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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Strong buyer interest seen in new TV season. p23

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SPECIAL REPORT: Bates' new look at market evaluations. p49

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ERSPECTIVE

IT'S OUR SATURDAY THING!

Perspective, WRC-TV's weekly documentary about the people and activities of the Washington community, will premiere in its new time period this Saturday evening, September 20th, at 7 o'clock.

Our premiere performance concerns the "inner city's" little publicized, but highly successful "New Thing"—a totally different concept in urban youth programs.

In weeks to follow, *Perspective* will present a highly imaginative, broad range of problems and happenings in city and suburbs. *Perspective*, "Our Saturday Thing," is in the tradition that has made WRC-TV Washington's truly community minded station.

WRC  **TV4**

OWNED
Washington, D. C.





Ride the news into a \$7.8 billion market

Beeline® Radio Stations keep their listeners well informed. McClatchy Broadcasting's Capitol correspondent provides regular reports on California State activities from political maneuvers to enacted legislation. In addition each station has its own staff of news reporters and correspondents, both AP and UPI Radio Wire Services, and its own network news from either NBC or CBS. Beeline Radio has the news line to reach inland California and Western Nevada's prosperous \$7.8 billion market.

McCLATCHY BROADCASTING

KATZ RADIO • NATIONAL REPRESENTATIVE



TROY'S A LADIES' MAN.

Troy Dungan knows a lot about some "not-so-nice" ladies. Ladies with names like Carla and Camille; Beulah and Francelia. And he ought to know more about them. He's Houston's only full-time professional television meteorologist.

Read that last line again and you'll know why Houston trusts Troy. Even though he does associate with some pretty nasty ladies.

KTRK-TV

HOUSTON, TEXAS

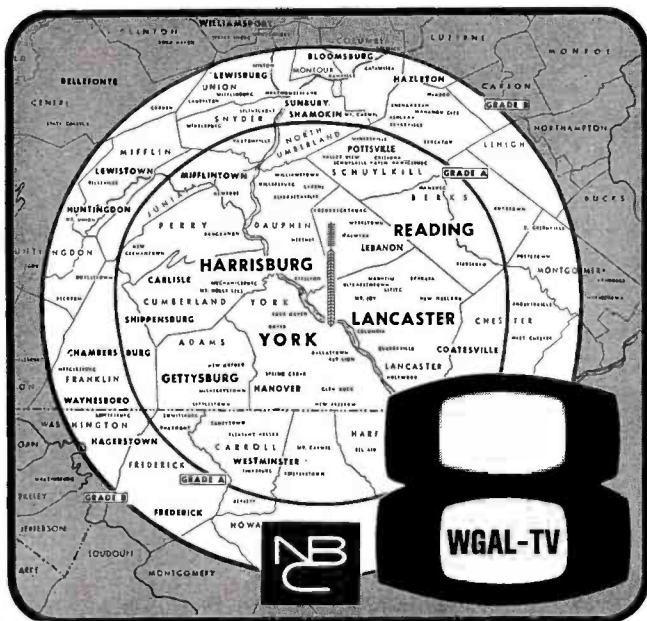
CAPITAL CITIES BROADCASTING CORPORATION

REPRESENTED BY BLAIR-TV.





WINNER BY A WIDE MARGIN



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

WGAL-TV

Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

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

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

AM's on the spot

Where will "strike" opportunists strike next? While TV-station renewals in major markets remain prime targets, choice AM station facilities in big markets are now reportedly being eyed. Word has reached FCC that stations in Detroit and Cleveland, both containing Negro concentrations, are among those being "monitored" for possible attack.

Shift to AM from TV, with its vastly larger installation and operating costs, is presumably premised on notion that prospects of success are better. Besides lower costs, there are more AM stations to shoot at, and network affiliations count for less than in TV. Moreover, since most big AM's have companion FM's, it can be argued that applicants going after AM's have diversification-of-media criterion on their side.

GOP windfall?

Nixon administration may have opportunity to shift political balance at FCC before next June when term of Democratic Commissioner Ken Cox runs out. Although he has kept quiet publicly, Mr. Cox has told friends he has outside offers, presumably with law firms, and may resign rather than stick to lame-duck status. This would give Republicans third vacancy, and with incumbent Republican Commissioner Robert E. Lee, four GOP seats.

First two Republican changes may come this week with nominations of Dean Burch, Arizona lawyer, to replace Chairman Rosel Hyde, who will retire, and Robert Wells, Kansas broadcaster, to replace James J. Wadsworth, who will return to diplomatic corps. Confirmations, barring unforeseen complications, should take place to permit shifts by mid-October.

Not over yet

TV broadcasters may find themselves in bind on that new ASCAP music contract, now in their hands for signature (but apparently not yet signed by many). Officials of American Society of Composers, Authors and Publishers reportedly take position that signed contracts must be returned before stations can qualify for rebates on 1968-69 payments, and that terms of deal itself specify reports looking toward rebates must be submitted to ASCAP within 40 days after contracts were sent to stations. According to ASCAP calculations, it's understood, that means reports seeking rebates must be submitted by Oct. 6—and signed contracts before that date.

Reports last week indicated ASCAP was adamant about Oct. 6 being deadline—but was willing to have it apply to contract returns and then give stations additional time to file rebate data, provided their signed contracts were in. But it reportedly was no less adamant in insisting stations whose contracts have not been returned by Oct. 6 cannot qualify for 1968-69 rebates. Coincidentally, All-Industry TV Stations Music License Committee, which negotiated contract, is nearing completion of manual to give stations detailed analysis of its terms. Contract also is due for extensive discussion at this week's annual conference of Institute of Broadcasting Financial Management.

