM in fast-growing NY mid-Hudson valley. Honesty, integrity & good copy a must. Send complete resume, sales records, current rate card, references & salary desired to: Allen Faust, Sta. Mgr., WWLE, Box 484, Cornwall-on-Hudson, NY 12520.

Top 20 market . . . new AM station offers sales opportunity unlimited including advancement to sales manager. Create your own future in the west coast's fastest growing market. Ideal living and recreation. Modern mid-road format with heavy sports and remote schedule. Our man must be creative with proven sales record. Salary plus commission. Phone Manager. 206-774-2171.

Sales Manager, Wisconsin AM station—draw, override, expanding group, write Box 377. Preston, Minnesota or call 507-765-3856.

Manager, small market experience, manage 2 to 5 markets. Package sales, top commission, override. Investment possibilities. Telecasting, P.O. Box 1426, Yuma, Arizona.

Strong aggressive, production company with successful track record expanding sales department. Travel four or five state area. Call on top management in radio stations. Exciting saleable products. Salary plus bonus arrangements. Send resume to Ross Charles, Cine-Vox Productions, Inc., 12 East 41st Street, New York, N.Y. 10017.

Announcers

First phone combo. Some maintenance. Religious emphasis station. Midwest. Box H-112, BROADCASTING.

First phone announcer needed at progressive, bright rocker in Pennsylvania resort area. Experienced. Start \$110.00 plus benefit. Box H-286, BROADCASTING.

KEYZ Radio 5kw non-directional serving Orange County, Calif. Looking for talented, hard working Newsman and DJ's. Contemporary sound. Non-rock. Send photograph, resume, tape to Arnie McClatchey, PD, KEYZ Radio, Inc., 1190 E. Ball Rd., Anaheim, California 92805.

\$750-\$1,000 a month still waiting for a top 40 jock who can ad-lib or fast or jock at Phoenix 1. Radio station KOY lets hear from the Pros. This job with the aggressive southern broadcasting company can mean fantastic future, no calls please.

Aggressive experienced announcer who wants to be a personality in the community and who wants to bring up his family in a beautiful vacationland where there are no big city problems. Aggressive network station. Station KVBR, Brainerd, Minnesota 56401.

Announcer experienced commercial and news writing and production. Sales opportunity if experienced or adaptable. KWHW, Altus, Okla.

First phone for transmitter watch. Age no barrier. Will train beginner. WAMD Aberdeen, Md.

Immediate first phone announcer emphasis on production for automated AM and FM. Tape and resume to Ron Altman WAOA P.O. Box 2329, Opelika, Alabama.

Experienced announcer and local news and with ability to handle play-by-play sports. Good working conditions with old established station in single market. Excellent references required. Please send resume and tape to Greeley N. Hilton. WBUY, Lexington, N.C.

Announcers continued

Rock DJ-metropolitan Washington, D.C. market. If you're ready to move up to one of the top rockers in the country send tape, resume and current pic to WEAM Box 589, Arlington, Va. Must have at least 3 years on-the-air regular shift experience. No telephone calls, please.

Immediate opening—announcer for morning shift MOR format. Send photo, tape, resume, references. WFIX, P.O. Box 7, Huntsville, Alabama 35804.

Immediate opening for experienced announcer for stable newspaper owned station. Seek person looking for permanent position that offers excellent earnings and benefits. Send tape and resume to J. W. Poole, Manager, WFLS Radio, Box 597, Fredericksburg, Virginia 22401.

Talented relative beginner or young pro needed. Professional spot production, flair for radio showmanship necessary. We work hard, and we are having fun doing it. 5000 watt, formatted modern country. Write Don Miller, WKCY, Harrisonburg, Virginia 22801.

Experienced top 40 night man. Excellent for young men with feet on the ground. Send resume and tape in first letter. References will be checked. Contact Lynwood J. Judkins, WMVA, Martinsville, Virginia 24112.

Announcer . . . commercial experience necessary for a 40 hour day shift. Want pleasant, non-rock personality. Start around \$110 with regular raises. Send resume and tape which will be returned to WPAM P.O. Box 629 Pottsville, Pa.

Morning man to supply spark MOR suburban Cleveland. Must be mature, experienced. Send tape, tell all first reply. Manager, WPVL, Painesville, Ohio.

Ohio MOR needs announcer with third. Will consider limited experience or qualified beginner. Contact Robert Valliquette, WTNS-Coshocton, Ohio 43812.

New NY mid-Hudson valley AM seeks quality voices: maturity, common sense, knowledge of good music, & on-air salesmanship for adult sound. Send resume, tape references & salary desired to: Allen Faust, Sta. Mgr., WWLE, Box 454, Cornwall-on-Hudson, NY 12520.

Michigan medium market, modern country AM. Experienced, must love modern country music and modern format. Tape, resume, salary to: Paul Pigeon, WXOX, 306 Phoenix Building, Bay City, Michigan.

Seldom offered bright futures. Top-40. Several positions open in good markets. Experienced only. Call Tom McMurray, Program Director for the Knight Stations or send your tape and resume to P.O. Box 927, Fall River, Mass.

Florida gold coast adult full time CBS first ticket no maintenance: ideal working conditions and crew; all fringe benefits; salary open; creative freedom. We believe in and promote good radio and our personalities who create it. Call 305-278-1420.

Experienced first phone, strong on production, Palm Beach market country-politan format, rush tape & minimum salary to Box 1246, Jupiter, Fla. 33458

Top 40 PD—experienced or ready to move up—medium New England market. First phone helpful but not necessary. Good pay good working conditions good community. Call area 617-482-4845 9-5 P.M.

Technical

Chief engineer. Full time 5kw directional, medium market, east coast. Strong on maintenance. Excellent fringe benefits. Give complete details and salary requirements. Box G-135, BROADCASTING.

First class engineer for Engineering Department of station group. Some traveling required. Company benefits. Send complete resume and salary requirements. Box G-136, BROADCASTING.

First class engineer wanted to work in completely adult atmosphere in adult programed station. Devote full time to maintenance, repair, experimentation. No announcing or board duties. Box H-94, BROADCASTING.

Technical continued

Immediate opening—Midwest—first phone. Hi Power AM-FM directional experience essential. Send complete resume—photo and salary requirements Box H-149, BROADCASTING.

Chief engineer, immediate opening with fulltime low directional in northern Virginia. Send resume with references and salary requirements. Box H-169, BROADCASTING.

Combined AM-FM-TV facility in medium sized Minnesota market has opening for assistant chief engineer. College background preferred. Contact Box H-175, BROADCASTING.

Chief Engineer-announcer needed soon by Iowa station. Write Box H-219, BROADCASTING.

First ticket engineer with little news and jock work. Progressive, bright directional rocker in Pennsylvania resort area. Start \$115.00, plus benefit. Box H-257, BROADCASTING.

First class chief engineer wanted for 250 watt directional station. Immediate opening. Contact Don Meinerl, KOAK, Red Oak, Iowa.

Transmitter engineer to operate and maintain RCA TT-25-EH for new channel, 10 ETV station. Excellent facility includes color, mobile equipment, ITF channels, translators location near Lake Mead, university, sports. Minimum one year experience and first class license required. Monthly salary range \$742-\$902. Send resume of training and experience by September 3 to Clark County School District, Classified Personnel Dept., 2932 East Flamingo, Las Vegas, Nevada 89109.