Nice digs

Corp. for Public Broadcasting is moving Washington offices to swank new Motion Picture Association of America Building at 16th and I Streets, N.W., short walk from White House. It will lease second floor plus conference-projection room in sub-basement at rent outsiders estimate to run \$70,000 a year at least. Other tenants include Time Inc. and huge Covington & Burling law firm, which has such broadcast clients as Association of Maximum Service Telecasters, Corinthian stations and Post-Newsweek group.

MPAA President Jack Valenti and CPB President John Macy were top assistants to President Johnson. Mr. Valenti is also member of CPB board. That conference-projection room of 2,000 square feet will have direct line to WETA(TV), Washington noncommercial UHF which will showcase CPB programming. Some 3,400 feet of 9,500-foot second-floor space will be sublet.

Time running

If broadcasters want to get action on Pastore bill (S. 2004) to provide protection against strike applications, they will have to find way to cut through underbrush of other legislative commitments. Neither Senator Pastore's Communications Subcommittee nor Representative Harley Staggers's House Commerce Committee has yet set dates, and there's chance that both may call hearings for same time—week of Sept. 29 or Oct. 6.

Resumed Senate hearings will feature FCC, which is sharply divided on bill. In House Chairman Staggers wanted to await Senate action, but pressure from leadership brought promise to move on own as soon as possible.

Endorsement

Take it from one who should know about Dean Burch's qualifications to be chairman of FCC: "I think he will be a tremendous asset to the FCC because I think he would bring to it an extremely judicious and capable mind in this field, and he is open to ideas and suggestions. He made a deep study into TV and radio during the past four years, and I know that everyone in the industry would find him a man dedicated to doing a good job."

Author of those comments, expressed in letter to well-known broadcaster, is Senator Barry Goldwater (R-Ariz.). Mr. Burch was senator's administrative assistant in 1955-59 and chairman of Republican National Committee during Mr. Goldwater's run for Presidency.

Sharper separation

FCC is preparing expansion of its present AM-FM nonduplication rule. This is clear meaning of cryptic comment in commission announcement two weeks ago (BROADCASTING, Sept. 8) that it is considering changes in rule which bars FM's in cities of 100,000 from duplicating more than 50% of programming of commonly owned AM. Rule was designed to provide greater diversity in programming; commissioners feel it is doing just that and that broader rule would provide even more diversity. Final shape of proposed expansion has not yet emerged. But ideas under consideration include increasing percentage of duplication to be banned, reducing size of communities affected, or both.

Program experts

If never-released "preliminary summary statement" of FCC Commissioners Kenneth A. Cox and Nicholas Johnson in Pacifica Foundation case is any guide, and it probably is, their formal dissent, when issued, will be scorching. Opening sentence sets tone; it calls commission acting designating for comparative hearing Pacifica's application for Washington FM "one of the most disgusting in a long history of FCC harassment of Pacifica." Two commissioners also lay troubles of controversial foundation at door of those "who cannot stand a single unconventional voice." For those unnamed parties, they say, it's not enough that programming nation receives "is only 99.44/100% pure gruel. They will not stop until it is 100%."



A former Police Chief in Reading, Pennsylvania courageously exposed one of the leading crooks in town: Himself.

You've heard about crooks and gangsters running cities. But, in Reading, Pennsylvania they ran it from the top.

In our hour long documentary, "The Corrupt City" you'll hear from a former Reading Police Chief. He'll tell you how he bought his job. And how he used his position to supplement his salary.

We'll tell you the events that led him to bring himself to justice.

But most important, you'll learn how a city government can be

overrun by organized crime.

"The Corrupt City" was produced by Group W's Urban America Unit.

It's another of the 52 prime-time television 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, one special will star two newcomers to politics, Norman Mailer and Jimmy Breslin.

Another will go behind the scenes of a film epic that no one ever saw. And still others will be exposing you to problems you probably didn't even know existed.

We've decided to tell you about Reading, Pennsylvania because organized crime doesn't just affect criminals.

It affects people.



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

Television networks expect combined sales to top \$1.7 billion in 1969—10%-12% increase over 1968's \$1.54 billion. Despite loss of \$150 million in cigarette revenues looming ahead, predictions for 1970 sales are optimistic. See . . .

Strong buyer interest in new TV season . . . 23

FCC General Counsel Henry Geller prepares analysis of 'Red Lion' case finding support for sweeping commission powers in regulating programing, including specification of categories and time devoted to them. See . . .

Go-ahead for FCC program controls? . . . 34

CBS News President Richard S. Salant lashes out at Commissioner Nicholas Johnson as being '100% wrong' in charging networks bow to commercial pressures, withhold information and fail to discuss vital issues. See . . .

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Soon-to-be-released report on television and violence by National Commission on the Causes and Prevention of Violence expected to criticize TV for not taking enough steps to diminish violence in children's programs. See . . .

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Kirk Kerkorian, Las Vegas financier and 24% owner of MGM, makes public offer for 620,000 MGM common shares at \$42 per share in another attempt to gain control. If bid is successful, he will increase holdings to 33%. See . . .

Kerkorian bids anew for MGM control . . . 42

Ted Bates & Co. unveils new approach to radio-TV market measurement. Program, involving exhaustive field study, includes 'unpublished' factors to gauge market's present and potential assets. See . . .

Bates' new look at market evaluations . . . 49

Senate subcommittee begins probe of citizen involvement in decision-making process of regulatory agencies. Chairman Rosel H. Hyde and Commissioner Nicholas Johnson disagree on FCC's encouragement of participation. See . . .

Kennedy inaugurates regulatory review . . . 69

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CATV operators look to Capitol Hill for settlement of copyright question in wake of breakdown of talks with broadcasters. Representative Torbert H. Macdonald (D-Mass.) promises CATV hearings 'soon.' See . . .

Copyright action shifts to Hill . . . 76

Former FCC Commissioner Lee Loewinger looks askance at spate of articles critical of television, says TV needs a defender in the public prints. Rebuttal to attack in 'This Week' loses forum as magazine folds. See . . .

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Philadelphia (WIBF),
Nashville (WSIX),
ETC...

In the swim with Flipper

88 beautiful
color episodes



Antismoking ads in print

Several leading newspapers and magazines have told Senator Frank E. Moss (D-Utah) that they will publish free antismoking announcements, it was learned Friday (Sept. 12). These include *Washington Post*, *St. Louis Post-Dispatch*, *Newsweek*, Hearst publications, *Saturday Review*, and *Reader's Digest*. Last two of these—plus *New Yorker*, *Good Housekeeping* and others—told senator they have closed their pages to cigarette advertising entirely.

Other publications, all unnamed, were said to be "vague, noncommittal or openly hostile to any suggestion that they bear any obligation to restrain the advertising of 'a legal product.'"

Cigarette manufacturers, also responding to inquiries by Senator Moss, were said to have "generally" indicated their intention to limit their print advertising to that "necessary to maintain a competitive position in the market."

Senator Moss described himself as "both encouraged and troubled" by letters. He now wants Federal Trade Commission to monitor cigarette advertising "and, if it appears that the volume of cigarette advertising has become so great that it drowns out the warnings of the hazards of smoking being conveyed to the American people, the FTC must remain free to require appropriate warning in all cigarette advertising."

Senator also wants FTC to report to him by July 1, 1970 on implementation of tobacco industry's withdrawal from broadcast, and on other patterns of cigarette and anti-cigarette advertising.

Won't defer rate boost

AT&T does not intend to grant voluntarily request of broadcast industry representatives that it defer for 90 days effective date of new and higher program transmission rates, scheduled to go into effect Oct. 1. AT&T also says FCC lacks authority to direct it to grant deferral.

Three networks—ABC, CBS and NBC—and National Association of Broadcasters—asked commission two weeks ago for 90-day delay and to direct AT&T to grant one if necessary (BROADCASTING, Sept. 8).

Broadcasters had said that if they were to file meaningful response to proposed tariffs, they needed additional time to study voluminous data on which they are based. Deadline for submitting petition to suspend new tariffs is Sept. 17.

However, AT&T, in opposition filed

Friday (Sept. 12), to broadcasters' petition said much of material involved in case has long been available to broadcasters. It said proposed new rate schedules were included in specific study schedules furnished networks more than year ago. And it noted that tariffs providing for similar rate level but which never went into effect had been filed on Feb. 1, 1968.

Accordingly, AT&T said, "it could not seriously be contended" that broadcasters lack sufficient information to file petition for suspension of tariffs.

AT&T also said there is "substantial evidence" in record of current commission inquiry into carrier's rate structure "that an increase in the rate level of the program transmission services is needed." It said no increase has gone into effect despite fact that tariffs providing for higher rates have been on file more than 18 months.

According to AT&T estimates, new tariffs would produce \$90.6 million in broadcaster revenues in 1971—about \$18.5 million more than if current rates were continued. AT&T expects to earn \$69.6 million from television under new rates, \$21 million from radio.

And in letter to FCC released Friday (Sept. 12), AT&T said providing free interconnection service to educational broadcasters would not be in public interest, since telephone-using public would have to bear cost of service (see page 78). AT&T added it felt its reduced rate to public broadcasters (about 40% of rate charged commercial users) was "most appropriate" and that its proposed service would be comparable to that provided commercial users.

Still probing revolt

CBS producer Jay McMullen, who appeared late last week before closed session of House Investigations Subcommittee, is to appear again Wednesday (Sept. 17). Subcommittee has been probing allegations that network news department three years ago covered and encouraged planned invasion of Haiti by exiles living in U.S. (BROADCASTING, July 21, 28).

Like TV football best

Football is sport people like to watch most on television, according to Sindlinger & Co. survey which questioned 1,378 adults during Aug. 20-24 period and made available Friday (Sept. 12). Football received 35% of votes, with baseball not far behind at 27%. Among

men, football was response from 47% and baseball from 26.5%, while females put baseball ahead with 27.5% and football with 23.8%. Baseball was still listed as "favorite sport," however.

Basketball ranked third among sports liked on television, followed by wrestling, golf, hockey, bowling, auto racing, ice skating, skiing, roller skating, swimming, boxing, and horse racing tied with tennis.

Bolshoi not propaganda

Broadcasters who use programing material provided by foreign sources need not worry about running afoul of Foreign Agents Registration Act—not unless programing propagandizes in interest of foreign principal.

FCC General Counsel Henry Geller expressed that view Friday (Sept. 12) in letter to Department of Justice that was aimed at clarifying question Justice had raised with warning to broadcasters in July. He said that inquiries he has received indicate Justice's warning "may have been subject to misinterpretation."