NEWS

Newsman who can tell it like it happens. Freedom to develop style and serious reporting competency. Experience helpful. . . desire and perception more important. Pittsburgh area. Box H-86, BROADCASTING.

Fast-growing New York suburban station needs experienced newsman with strong air delivery, also strong on news preparation. Good salary and benefits for the right man. Box H-92, BROADCASTING.

Challenge: Rebuild news department at top rated midwest swinger. Send tape, resume and picture to Box H-146, BROADCASTING.

Wanted professional newsman for leading mid-western contemporary station. Box H-240, BROADCASTING.

Have immediate opening for news director in news-active radio station in news hot border city. Send full particulars Box H-273, BROADCASTING.

Immediate opening for qualified news director—gathering, writing, on-air delivery. Group insurance, profit sharing, advancement opportunities. Send full particulars to Jack Miller, KCSR, Chadron, Nebraska.

KTSM-TV AM FM in El Paso, Texas, looking for a newsman. Need a young man with ability to report and air radio and television news. Emphasis on reporting. Send resume to Jack DeVore, News director, 601 N Oregon St #900.

Television opportunity for the right young person-ality type interested in news presentation. Rush resume, picture, and tape to News Director, KUTV, 179 Social Hall Ave., Salt Lake City, Utah 84111.

Newsman to work as the second man in a three man news operation. We are looking for a dedicated newsman who enjoys digging for stories and can write and deliver them on the air. We will pay well for the right man. Contact Jack Gennaro or Hugh Mix at Radio Station WFHR, Wisconsin Rapids, Wisconsin 54494.

On air newsman now working at small station in or near New England, ready to move up to top-rated medium market operation. Five-day 40 hour week. Must have brisk, authoritative delivery, zest for news. Send short news tape, writing samples, complete resume to Durham Caldwell, WHYN Radio-TV, Springfield, Mass. 01101. Or call 413-755-1911.

Immediate opening for experienced newsman & Television and radio. News director leaving for major market. Send picture, tape to WIMA Radio 223 N. Main St., Lima, Ohio 45802.

Immediate opening—News director to head up 5 km CBS affiliate in university town. Consistent Associated Press award winner. Call or write Colin Rosse, WINA, Charlottesville, Va. 703-296-6177.

Need aggressive news director, September first. 100,000 university town market, New York State. News is our bag. If its yours send us resume and air check. Robert Newman, WTKO, Ithaca.

News continued

Young men on way up. Experienced only. Good salary at No. 1 Top-40. Call Tom McMurray, Program Director for the Knight Stations, or send your tape and resume to P.O. Box 927, Fall River, Mass.

Have you ever asked the question, "Isn't there some-place in radio that really does news and not just gives it lip service?" This is it. You can answer the question. "Where have all the broadcast journalists gone?" Bob Allen, Long Island Network, Box 133, Merrick N.Y. 516-365-0414.

Programing, Production, Others

Program director-deejay-first ticket-no maintenance. Knowledgeable-pop contemporary music, games and contests. A central Pennsylvania top rated station. Need references. \$7,500 to 10,000 to start. Great opportunity. Letter and tape first time Box G-263, BROADCASTING.

Minneapolis-St. Paul AM FM stereo well estab-lished, respected, stable radio operation needs at once an experienced, capable, competent, creative copy writer producer announcer with first class ticket. Challenging position. Pleasant conditions. Contact Bill Stewart, President, WPBC, Richfield, Minneapolis 55423, 612-369-7503.

Situations Wanted Management

Twenty years experience, fifteen as manager, civic leader excellent sales record. Box H-183, BROADCASTING.

General Manager-general sales manager, medium market desired, currently successful GM, under 35, fifteen years experience sales, programming, promotion, personnel, northeast, \$15,000+, plus possible stock opportunity Box H-230, BROADCASTING.

Nine years in radio, one in TV B.S. in communica-tions, 1st ticket SDX, want to manage small market station. Currently TV PD. Will consider all phases of industry. Box H-249, BROADCASTING.

Business manager: Strong station financial ad-ministrative background-9 years. Presently with agency seeking return to broadcasting with growth oriented management team Box H-250, BROADCASTING.

Manager-sales manager, medium market, 4 years sales manager, past three years station manager Central Illinois. 30 years old, married, prefer South or South-west. All offers considered. Available Sept. 1 Tom Ehlke, (217) 345-7041.

Attention owners of AM fulltimers in top 50 mar-kets Ratings down? Billing poor? Willing to spend money to make money? I'll build you into a leader by programming a "proven" good music format that really works. Interested? Let's talk! 615-451-7511 \$15,000 minimum. Presently announcer at leading station with this format.

Sales

Mature salesman, managerial experience, family man desires position in Arkansas. Call Charles Lienhart 918-663-2316.

Announcers

PD/commercial pilot First phone. Solid "Drake" or personality jock and/or traffic reporter. Major market only Box H-154, BROADCASTING.

Radio commercials, announcements at your service. Taped, professional, experienced, reasonable Box H-190, BROADCASTING.

DJ—announcer-newscaster 3rd endorsed, some ex-perience, married. I love Broadcasting! Box H-205, BROADCASTING.

Articulate, aware, ambitious, young, college graduate, veteran, third endorsed, start, anywhere Box H-241 BROADCASTING.

Want a top shelf, well-rounded, play-by-play man sportscaster? Let's get together 31, married. Ready for major market. Strong on commercials. Box H-243, BROADCASTING.

Skilled country-western disc jockey-announcer (news and sports) professionally trained. Will relocate. Tapes available. Third endorsed. Phone (212) TE 6-2325 Box H-246, BROADCASTING.

Soul jock, tight board, recent broadcast school grad, third endorsed, service completed will relocate anywhere Box H-251, BROADCASTING.

Working for the no. 1 station in the second biggest city in the state for quite some time. Now looking to move to a major T-40 station. 413-739-6440. Box H-256, BROADCASTING.

Hard working young MOR ROCK announcer, 3rd phone, three years experience, looking for an East Coast position. Box H-255, BROADCASTING.

Announcers continued

First phone-combo, references, experienced, south-available, immediately. Box H-261, BROADCASTING.

Experienced personality, first phone, 24 veteran, seeking position with rock-uptempo MOR station. Know music, will relocate. Photo, tape, resume on request. Box H-262, BROADCASTING.

Soul jock 1st phone willing worker East Coast preferred. Box H-266, BROADCASTING.

All formats, quick, slick production, mouth water-ing copy, personality from warm to wild. First phone No maintenance. 26, single, MA. 2 1/2 years experience. Box H-267, BROADCASTING.

First phone, news, DJ seven years experience. Box H-269, BROADCASTING.

For sale: One slightly used DJ—like new. Well broken in, but not broken. A perfect buy for contemporary mor. But has enough power for a high-octane rocker. Lengthy resume, good refs. and tape supplied from Box H-271, BROADCASTING.

Beginner. Wishing to break into radio. Will go anywhere for experience. Box H-272, BROADCASTING.

First phone wants western state. Experienced, college, married, military complete. Box H-276, BROADCASTING.

First phone, 2 years experience, 26, excellent voice, flexible personality, network news, northeast preferred. Box H-285, BROADCASTING.