Department said then that stations carrying programs being offered by Radio Moscow "may" incur obligation to register as foreign agent under registration act since they would be "acting as a publicity agent" for foreign principal (BROADCASTING, Aug. 4).

Mr. Geller suggested that Communications Act provides safeguards against broadcasters being used as tools by foreign sources. He said that Act's sponsorship-identification section makes clear intent of Congress that public be made aware of source of all propaganda material broadcast.

In absence "of additional and unusual circumstances clearly calling into play the Foreign Registration Act," Mr. Geller added, that section of Communications Act should serve as the basic guide for stations in such matters.

Mr. Geller said question raised by Justice is of particular importance in view of increasing use, by tape reproduction or by satellite transmission, of program material produced abroad and shown in U.S.

He noted that networks have used films provided by U.S.S.R. on its space program. He also said they have used films provided by foreign newsmen with consent of North Vietnamese government, but have clearly indicated source of material.

None of these activities, he said, would call Foreign Registration Act



Mr. Flanagan

Alvin G. Flanagan, executive VP and general manager of Mullins Broadcasting Co., Denver, elected president. Election followed death of president and owner **John C. Mullins** (BROADCASTING, Sept. 8). Mr. Flanagan, also elected to Mullins Broadcasting's board of directors, joined company in 1962 as VP and general manager of KBTU-TV (TV) Denver. Mr. Flanagan worked in radio and TV since 1938 for such companies as Don Lee television stations, KFMB-TV San Diego, ABC-TV network and NAFI Corp. **Max Brooks**, chairman of board of Central Bank and Trust Co., Denver, also newly elected to board of Mullins Broadcasting. Besides KBTU-TV, company includes KBTR(AM) Denver; KARK-AM-FM-TV Little Rock, Ark.; Barbe Productions, Denver; Mullins Outdoor Advertising Companies, Denver, Colorado Springs, Pueblo, and Cheyenne; and Mullins Neon and Plastic Companies, Denver.

William W. Firman, VP and director of news and specials sales at ABC since December 1967, appointed to newly created position of VP in charge of new business for ABC-TV, concentrating on soliciting advertisers new to network TV. Mr. Firman joined ABC in 1963 as director of sales for news

and specials after being with CBS Radio in various executive positions in sales.

Robert W. Dickey, VP and general sales manager of Westinghouse Broadcasting Co.'s Radio Advertising Representatives, named general manager of WBC's WINS(AM) New York, effective today (Sept. 15). He takes over from **Peter Schruth**, who for past year has been operating head of WINS in addition to his responsibilities—which he retains—as WBC area VP for New York and senior VP for WBC's corporate development. Mr. Dickey has been with RAR since 1966. Before that, he was at various WBC stations.

Robert R. Zabel, senior VP and management supervisor, N.W. Ayer & Son, Philadelphia, elected executive VP and general manager of agency's midwest region in Chicago. He replaces **Thomas G. Watson**, named executive VP for business development and international operations. Mr. Zabel joined agency in Philadelphia in 1952, and served as manager of account services in New York, before returning to Philadelphia in 1966. As head of midwest region, he becomes member of board of directors. Mr. Watson, manager of Chicago office since 1959, will be responsible for new business activities and will have general administration of international business.

William H. Lyman, for several years VP and creative director of J. Walter Thompson Co., Chicago, joins Earle Ludgin & Co. there as vice chairman and chief operating officer. Earle Ludgin, agency founder, continues as chairman and chief executive officer. Earlier Mr. Lyman was creative VP at Leo Burnett Co.

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

into play.

Foreign Registration Act, he said, "does not require registration where a broadcast station merely takes advantage of the availability of program material from foreign sources; a different result could be reached in a particular case only where a propagandizing purpose for or in the interest of a foreign principal underlies the broadcast of the material . . ."

Insurance firm into UHF

Twenty percent interest in California UHF has been acquired by Kansas City-based life and health insurance company. Business Men's Assurance

Co. paid \$250,000 for one-fifth ownership in KTXL-TV (ch. 40) Sacramento-Stockton, Calif., marking insurance company's first investment in broadcast property. W. D. Grant is chairman and president of Business Men's Assurance.

Other owners of KTXL-TV are Cypress Communications Inc., multiple CATV owner, with 60% and Jack F. Matranga, president-general manager, with 20%. Cypress Communications, which serves 52,000 customers on seven CATV systems, also has pending FCC approval purchase of WAMO-AM-FM Pittsburgh, WUFO(AM) Buffalo and WILD(AM) Boston and WOH(AM) Miami for \$2.5 million.

Continues ownership

WGN Continental FM Co. may continue to operate WFMT(FM) Chicago, FCC ruled last week as it denied citizen's group's petition to withdraw temporary operating authority.

Citizen's Committee to Save WFMT had sought action after appellate court last year overturned approval of sale to WGN Continental and remanded case to commission, which then extended temporary operating authority. Group had feared loss of station's classical music format.

Temporary authorization was necessary, commission said, because of ill health of Gale Broadcasting President Bernard Jacobs, adding "Gale Broadcasting Co. is one-man corporation. . ."

Commission called invalid argument it was legally proscribed from granting temporary operating authority to WGN Continental, pointing to "broad provisions" of Communications Act bearing on case.

As to contention that considerations in pending WPIX(TV) New York renewal proceeding affected case, commission said ruling there was "perhaps years off from final decision."

WGN Continental parent Tribune Co. also controls WPIX(TV).

Commission stressed that WGN Continental's control of WFMT was "interim," pending expedited hearing in case.

Back in TV production

Bell & Howell Co.'s Wilding Inc. subsidiary will reactivate production of TV commercials at its Argyle studios in Chicago soon, Frederick W. Overesch, Wilding chairman-president based in Detroit, said Friday (Sept. 12). Chicago TV work was dropped last December to concentrate on business and industrial films.

Robert F. Kohlrust, Wilding executive producer in Cleveland, has been named vice president of Wilding and will manage Chicago production including TV. He is to build new sales and production teams there.

Loses its man

Canada Dry Corp., New York, has unhorsed its mountie, "Sgt. Cash," who rides television plains urging people to drink Canada Dry.

Spokesman for company said commercial, prepared by Grey Advertising, New York, is being withdrawn on "speeded up" schedule, partially as result of complaints from Royal Canadian Police, who objected to television portrayal of one of its men. New commercial will replace "Sgt. Cash" in November.



Would Western Electric waste its time?

Not for a minute.

If you're trying to sell Baltimore without WBAL Radio, you're wasting your time.

And time is precious . . . especially to Western Electric . . . the Company that spends its radio dollars on WBAL Radio in Baltimore.

WBAL Radio is the only full power 50,000 watt station in Maryland. Not only do we blanket the state, but we deliver a bonus audience in 4 neighboring states.

Local advertisers don't have any time to waste either. That's why better than one out of every four local radio advertising dollars* is invested in WBAL Radio. The results are amazing. And who can argue with results?

If you want to make your mark in Baltimore, call 301-467-3000**. Do it now. There's no time to waste.

WBAL Radio, Baltimore...

makes every minute count.

*Based on latest available FCC reports. NBC Affiliate. ** Call 301-467-3000 or contact McGavren-Guild PGW Inc. In Canada, contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario.

The Roanoke Lynchburg Television Market

\$363 MILLION*
Food Sales

\$58.9 MILLION*
Drug Sales

\$2.5 BILLION*
E. B. I.

306,800
Television Homes*

WDBJ-TV  **Roanoke**

*Sales Management's Survey TV Mkts. 9-69

BROADCASTERS
1st CHOICE
for
1KW AM



CCA AM-10000

Sorry, you'll not be exclusive when you buy your CCA 1KW AM Broadcast Transmitter!! Your fellow relaxed, hi-fi broadcaster has already "got-ten the word"!!



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Datebook®

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

■Indicates first or revised listings.

September

Sept. 15—Annual stockholders meeting, *Gray Communications Systems Inc.*, Albany, Ga.

Sept. 12-14—Annual fall meeting of *Maine 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. 16—*Hollywood Radio and Television Society*, first fall luncheon. "What's with TV Network Programing." Speakers: Michael H. Dann, senior VP, programs, CBS-TV network; Mort Werner, VP, programs and talent, NBC-TV network; Martin Starger, VP in charge of programing, ABC-TV network. Grand Trianon Room, Beverly Wilshire hotel, Beverly Hills.

Sept. 17—Annual stockholders meeting, conference of the *Intermarket Association of Advertising Agencies*, Chatham Bars Inn, Chatham, Mass.

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

Sept. 18—Annual stockholders meeting, *Papert, Koenig, Lois Inc.*, Chemical Bank, New York.

Sept. 18—"Public Relations and the Media," annual luncheon-symposium sponsored by *Wagner International Photos Inc.*, moderated by CBS News correspondent Walter Cronkite. Louis Harris, director of Harris Survey, is guest speaker. Panelists include several editors of national magazines, syndicated columnists and Harrison Salisbury, assistant managing editor, *New York Times*; Robert Shanks, producer of *Merv Griffin Show*; Barbara Walters of NBC-TV's *Today* show. 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. 19—*Pacific Pioneer Broadcasters*, first fall luncheon. Guest: Mel Blanc. Sportsmen's Lodge, North Hollywood.

■Sept. 19-20—Seminar on politics and TV, presented by *American Association of Political Consultants*, Forum theater, Lincoln Center for the Performing Arts, New York.

■Sept. 22-24—Workshop for antenna site engineering, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

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-Televi-*

sion News Directors Association of Canada, Statler-Hilton hotel, Detroit.

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

Sept. 23-27—Annual *National Broadcast Editorial Conference*, Statler-Hilton hotel, Detroit.

■Sept. 24—Meeting of Advertising Club of Los Angeles, Regency Room, Sheraton-West hotel, Los Angeles.

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. 25-29—Annual management conference, *Intermarket Association of Advertising Agencies*, Chatham Bars Inn, Chatham, Mass.

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

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.

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

Sept. 27—*American Advertising Federation*, district 15, conference. Speakers include: Ralph Carson, Carson/Roberts/Inc.; Golden West Broadcasters attorney Harry Warner; six-man panel on key legislative issues, Newporter Inn, Newport, Calif.

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

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

Sept. 29-30—Annual convention of *New Jersey Broadcasters Association*, Shelburne hotel, Atlantic City.

October

Oct. 1—Deadline for reply comments on Part Five of *FCC's* proposed rulemaking dealing with CATV policy.

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

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

Oct. 3—New deadline for comments on *FCC's* proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Previous deadline was Aug. 4.

■Oct. 3-4—Meeting of *North Dakota Broadcasters Association*, Holiday Inn, Bismarck.

Oct. 6—Annual fall outing, *Federal Communications Bar Association*, Polo Grounds, Trivilah, Md.