Need DJ on weekends? Ambitious broadcasting school graduate 3rd phone endorsed. Prefer Bowling Green, Toledo, Ohio, area. Top 40-sports. Box H-294, BROADCASTING.

Young experienced pro looking for a great place to live and work, and raise upcoming family. 5 years experience, production and MOR afternoon jock done best. Prefer Midwest, but consider all. Box H-296, BROADCASTING.

MOR personality, 9 years experience, mostly small market, wants to move up. Family man, 29, desires day shift Box H-297, BROADCASTING.

First phone, 2 years experience. Howard Thayer, LaMoille, Illinois 61330.

Negro jock—talented, dependable, tight board, third, top school graduated. Relocate anywhere. Hubert Tatum, 2101 Telegraph Ave., Oakland, California 94612. 415-451-5711. Ext 621.

Ohio Only! . . . 15 years includes management, sales, copywriting deejay, announcing. First ticket. 35, married. 614-964-4471.

R & B announcer: 9 years experience; DJ or news. 3rd phone endorsed. 6401 9th St., N.W. Washington D.C. 2021 TA 9-5641.

First phone, experienced announcer, newscaster, copywriter. Looking for career opportunity. Small to medium market. Chuck Sonitz, 271 Del Mar, Chula Vista, California 92010.

Army discharge September 25. Two years radio, an-nouncing, news, one year TV production. Writing, announcing, production experience. DeDegree telecommunication from USC. Have 3rd endorsed. Family man. Edward Blakely, 1075 S. Jefferson, Arlington, Va. 22204, Apt. #603.

Michigan . . . employment sought. Air work, copy-writer, production. Resume, tape, details 1-313-581-9343.

West Coast or desert Southwest, 14 years ex-perience, all formats. Local news, remotes, copy, production, etc., 3rd endorsed, single. Available Sept 1st, phone (406) 252-3956.

Experienced top-forty, country-western DJ single, draft exempt. Will relocate. Tight board. Dan Marks, 511 S. Ray St., New Castle, Pa. 16101, (412) 654-1478.

Now available after 2-year engagement with Uncle Sam—one top 40 personality. Nutty, unpredictable, camp, pun-ny, can go serious and sincere easily. Good voice, tight boardwork, creative, production-minded, write copy. Six years experience includes well-known Eastern group and American Forces Vietnam Network. Not "time & temp" man. Prefer East, Southeast, Florida. Mike Jarmus, RD #2, Englishtown, New Jersey 07726; 201-462-2784.

First phone available for southern New England, left Syracuse, looking for MOR or top 40. Your experience MOR. Write 1323 Burnside Ave., Bx, East Hartford, Connecticut, call 203-628-6665.

Announcers continued

Pop, middle road personality with smooth, bright delivery, keen production and programming. Best references, Army meritorious service award. Medium, major market background. 25, single. Philadelphia, 215-455-4625.

North Carolina-Virginia stations: 1st phone major market (top 10) morning drive announcer wants air shift plus responsibility with MOR or adult personality rock, will take cut in pay to recapture the sheer joy of working for good station in smaller market. College family-wife teaches. Excellent references-successful formats. Particular talent in programming and promotion. Call Bob Walker, 919-330-4236.

First phone announcer/engineer 1 year experience available immediately call 312-328-6529.

Believable, motivating broadcaster. Talks with not at audience. I like people, people like me. Currently major market copy/production; miss air work. Ten years experience; talk interviews, news music. Voices, first, college, married. Phone 612-866-9658.

3rd phone endorsed seeks progressive, rock any time slot. Experienced in San Francisco. Contact Mick Hursh, 822 Clayton #6 St., San Francisco, Calif. 94117. Phone 383-1618 (415).

Technical

Experienced chief engineer; directional systems, studio engineering AM, FM stereo equipment. No announcing, family man, prefers south. Box H-124, BROADCASTING.

Many years experience in technical radio and television or transmitter operator. Desire relocate in south-west or mid-west. Box H-248, BROADCASTING.

First class ticket, veteran, 24, seeking position as broadcast engineer-operator trainee. Four years college radio-TV experience. Ambitious, hard worker. Photo, resume on request. Box H-263, BROADCASTING.

Engineer wants change. Would like to relocate in or around Pittsburgh Pa., or Wheeling W. Va. Well versed in all phases of AM and FM radio. Box H-292, BROADCASTING.

NEWS

News coverage means full time curiosity, professionalism, dedication, challenge, and hard work. I've got three years experience and a lot of ambition. Northeast preferred, but all offers considered. Box H-193, BROADCASTING.

Top rated midwest radio news director with TV exp. Seeks opportunity. PR considered. Box H-238, BROADCASTING.

First phone. Employed seven months GI, family, college, seeks news anywhere. Box H-277, BROADCASTING.

Major market news director, can do it all. Now in 34 million market. Seeking larger market, bigger challenge, and or station building news department. Box H-284, BROADCASTING.

News director medium market midwest station seeking change, top professional and personal references. Will consider TV, present salary, 10,000. Box H-291, BROADCASTING.

News Director-experienced authoritative delivery. MOR format or C & W. Married. Veteran. will relocate. Prefer Southwest or Midwest. John Benson, 3060 Blenkorne, Carlsbad, Calif. Phone: 714-729-7024.

Young, experienced, aggressive radio newsman seeks challenging spot as heavy outside reporter in medium metro-market. Would also consider combination TV-spot as well. Posty's Crest House, Ocean City, Maryland 21842 or call 301-289-8155.

Programing, Production, Others

Radio-TV sports director seeks position with heavy play-by-play schedule. Box H-223, BROADCASTING.

Creative . . . professional . . . responsible no yes man. \$11-12M plus potential. Worth more Box H-172, BROADCASTING.

Copywriter, broadcast school graduate MOR operation. 203-658-6196 or Box H-220, BROADCASTING.

Program director, MOR CW, first phone, 10 yrs. experience, about to end a long term contract Nov. 1st. Looking for money. Box H-235, BROADCASTING.

Last Call! Anyone want to beat buss radio. Box H-255, BROADCASTING.

Programing, Production, Others

continued

First phone: sincerity, inspiration, motivation, being "one of them," delivers the audience. If you appreciate this concept, let's share ideas. Mornings, MOR or modern CGW. 28, family, excellent references; \$10,400 with incentive. Box H-280, BROADCASTING.

Available immediately, program director, medium, major markets, excellent management, administrative abilities, good references, family-man, 14 years all formats, first. Phil Robbins 319-583-1623, 402-391-5950.

TELEVISION—Help Wanted

Sales

Top broadcasting salesman—Wanted by south Florida television station. Professional broadcasting experience with proven sales record essential. Liberal salary plus commission basis. Send complete resume and full particulars to Box H-173, BROADCASTING.

Sales-Opportunity—unlimited for right man with fast growing network affiliate in major Florida market. Good salary, excellent commission arrangements, fringe benefits. Send photo, complete resume and requirements to Box H-244, BROADCASTING.

Wanted professional young television account executive. Large midwestern market network affiliation. Outstanding group owned station. Excellent opportunity for bright, aggressive salesman, research oriented. Send information and resume to Box H-275, BROADCASTING.