■Oct. 6—Meeting of *Montana AP Broadcasters Association*, Montana State University, Bozeman.

Oct. 5-8—1969 conference, *UPI Editors and*

Combined workshop-management conference sessions, *Radio Advertising Bureau*

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

Oct. 2-3—Mariott motor hotel, Dallas.

Nov. 10-11—Continental Plaza, Chicago.

We'll do a month's work for you free!

Write or call us collect at (203) 327-2000. We'll send Audimax or Volumax or both to your station. If you can part with them after 30 days, we'll even pay the freight. But if you want to make your station their permanent home, all you do is pay \$665 for each instrument. \$695 for the FM Volumax.

Chances are you'll be so sold on Audimax and Volumax you'll want to keep them.

And you should. After all, they

can increase your program power up to 8 times.

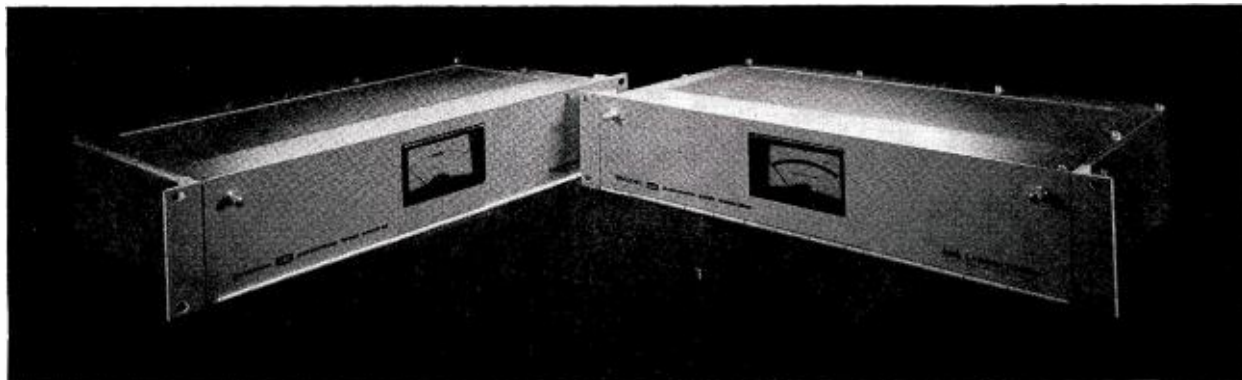
Solid state Audimax is an automatic level control years ahead of the ordinary AGC. By automatically controlling audio levels, it frees engineers, cuts cost, boosts your signal.

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crosstalk. By expanding effective coverage and improving reception, they bring in extra advertising revenue.

We can afford to give Audimax and Volumax away free for 30 days. Because they are so good, most people can't afford to give them back.

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A Division of Columbia Broadcasting System, Inc.



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

Publishers. Princess hotel, Bermuda.

Oct. 6-8—*UPI Editors and Publishers Conference.* Walter Cronkite will be among those making major addresses. Hamilton, Bermuda.

Oct. 8-9—First AM directional seminar of *National Association of Broadcasters*, Cleveland Engineering and Scientific Center, Cleveland.

Oct. 6-9—Annual fall conference, *Electronic Industries Association*, Century Plaza hotel, Los Angeles.

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

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

■Oct. 10-11—Meeting of *New York State AP Association*. Whiteface Inn, Lake Placid.

■Oct. 11-12—Meeting of *Wisconsin AP Radio-TV Association*. Pioneer Inn. Lake Winnebago, Oshkosh.

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

Oct. 13—Comparative hearing between NBC, licensee of KNBC(TV) Los Angeles, and Voice of Los Angeles Inc. for channel 4, Los Angeles. Federal building, Los Angeles.

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

■Oct. 13-16—Seminar for antenna site design and maintenance, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

■Oct. 15—Man of the Year luncheon, sponsored by *Pulse Inc.* Honors Eugene Katz, president of Katz Agency Inc., as Pulse's man of year.

Oct. 14-17—International Film & TV Festival of New York, presented by *Industrial Exhibitions Inc.* Americana hotel, New York.

Oct. 16-18—WSM Grand Ole Opry annual birthday celebration. Municipal auditorium, Nashville.

Oct. 17—New deadline for reply comments on FCC's proposed rulemaking banning cigarette advertising. Previous deadline was Aug. 10.

Oct. 17—Annual fall convention, *Connecticut Broadcasters Association*. Hotel America, Hartford.

Oct. 19-21—Annual fall convention of *North Carolina Association of Broadcasters*. Robert E. Lee hotel, Winston-Salem.

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

■Oct. 20-21—Convention of eastern and southeastern chapters of *National Religious Broadcasters*. Marriott Motor Hotel, Twin Bridges, Washington.

■Oct. 22-23—*Production '70* workshop in videotape television production methods, a second edition of Reeves television workshop, which began in 1968. Reeves Television Studios, Lincoln Square, New York City.

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

■Oct. 22-25—National meeting of *Mutual Advertising Agency Network*. Pfister hotel, Milwaukee.

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

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

November

Nov. 3—New deadline for reply comments on FCC's proposed rulemaking requiring

■Indicates first or revised listing.



involvement

WLIB is totally committed to helping the nation's largest black community find jobs, stay in school, even obtain a higher education. Because WLIB is the only station that regularly schedules community service programs that attack these problems head on.

Programs like **JOB OPPORTUNITIES**, sponsored by Budweiser Beer, which gives a daily listing of employment opportunities on all levels. Programs like Elston Howard's **STAY IN SCHOOL SHOW**, sponsored by Con Edison, which encourages kids to be standouts not dropouts. Programs like **HIGHER HORIZONS** sponsored by Sealtest

Foods, which offers suggestions on college entrance and financing. And programs like **HIGH SCHOOL SPORTS**, sponsored by Pepsi Cola and hosted by football star Emerson Boozer, which helps keep up interest in school . . . And there is **COMMUNITY OPINIONS**, the program which gives the black community an opportunity to voice its opinions on the air. It has won the Peabody Award, making WLIB the only black station ever to win a Peabody.

WLIB. A station programmed for involvement.

WLIB 1190 on the dial
10,000 Watts

Harlem Radio Center / 310 Lenox Avenue at 125th Street / New York, N.Y. 10027

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*Reg. U.S. Patent Office.

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licensees to show nondiscrimination in employment practices. Previous deadline was Sept. 5.

Nov. 3—New deadline for filing reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy. Previous deadline was Oct. 1.

Nov. 3-7—Annual armed forces audio-visual communications conference, hosted by Department of Army. Annual audio-visual, pictorial, TV and communications equipment symposium will be held in conjunction with conference. Sheraton-Park hotel, Washington.

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

Nov. 6-8—Cablecasting seminar, sponsored by the National Cable TV Association, National Cable TV Center, Pennsylvania State University, University Park, Pa.

Nov. 7-8—Annual fall meeting, Md.-D.C.-Del. Association of Broadcasters. Annapolis Hilton hotel, Annapolis, Md.

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

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

Nov. 12-15—Annual convention, Sigma Delta Chi. El Cortez hotel, San Diego.

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

December

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

Dec. 6-11—Galaxy conference on adult education, sponsored by Committee of Adult Education Associations. Utilization of TV for continuing education, among other subjects, will be explored. John W. Macy Jr.,

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.

president of Corp. for Public Broadcasting, and Henry Alter, National Educational Television, are scheduled to speak. Sheraton-Park and Shoreham hotels, Washington.

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

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

January 1970

Jan. 9-12—Seminar on "Responsibilities of Communications Media," conducted by Ditchley Foundation, Oxford, England.

Jan. 12-17—Exhibition of American electronics equipment sponsored by the Bureau of International Commerce of the U.S. Department of Commerce. U.S. Trade Center, Paris.

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

Jan. 26-30—Supervisory development workshop, sponsored by National Cable TV Center, Pennsylvania State University, University Park, Pa.

Jan. 26—Annual winter meeting of Virginia Association of Broadcasters. Sheraton Motor Inn, Richmond.

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

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OpenMike

Birthday party for all

EDITOR: We appreciate the coverage given thus far to our preparations for the 50th anniversary of broadcasting. I would like to re-emphasize for all those who have mentioned it that this observance is an industry observance. It is not meant to promote any one station in the nation, but to call attention to our industry, its great successes in the past and its plans to better serve America during the next 50 years.

Every effort is being made to use the best ideas coming from all broadcasters across the nation to make the observance a memorable one. We look forward to presenting the plans in detail at each of the fall National Association of Broadcasters conferences. —Don C. Dailey, KGBX(AM) Springfield, Mo., chairman, NAB 50th Anniversary Committee.

Free maps chart local sun

EDITOR: A large number of sets of maps for determining average monthly local sunrise and sunset times were printed

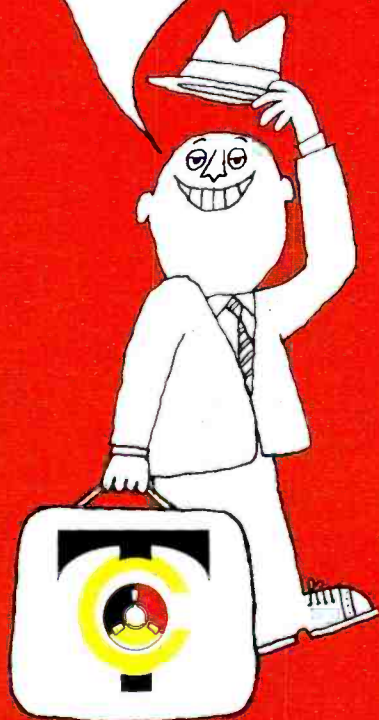
for use in a radio club. A set of 12 (one for each month) can be used to determine sunrise and sunset times to the nearest 15 minutes (as prescribed by the FCC) and thus the time that any radio station in the U.S. or Canada is normally required to sign on, sign off or change from day to night facilities. Since we have a surplus of these sets, they will be sent free of charge to anyone requesting them.—Donald E. Erickson, International Radio Club, 6059 Essex Street, Riverside, Calif.

Who needs it?

EDITOR: We've had pay-TV for years, but you haven't been getting monthly bills. Why? Because sponsors are paying the bills. You buy their products, getting something you need and can use. The TV sponsors help support trade and our national economy.

The sponsors pay for good TV entertainment. Why should you start getting monthly bills and pay for the programs? Who needs pay TV?—Stanley J. Sragow, 32-27 149th Street, Flushing, N. Y.

*"Who says
you gotta
go to
New York
for the
best
videotape
production?"*



*Those who
don't know about
Tele-Color...*

With the finest and newest color television equipment, some of the most knowledgeable and capable technicians in the country, a desire and ability to deliver the best quality product... New York quality and then some.