Partner, sales background, small markets, manager 2 to 5 stations. \$3000 investment for half. Have contract supplying programing. Hire, train, sell. Telecasting, P.O. Box 1426, Yuma, Ariz.

Announcers

Announcer-midwest-top station in market has opening for an all around experienced professional. Must be an effective on-air salesman. Send VTR and resume to Box H-237, BROADCASTING.

TV weatherman—excellent salary and opportunity in midwest for proven TV weatherman. Will also perform announcer duties including on-camera commercials. Send resume and VTR to Box H-259, BROADCASTING.

Technical

Immediate opening for several TV engineers with first class license. Experience desirable for studio maintenance and operation of color cameras and VTR. Send complete resume and salary requirements to Box H-216, BROADCASTING.

College teaching-chief engineer. New full-color broadcast facility on college campus in Washington, D.C. area seeks seasoned broadcast television engineer to devote half time to college teaching in television engineering, management of facility. E.E. degree preferred but not essential, depending upon professional experience. Send resume and salary requirement to Box H-252, BROADCASTING.

Engineer, First class License, experienced in radio & TV. Write Glenn P. Warnock, Gen Mgr., WAIM, WCAC-FM WAIM-TV Anderson, South Carolina. An equal opportunity employer.

New York—Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, N.Y. 712-1122.

TV technician with experience in maintenance of Broadcast studio color TV equipment work into supervisor. salary open, WCAX TV Burlington, Vermont Call Mr Tierney or Mr Hall, 562-5761. Immediate opening

Experienced TV transmitter and studio technicians wanted. Please send resume of experience to director of engineering, WNAC-TV Government Center, Boston, Mass. 02114.

Temporary help positions for technicians available for approximately Sept. to March at full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N St. Louis Ave., Chicago, Ill. 60625, Tel. 312-583-5000.

Video operator-switcher with first phone. New station southwest Florida. Future good in either production or engineering. Call chief engineer, 813-936-0195.

Two engineers needed to fill permanent positions in rapidly growing market. One transmitter operator and one studio maintenance man. Call chief engineer 305-965-5500.

NEWS

News-caster-Commentator top Florida TV market. Experienced only need apply. Strong delivery, authoritative . . . good eye contact: Dig, write, interview. Send resume, salary requirements. VTR first response. Equal opportunity employer. Box G-123, BROADCASTING.

Pioneering spirit wanted. English in a Spanish language market. (Tiene que hablar español) hard working newsman with knowledge of all the skills necessary. Will do on camera and street work plus commercial assignments. Salary good, job needs a firm hand and there is help available. Low-band VTR's and resume to Box H-200, BROADCASTING.

Need all-around man to produce and host regularly scheduled public affairs program; perform as on-air newsmen as required; occasional fill-in as staff announcer; and conduct local high school quiz show. Must have orderly inquiring mind for in-depth interviews. Send photo, tapes and material to Box H-209, BROADCASTING.

Immediate opening for radio-television newsman. Radio news experience necessary but we'll train you for television, photography, etc. Good salary and other company benefits including retirement program. Call Richard V. Taber, V.P. & Gen. Mgr., KAUS AM-FM-TV, Austin, Minnesota.

Newsman, handle 16 & 35mm; on-air ability helpful. To head new department. Write or call, Ed Peiss, KXLF-TV, Butte, Montana. 406-792-9111.

Sports reporter/camera man. Capable of handling interviews; editing silent and mag sound; writing. Minimum 2 years experience. Call Dave Willingham, WKCT-TV, Miami. 305-751-6692. An equal opportunity employer.

Newsman for award winning radio and TV news department. Prefer man experienced in writing film techniques and air work. Send resume and tapes to news director WSBT-AM-FM-TV, 300 West Jefferson Blvd., South Bend, Indiana -46601.

Versatile newsman-gather, write, deliver. Experience with SOF & documentary helpful, not necessary. Florida location. Call news director or program manager 813-936-0195.

Programing, Production, Others

Continuity director-announcer. Idea man who can manage 3-man staff. Good future in Florida with new station. Write Box H-127, BROADCASTING.

Top ten market ETV station needs senior producer-director and assistant to director of production. Experience in all phases live tape and film, color, remotes necessary. Immediate. Box H-232, BROADCASTING.

Producer/director-experienced man to develop and produce creative local commercials. We have strong local sales force used to create spots for their clients. CBS affiliate—northern New England. Contact Mr. Raymond Gilvard, program director, WGAN-TV, 390 Congress St., Portland, Maine.

Cinematographer, excellent professional opportunity with WVU TV. West Virginia's first public educational TV station located in scenic resort area of West Virginia, seventy miles south of Pittsburgh, Pennsylvania. Head up well-equipped motion picture documentary production unit. Experience with Arriflex, Nagra, and Magna-Sync equipment. Location and studio shooting. Excellent starting salary and fringe benefits. Apply by resume to Employment manager, office of Personnel, West Virginia University, Morgantown, West Virginia 26506. An equal opportunity employer.

TV production supervisor with station or agency experience to direct programing and production of largest closed circuit color system in U.S. Should know all phases of programing. Position is administrative requiring supervision of staff of writers and production personnel. Must be capable of working with TV station personnel. Home furnishes knowledge an asset, but not necessary. Chicago resident only. For further details and interview appointment, phone Mr. Larson, 787-4319.

TELEVISION

Situations Wanted Management

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 Box H-211, BROADCASTING.

General Sales Manager with opportunity for advancement to General manager. Proven television track record, in management, building local-regional sales departments, motivating men and developing new business. Creative, competitive, aggressive. College graduate, family man under 40, excellent references. Box H-235, BROADCASTING.

Announcers

Fifteen years experience including network and four years radio navigation in the far east playing colonialist. Box H-54, BROADCASTING.

Announcer—8 years as TV personality in top 10 market. 17 years experience. 33 years old. Seeks new challenge. Box H-275, BROADCASTING.

TV announcer, strong commercial. Box H-242, BROADCASTING.

Kids Show-producer emcee Staff versatility, college, mature, presently employed. Prefer south-west. Box H-254, BROADCASTING.

Staff announcer/children's entertainer. Versatile on camera talent. Announcer, magician, ventriloquist, clown. Currently producer/host of original children's show in top 50 market. Box H-257, BROADCASTING.

Experienced professional announcer/personality seeks challenging position in major metro area. Preferable East or West coast. Box H-283, BROADCASTING.

Technical

First phone wants start in TV East fast learner. Box H-270, BROADCASTING.

Director of Eng. 21 yrs. solid experience all phases. 15 yrs. management. top references from many of the most respected people in Broadcasting. Looking for top position with group or Lg. market operation. Box H-282, BROADCASTING.

News

Pilot-photographer, desires position utilizing both talents. Approx 1000 hours single and multi-engine airplane, over 1200 hours helicopter. 15 years photographic experience with 7 1/2 years in major market TV news, sports, commercial work, all phases darkroom work. Box H-201, BROADCASTING.

TV Newsmen who has been out of hard news for several years wants back in. 30 years old. College degree. Box H-227, BROADCASTING.

Effective TV Performer, MC newsmen, reporter, now buried on staff in huge market, looking for more active on-air position, mature, stable. Box H-239, BROADCASTING.

Newsman, 27, with TV, radio and newspaper experience seeks greater challenge in TV news. Well rounded in all phases of news gathering, writing, and broadcasting. Anchorman or reporter position with future desired. Top references. Box H-245, BROADCASTING.

Programing, Production, Others

Four years ETV/ITV production experience. Seek director position in medium ETV/ITV or commercial station. Have done staging, lighting, photography, switching, directing. Ready to move up. Box H-206, BROADCASTING.

Producer of local TV show in top ten market. Will move to smaller market if challenge and money are right. Box H-226, BROADCASTING.

Uniquely creative, widely experience, highly rated Producer/director/writer/reporter/narrator seeks a community to conquer. Will make your station a commanding voice in Public affairs and documentary programing. Station size immaterial. Commitment to excellence essential. Box H-263, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Ithurbide St., Laredo, Texas 78040.

Two bay horizontal FM antenna tuneable. 1023 MHz 100 ft. guyed tower. Francis Hollon, 2501 Vermont, Quincy, Illinois 62301.

Need TK-31 or 11 Cameras. Tripods, heads, etc. G.E. same vintage okay. Evans, KPEC, 4400, Steilacoom Boulevard, S.W., Tacoma Wash 98499

Setting up color film-chain, need: sync generator, sub-carrier gen., Burst flag, encoder, also 16 mm projectors, slide projector, optical multiplexer. Price, condition; first letter. Reply to Box H-259, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—Heliex, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

FOR SALE—Equipment

continued

Gates BC-5B transmitter, Excellent condition. Available immediately. KRLC, Lewiston, Idaho, 208-743-1551.

Stereo-Automation equipment-late model ATC. complete system delivery 2 weeks, call 1-501-262-2431 Mr. Carlson.

Equipment for sale: Schafer Ampex 800-4 stereo automation system original price \$27,190. Two years old, but in use only one year. Priced for quick sale at \$17,500. 1 Schafer all Ampex 800-4 system with random access spot locator and audio clock includes: 1 Schafer CU-8 control unit w/rack, 1 Schafer TRU-8s record unit w/rack and Ampex AG-440-2, 4 Schafer special Ampex AG-445-2 tape playbacks, 1 RC-4 rack for above, 1 Schafer SA 100-B random access spot locator w/rack. M-50-B Memory and Ampex AG-440-2, 1 Schafer TM-8-B-445-2, Audio Clock w/rack and 2 Schafer special Ampex AG-445-2. Call or wire Bob Sobelman, KSJO Radio, P.O. Box 5190, San Jose, Calif. 95150. Phone 246-6060. Area code (408).

Two towers—Self supporting. 180 feet. Presently in use in Chicago. \$1,000 each standing. \$2,000 each ready for shipment. WEAU, Evanston, Illinois.

Gates Cartrtape II cartridge machines, three M6211 playback and two M6213 record/playback, \$550.00. Mike Horne, KARV, Russellville, Arkansas.

FM equipment: nearly new Collins 10 kw transmitter and all associated equipment including tower and antenna if desired. Contact KOVC, Valley City, North Dakota.

VTR RCA TRT-1B all modification, has transistor proc amp-two air bearing head-wheel panels, excellent condition, \$14,000. Contact Chief engineer, WCSC TV Charleston, S.C.

MCMartin 2500A RF amplifier tuned to 100.9 Mhz used with Freq. monitor and Mod. Monitor when remote controlled. Exc. Condition. 512-752-3693.

Marti Stereo Microwave STL 954 mhz 10 watt. Complete with dishes. All accessories. Mint condition. Must sell. 812-752-3689.

Gates Vanguard 1 kilowatt transmitted Four years old. Excellent condition \$2,500 F.O.B. crated. Marvin Ling, Radio KAYT Rupert, Idaho.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc. P.O. Box 954, Tallahassee, Florida. Phone 904-577-7456.

Collins 21A (1 or 5 kw) AM transmitter. Excellent condition. Fully equipped for remote control including Rust remote control equipment. Crystals for 1280 kilohertz. In daily operation. Available on 2 weeks notice. \$4000. Call Ray Jobs. WROC, Rochester, N.Y. 716-283-5400.

Late model GR 916 A RF bridge, excellent condition, with certification before shipment, \$330.00. Box H-265, BROADCASTING.

Marti RMC 2/s remote control used with Microwave 9 metering circuits 20 switching circuits. Can be used microwave of line. A-1 shape. 812-752-3693.

CBS Volumax 400 and Audimax 111-444, both units, like new condition, half price at \$695 for both. Radio Station KXXL Route #2, Box 149, Bozeman, Montana. 406-587-3158.

AMPEX VR-6608 2" VTR low-mileage demonstrator Call collect (716) 832-2100.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Coverage Maps—attractive, effective, copyright-free, including art, trade composition, reliable market facts. For samples and cost write Ed Felker, Box 141, Ambler, Pa. 19002.

Voice drop-ins: Los Angeles success sound can make you number 1. Professionally taped comedy drop-ins. 50 only \$5. ROW Broadcast Associates, 6158 Deas, Woodland Hills, Calif. 91364.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly \$2 sample. News-features Associates, 1312 Beverly, St. Louis. Mo.

Attention: Deejays, program directors and general managers. Develop new ideas and improve your sound. Order our low priced air checks of New York City's top stations: WABC, WNEW, WJVA and others. For complete information write Bob Horne, BROADCASTING.

Miscellaneous continued

Available now for your market. Fantastic three hour New Year's Eve special with major market local, tracing the development of top 40 to the present! Professional and Saleable. For info Box H-281, BROADCASTING.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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 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)

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Class begins at all R.E.I. Schools Sept. 8 and Oct. 13. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

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Ind. Small	FM	140M	29%	Miss. Small	Daytime	65M	16M
Wash. Med.	Fulltime	160M	29%	Neb. Med.	AM & FM	200M	29%
South Metro	FM	75M	15M	Midw. Metro	Daytime	155M	50M
West Major	AM & FM	425M	29%	Midw. Major	Daytime	265M	29%
South Small	CATV	110M	CASH	Wisc. Small	CATV	19M	CASH



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Translator actions

- Broadcast Bureau granted renewal of licenses for following VHF translators: K11DX and K13DR both Denton, K07D1 Rock Creek, Vandalia and Hinsdale, K11C1 Madison Valley, Bear Creek Valley, Varney area, and Ennis, all Montana; K07GN Ravlins, Wyo.; K11FS and K13AN both Roundup, K08DQ, K10EC and K12D1 all Shelby, and K07CU Virginia City, all Montana. Actions Aug. 12.
- K07HW Webster, Mont.—Broadcast Bureau granted license covering new VHF translator. Action Aug. 11.

CATV

Final actions

- Walsenburg, Colo.—FCC authorized Televents of Walsenburg Inc. to operate 12-channel CATV system carrying signals of KWGN-TV, KOA-TV, KLTZ-TV, KBTB, KRMA-TV all Denver; KOAA-TV Pueblo, Colo., KKTU-TV and KRDO-TV, both Colorado Springs. Action Aug. 13.
- Mt. Carmel, Pa.—FCC denied petition by Jepko Community System, operator of 12-channel CATV system, asking waiver of program exclusivity requirements and given 30 days from release date of order to comply with requirements. Action Aug. 13.
- FCC granted request by Conestoga Television Cable Co., Pennsylvania CATV operator, for waiver of hearing requirements and CATV operator authorized to carry signals of WNEW-TV and WPIX-TV, both New York, on its Pennsylvania systems. Request opposed by PTBC Inc. and WIBF Broadcasting Co., licensees of WPHL-TV and WIBF-TV respectively, both Philadelphia. Action Aug. 13.

Other actions

- Mt. Carmel, Pa.—FCC directed Kar-Mel CATV Systems Inc. to show cause why it should not be ordered to cease further violation of program exclusivity requirements; matter designated for hearing. Action Aug. 13.
- WEAU-TV Eau Claire, Wis.—FCC directed American Cablevision Corp., CATV operator, La Crosse, Wis., to show cause in hearing why it should not be ordered to cease further violation of program exclusivity requirements. Action Aug. 13.

Actions on motions

- Hearing Examiner Isadore A. Honig in Williamsport, Pa. (Citizens Cable Co. and Williamsport TV Cable Co.), CATV proceeding, set certain procedural dates and postponed hearing to October 14 (Doc. 18581). Action Aug. 8.
- Hearing Examiner David I. Kraushaar in Wheeling, W. Va. (V & G Cable Service), CATV proceeding, terminated proceeding and certified it to commission (Doc. 18580). Action Aug. 7.

Ownership changes

Applications

- WPXC Prattville, Ala.—Seeks transfer of control of Prattville Radio Inc. from Phillip S. Gidiere (10% before, none after) and Calvin M. Whitesell (25% before, 20% after) to Jimmie R. Gilliam (25% before, 30% after) and Theron O. McDowell (none before, 10% after). Consideration: not indicated. Ann. Aug. 8.
- WLIS Old Saybrook, Conn.—Seeks assignment of license from Long Island Sound Radio Corp. to Radio Connecticut Inc. for \$175,000. Sellers: Joseph P. Trantino, president, et al. Buyers: John M. and Ann C. Powers, president (51%) and vice president-secretary (49%), respectively. Mr. Powers is employee of Bermuda Dept. of Tourism and Trade Development. Mrs. Powers is free lance writer. Ann. Aug. 18.
- WDVH Gainesville, Fla.—Seeks assignment of license from WDVH Inc. to Dae Broadcasting Co. for \$325,000. Sellers: R. A. Vaughn (66% each) and Thomas R. Hansen (33% each). Sellers own 24.5% each of WTAI Eau Gallie, Fla. Buyers: Ray L. Danner (90%) and Larry Edwards (10%). Mr. Danner owns shopping center, 66% of restaurant and real estate business, and has interests in manufacturer of electronic and laser systems. Mr. Edwards has interest in LIN Broadcasting, Nashville, Ann. Aug. 11.

■ WTLK Taylorsville, N.C.—Seeks assignment of license from Center Broadcasting Co. to International Broadcasting Co. for \$55,000. Sellers: Thomas M. Herndon, president, et al. Buyers: Hoyt Phillip Potts, president-treasurer, T. L. Matlock Jr., vice president, Kenneth Hammer, secretary (each 28.6%), and Lem Hafer, assistant treasurer (14.2%). Mr. Potts is general manager of WTLK. Mr. Matlock owns well drilling firm and 50% of auto dealership. Mr. Hammer owns 50% of other auto dealership. Mr. Hafer is sales manager for WTLK. Ann. Aug. 8.

■ WCMT-AM-FM Sparta, Tenn.—Seeks assignment of licenses from Sparta Broadcasting Co. to Upper Cumberland Country Broadcasting Co. for purpose of corporate reorganization. Principals: Joe Kuhn, Van Slack (each 45.45%), Martha A. Kuhn and Sylvia M. Slack (each 4.45%). Ann. Aug. 8.

■ WDBL-AM-FM Springfield, Tenn.—Seeks assignment of licenses from Springfield Broadcasting Co. to Middle Tennessee Enterprises Inc. for \$235,000. Sellers: Mrs. Hoyte Bell and William N. Locke (jointly 100%). Buyers: W. J. Webster, sole owner. Mr. Webster owns WYFY-FM Columbia, Tenn., beer distribution firm and farm operation. Ann. Aug. 18.

■ KSTB Breckenridge, Tex.—Seeks transfer of control of Regal Broadcasting Corp. from Gene A. Hutto (70% before, none after) to Bonnie A. Fossen (30% before, 100% after). Consideration: none indicated. Ann. Aug. 8.

■ KWED Sequim, Tex.—Seeks transfer of control of Sequim Broadcasting Co. from Mrs. Edith O. Kiel (51% before, none after) to Stanley W. McKenzie (4.5% before, 55.5% after). Consideration: \$92,565. Principals: Mr. McKenzie is general manager of KWED. Ann. Aug. 18.

Actions

- WMRO Aurora, Ill.—Broadcast Bureau granted assignment of license from WMRO

Inc. to Stevens Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Dale A. Stevens, president, and Richard W. Hakanson (each 50%). Action Aug. 8.

■ KMEG(TV) Sioux City, Iowa—Broadcast Bureau granted transfer of control of Medallion Broadcasters Inc. from Robert B. Donovan, president, et al. (as a group 100% before, none after) to Fetzer Broadcasting Co. (none before, 100% after). Principals: John E. Fetzer, chairman of board-president (89.68%), Carl E. Loe, vice president (4.15%), Robert C. VanHorn, secretary-treasurer (25%), et al. Principals own WKZO-AM-TV Kalamazoo; WJEF and WJFM(FM), both Grand Rapids; WWAM, WWTV-FM and WWTU-TV, all Cadillac; WWUP-TV Sault Ste. Marie, all Michigan; and KMEG-FM Sioux City, Iowa. Principals also own a CATV system in Kalamazoo, 50% of systems in Battle Creek and Albion, both Michigan, and a background music service. Mr. Fetzer owns 91.2% of KOLN-TV Lincoln, and KGIN-TV Grand Island, both Nebraska. He also owns the Detroit Ticker Baseball Club. Mr. Lee is member of NAB TV Board of Directors. Consideration: \$930,065.26. Action Aug. 13.

■ WPYB Benson, N. C.—Broadcast Bureau granted assignment of license from Sinco Enterprises to The Dispatch Broadcast Co. for purpose of corporate reorganization. Consideration: \$40,407.46. Principals: Fred C. Sink Jr., Joe S. Sink (each 50% before, 44.51% and 45.15% after, respectively) and C. V. Sink (none before, 10.33% after). Principals own WGCD Chester, WCRE Cheraw and WBUG Ridgeland, all South Carolina. Action Aug. 13.

■ KTLQ-AM-FM Tahlequah, Okla.—Broadcast Bureau granted assignment of license from The Camelleta Corp. to KTLQ Radio Inc. for purpose of corporate reorganization. Consideration: \$150,000. Principals: Jim A. Egan, president, et al. Action Aug. 8.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through Aug. 19. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

- *Carson, Calif.*—Carson Cable Television Co. has been awarded a franchise.
- *Santa Clara county, Calif.*—State Video Cable Inc. has applied for a 25-year franchise to serve unincorporated areas of the county near Palo Alto, Mountain View, Los Altos and Los Altos Hills, all California.
- *Solano county, Calif.*—Two firms have applied for a nonexclusive franchise to serve the unincorporated areas of the county: Cablecom General and North Bay Cable TV. The county would receive 5% of the total profits from the system.
- *Greenville, Fla.*—Panhandle Communications Inc. has been granted a franchise.
- *Orlando, Fla.*—Four firms have applied for a franchise: Orange Cablevision Inc., a subsidiary of American Television & Communications Corp., Denver (multiple CATV owner); Time-Life Broadcast Inc., New York (multiple CATV owner); Orlando Community Television Corp., a subsidiary of A. T. Contella Co., Orlando; and Burnup & Sims Inc., West Palm Beach, Fla.
- *St. Lucie county, Fla.*—Americable Inc. has been granted a franchise. Charles McArthur, president of McArthur Dairy of Okeechobee, Fla., is chairman of the board of Americable and John Thomas is president of Americable.
- *Filer, Idaho*—Magic Valley Cable Vision Inc., represented by William Grange and attorney Cal McIntyre, both of Twin Falls, Idaho, has been granted a 20-year franchise.
- *Dixon, Ill.*—Dixon city council has voted to revoke the franchise of Soundvision Inc., owned by O.K. Wright of Dixon. Dixon Cable Television Inc. has applied for a franchise. Ben T. Shaw, publisher and editor of the *Dixon Evening Telegraph*, is president of Dixon Cable Television Inc.

■ *Forrest, Ill.*—Cable Television Co. of Illinois, Bloomington, Ill., has been awarded a franchise. The firm already owns a system in Fairbury, Ill.

■ *Princeton, Ill.*—GenCoe Inc., Tulsa, Okla., a subsidiary of Livingston Oil Co., has been awarded a franchise. The company will offer free installation to subscribers who sign up during construction of the system. The system will provide eight channels plus an FM music service. The company also plans to construct a television studio in Princeton.

■ *Northampton, Mass.*—Pioneer Valley Broadcasting Co. (WHMP-AM-FM Northampton) and Northampton Cablevision Corp., Northampton, have applied for a franchise.

■ *Mansfield, N.J.*—CATV Service Co. of Hackettstown, N. J. has applied for a non-exclusive franchise. The firm would pay 3% of its gross revenues from the system. Subscribers would pay \$4.85 a month. A previous applicant was Washington Cable Co. of Washington, N.J.

■ *Amityville, N. Y.*—Suffolk Undercable Inc. of Islip, N.Y., has applied for a 25-year non-exclusive franchise. Schools would be serviced free. The firm would pay 5% of its gross receipts. Teleprompter Corp., New York (multiple CATV owner), also has applied for a franchise.

■ *Lake George, N.Y.*—Champlain Cablevision Corp., Troy, N.Y., represented by Lee Ehrlich and attorney William Kennelly, has been granted a 10-year nonexclusive franchise. The system must be in operation within 18 months, by February 1971. The firm will provide 12 channels and will pay 6% of its gross receipts to the village. The company already has systems in Ticonderoga and Whitehall, both New York.

■ *Geneva, Ohio*—American Telecable Services Inc., Silver Spring, Md. (multiple CATV owner), has applied for a franchise. The firm would charge \$9.95 for installation and \$4.95 monthly, and would charge commercial establishments \$14.95 for installation and \$4.95 monthly. Free service would be provided to public schools, hospitals, police and fire departments, and the municipal building.

■ *Bend, Ore.*—Bend TV Cable Co., a subsidiary of Liberty TV Co., has been granted a 10-year franchise. Original subscribers will pay \$5 monthly and new customers will pay \$6.45 monthly. New customer will not pay an installation fee. The company will pay 4% of its gross revenues from subscribers and 4% of gross revenues from microwave transmission to noncity users.

There's a big knife at the top. And Sid Sheinberg is balancing on its sharp edge.

He's the 34-year-old who's riding herd on TV production at Universal's sprawling film lot in the San Fernando valley. That's covering big territory. For among program suppliers these days, Universal is king.

The TV house that Jules Stein and Lew Wasserman built — and Jennings Lang managed for a long while—will be responsible for nine shows amounting to nine hours of weekly prime time on ABC-TV and NBC-TV in the season that's only a couple of weeks away from unfolding. Not included are 20 two-hour "World Premiere" feature-film-style productions for NBC-TV, 12 of which are scheduled to air during the 1969-70 season.

It all adds up to some 250 hours of new television time that Sid Sheinberg has to hatch and nurture. MGM, in its movie heyday, never had it so busy. The enormity of this responsibility is not lost on Sid Sheinberg. It's a long way down from the edge of the knife. A guy could get hurt if he loses his balance.

The working days, which stretch into the weekends, are made up of running back and forth judiciously—ever so judiciously—tactfully, yet with poise, confidence and imagination, over the cutting edge of the knife.

It takes a young man to keep up. It takes a determined man to keep going. It takes a quick-witted, agile man not to stumble.

Sid Sheinberg has all of these things going for him. And then, too, there's a big plus. He's armed with a solid educational background—second in his class at the University of Texas law school; among the top five graduates at Columbia University law school; winner of both the Harlan Fiske Stone and the James Kent scholarship awards for excellence in law.

So here's another of Hollywood's increasing breed—the lawyer wearing a producer's turtle-neck. NBC-TV West Coast programming vice president Herb Schlosser and Gordon Stulberg, president of Cinema Center Films, among other current production executives, are of the same breed of converted attorneys.

The switch, in at least the examples cited, seems to have worked famously. And certainly in the tangle of negotiations and contracts, that today's production chief is heir to, it surely makes sense to have legal savvy.

Yet Sid Sheinberg's background doesn't end with his law books. This lanky (6 feet, 2 inches), lean (195 pounds), black-haired native of southeast Texas, did a stint in the business-affairs department of Universal and also was on the front lines of production.

Key to success is emotional factor, Sheinberg believes

He was the executive probably most directly involved with the first year's production of "World Premiere" projects in 1965.

And "World Premiere" is what now takes up as much as 75% of his time. Production of these TV features alone

Week's Profile



Sidney Sheinberg—vice president, MCA Inc., North Hollywood: vice president in charge of television production, Universal Television, North Hollywood, subsidiary of MCA Inc.; b. Jan. 14, 1935, Corpus Christi, Tex.; announcer for KSIX and KWBU (now KCTA), both Corpus Christi, and KINE Kingsville, all Texas, 1951-55; law instructor, University of California at Los Angeles, Los Angeles 1958-59; legal department of Revue Productions (now Universal Television), 1959; shifted to business affairs department and then into new projects production. 1960-65; named Universal Television vice president, 1965; production executive during first year of "World Premiere" TV feature films production for NBC-TV. 1966; responsible for Universal's production of existing TV series, 1967-68; named vice president in charge of all TV production. 1968; m. actress Lorraine Ellen Gary of New York. Aug. 19, 1956; children—Jonathan, 11; William, 9; hobbies—playing (particularly dramas), reading.

is comparable to running a sizeable film studio operation.

Then, too, "World Premiere" is closely tied to program development. Such current Universal series as *Ironside*, *The Bold Ones*, *Dragnet*, *Marcus Welby, M.D.* and *The Name of the Game* all are offsprings of "World Premiere" presentations.

That's a valuable mother lode. No wonder Sid Sheinberg mines this vein with such particular care.

But he tends to do most things with care and deliberation. There's that legal training, remember? You won't find young Mr. Sheinberg speaking with the callowness of youth. Even when the subject is the future and the talk turns, as it does with more frequency these days, to the prospects of doing a sort of literature of the air, with plot line continuing in weekly installments for as long as it takes to tell a specific story, play or novel, you know this is not an impossible dream.

Instead, if Mr. Sheinberg is mentioning it, it's a feasible concept, already packaged and awaiting only the tying ribbon and a buyer.

Mr. Sheinberg is all for new forms in television. More precisely he's in favor of freer forms. The medium, in his view, should be molded to fit programming material and talent. The key, he says, is flexibility.

He's convinced that more of the TV audience than ever before is mature and selective and that these viewers are really the ones worth attracting.

The way to catch them, he's sure, is through programming that demands an emotional commitment. The three new Universal TV hours coming up this season, *The Bold Ones*, *The Survivors* and *Marcus Welby, M.D.*, all are geared to hold the attention-span of a young-in-outlook, yet mature, more aware audience.

Pre-season word-of-mouth tabs all three as strong shows, but only *Marcus Welby* is in what could be described as a favorable time slot. The other two face powerful competition.

Sid Sheinberg believes in thinking positively but running scared. He worries about all the opposition all of the time. There's isn't much he can do once the film is in the can.

But beforehand he prepares by turning out the most relevant, slickest, most richly mounted productions his budgets and the fragile nature of writing talent will allow.

Sid Sheinberg never really felt comfortable as a legal brain. He prefers to paint with broader strokes.

In the black tower that is the Universal office building, he overlooks the broadest, most important landscape in today's production picture.

Editorials

The solicitor

The San Francisco *Chronicle* has petitioned for the disqualification of Nicholas Johnson to sit in judgment on the challenged license renewals of its KRON-FM-TV. The allegations are that Mr. Johnson has privately given aid and comfort to the complainants who oppose the renewals and has disclosed in public statements a prejudice against multimedia owners in general and the *Chronicle* in particular.

These are grave charges. They cannot be airily dismissed by Mr. Johnson or by his colleagues, if the FCC is to adhere to the most elementary principles of law and equity.

The *Chronicle* is the first licensee to challenge Mr. Johnson. It need not be the last. Mr. Johnson has industriously cultivated a reputation as the man to see for redress of any grievance or for advice on destroying the establishment. As reported in an editorial published here last Feb. 24, at least a score of licensees, most of them major group owners, have been publicly identified by Mr. Johnson as unworthy to retain their present properties.

The Johnson technique has been to finger licensees who he as much as says are vulnerable and in the same breath to solicit actions to divest them of their properties. Any licensee so mentioned is entitled to be spared the formality of a Johnson vote that has already been unofficially cast.

Promises, promises

The British are beginning to grumble about the performance of the commercial programing firms that were given new franchises a year or so ago. The complaint is that performances are not living up to promises.

The objections are directed to the companies that the Independent Television Authority picked to replace original firms that were out promised. Here is what a recent editorial in *The Times* of London had to say about it:

"This was bound to be a testing period for the independent companies . . . Yet for the most part they have not responded well to the challenge. The most creditable development has been *News at Ten*, the lengthened ITN evening bulletin, but the general output of most of the companies has been disappointing, and there have been the particular complaints about the new companies failing to honor undertakings given in their written applications to the Independent Television Authority."

So Britain has discovered that the promise of an untried applicant may not turn out to be better than the demonstrated performance of an incumbent franchisee. The same discovery may be made in this country if the Pastore bill to give reasonable protection to incumbents doesn't pass.

50th for freedom

Since we commented here last month on the observance of broadcasting's 50th anniversary next year, we have been bothered as to how justice can be done to this extraordinary occasion. What has been wrought since 1920 by the broadcast arts is almost beyond belief.

The National Association of Broadcasters wisely has started its planning early. The decision to commemorate the event throughout 1970 already has been made. Plans, naturally, will include a golden-anniversary stamp and dramatizations of the fabulous story of broadcasting over radio and television.

But that is not enough.

What, in addition to the usual manifestations, best depicts broadcasting as we approach the 21st century? What about the communications satellite that provides the instantaneous means of man communicating with man everywhere by voice and video, in natural color?

We suggest that this half-century of broadcasting be symbolized by the Golden Intelsat, to be sent aloft on July 4, Independence Day. Thereafter a successor Golden Intelsat should always be stationed overhead to depict America's contribution to the technology that makes possible global interchange of enlightenment, information and goodwill.

Wild swing

William H. Brown III, chairman of the U.S. Equal Opportunity Commission, has no kind words to say about the communications media. In a speech to a responsive audience at the predominantly Negro National Association of Television and Radio Announcers convention he indicted the media for "gross distortion of the lives and activities of America's minority groups — blacks, Spanish-surnamed Americans, American Indians, and Oriental Americans and Eskimos." The media, he added, have "been among the worst practitioners of employment discrimination."

Mr. Brown's job gives him license to indulge in some exaggeration, but this time he has gone too far. A strong case can be made that television news and documentaries have been a primary means of conveying the struggle of the Negro to the majority of whites. If for the moment the Eskimo is not being accorded consistent coverage in depth at, say, 9 p.m. Sundays on national networks, that is a deficiency that can await later repair.

It is also a matter of record that broadcast producers have been engaged in a conscientious effort to cast more and more Negroes in both programs and commercials. Granted, this effort would have been the more commendable if started earlier, but it still bespeaks a current sensitivity that Mr. Brown underrates.

As to employment in nonperformer functions in radio and television, the FCC has adopted rules that will introduce a new form of discrimination: discrimination against broadcasters. The FCC is insisting that broadcasters not only make affirmative efforts to find, train, hire and promote representatives of minorities but also prove that those efforts are achieving results. No other business is asked to do as much.



Drawn for BROADCASTING by Sidney Harris
"Well, we don't refer to it as 'NBC Week.'"

NBC NEWS

A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.

3000 WEST ALAMEDA AVENUE, BURBANK, CALIFORNIA 91503

(213) 845-7000, 849-3911

August 6, 1969

Mr. Jack Harris
President
KPRC
3014 South Post Oak Road
Houston, Texas

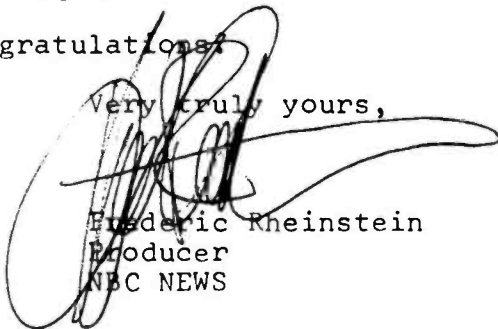
Dear Mr. Harris:

This letter is an attempt to briefly express my total respect and admiration for the management and staff of KPRC who were involved in the APOLLO 11 Coverage.

I don't know how you handled the pool, NBC, and your own operations, but you certainly did. As you probably know, NBC itself accounted for more air time out of Houston than the pool, ABC, and CBS combined. This would not have been possible had not the KPRC people functioned as a cohesive, dedicated, and competent unit. I have never worked with a group of men I admired more or liked better. I think they are unique.

Thank you and congratulations.

Very truly yours,


Frederic Rheinstein
Producer
NBC NEWS

FR/mc

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