We offer full, fast, efficient, flexible TV production facilities including total pre and post production service. Here you will find complete color and black and white facilities for producing high and low band recording on 1 and 2 inch videotape, production in studio and with mobile unit, tape to film transfers on 16 mm and Super 8 cartridge, double and single system. We also provide complete audio and video editing and mixing plus videotape dubbing facilities.

Our mobile unit is fully equipped though compact enough to go anywhere on short notice. Would you believe the North Pole? And we're just a stone's throw from Washington and Washington's National Airport, which puts us close to you wherever you are.

Give us a try... let us show you why those guys are wrong who say "you gotta go to New York for the best TV production". Contact Charlie Riley, President of Tele-Color Productions, Inc.

Tele-Color Productions

708 N. West Street / Alexandria, Virginia 22314 / (703) 583-3203

Serving networks, agencies, government and educational TV... with coverage of sporting and news events, programs and commercial production.

Getting back to basics in airline advertising

People. United has "friendly" ones. American spirited ones. Eastern "smiling" ones. Trans World Airlines "happy" ones—and even little old Air India has "nice" ones.

The reason for so many joyful adjectives, of course, is the search for that "point of difference" that will set one airline apart from the others.

That's what it's all about. All the smiles and friendliness and happiness. And if there is a "revolution" going on in airlines today, it's the redefinition and reaffirmation of people as the "product."

When TWA called in Wells, Rich, Greene last fall, one of the first exercises client and agency went through was reasoning inductively from the passenger's point of view. We decided the passenger doesn't care how many cities TWA flies to. He is interested in them only two at a time. He doesn't really care if their 707 isn't much different from an American or United 707 . . . as long as he's comfortable in the seat he picked and well-treated in every aspect of his trip.

He doesn't really care what fancy programs TWA is promoting to get people to fly. He wants a flight that will satisfy him—whatever his reasons for flying.

He doesn't even care how fashionably his hostess is dressed . . . as long as she is courteous and friendly and serves his steak properly.

We eliminated all these former "staples" of airline advertising and found ourselves left with one important one.

The consumer benefit and TWA's "reason why." Basic service.

We started with these two words—basic service—and began building back up again. Weighing TWA's assets, we found they were at least on a par with—no—they were ahead of their competitors.

TWA's attitude seemed to be: "Is there any other way to run an airline?"

I guess they took basic service for granted. What we proposed was that they exploit it—dress it up and merchandise it. And we ran head-on into a challenge from TWA.

"All right," they told us, "but say it differently, and with honest-to-God conviction."

And that's how part one of our new

theme was born. We believed that "our people make you happy" was a potent selling message. But if "our people make you happy" . . . then . . . what?

"We'll make them happy." That's what. Incentive.

Make employees happy by putting a few extra dollars in their pockets.

And TWA's million-dollar incentive campaign was born.

With agreement on the concept, we moved on to implementation.

After months of hard and complicated effort, the client and we agreed we were ready for an April launch.

The incentive approach may seem like a hard, materialistic one. And, indeed, our opening print spread announced to all that we weren't kidding.

We broke a few rules with it . . . showing neither TWA employees nor cruising planes nor rapturous passengers. It was a bold, straightforward explanation of the campaign and what it promises our customers. We waited only a week for our second print effort, which was more humorous but no less competitive. A week later we put some money in a ramp serviceman's pocket with the headline: "We put our money where it does you the most good."

Next there was the kickoff for "Phase II" of the campaign. Real winners this time, and reaffirmation for the customer that this program is working, after all.

Meanwhile, TWA was busy making certain that the happiness campaign got wide attention and acceptance through the system. Everything from coffee cups . . . to buttons . . . to employee awards took on a happy face.

Finally, we played our strongest card—a new series of television commercials. As hard-nosed, tough and competitive as the print efforts were, television provided the warmth and humor and humanity needed to round out our Million Dollar campaign.

In contrast with the hard-sell print, the commercials concentrated on the natural humor that grows out of a bunch of people in a service industry killing themselves to do better than they did yesterday.

We concentrated on familiar situations, calculated to bring out the latent hostility in anybody—baggage handling, the length of ticket lines, traveling with kids and pets—and showed what happens when you sweeten the pot with a million dollars.

The Wells, Rich, Greene series for TWA really had to be larger than life, funnier than life, more lively even than life. I think many of you would agree that they are.

The real test begins now. Frequent flyers have had a chance to register our advertising, and many of them have taken us at our word and given us a trial.

The critical questions are yet to be answered: Will they come back? How many of them? And how much incremental business will we gain from those who seldom fly?

Meanwhile, we have research evidence that we are accomplishing what we set out to do.

There's an old expression that "Money can't buy happiness," but the way things are today, who believes in old expressions?



Victor M. Lynn is management supervisor of the Trans World Airlines account for Wells, Rich, Greene Inc., New York. Before going to WRG. Mr. Lynn spent 13 years with J. Walter Thompson Co., New York, where he was vice president and account supervisor on the Eastman Kodak account. Previously, at JWT, he was research account manager for such agency clients in addition to Eastman Kodak as Scott Paper Co., Pan American World Airways Inc., Standard Brands Inc. and Lever Brothers.

We helped 180,000 kids play hookey.

For three seasons now, kids from Greater Boston high schools have cut classes to go to the theatre. And it's all legal.

They were attending performances of the Boston Herald Traveler Repertory of Classical Drama. Live theatre... Shakespeare, Sophocles, Sheridan... performed by a professional Actors Equity company, in local high school auditoriums.

For most of these kids, it was a new experience. And they were fascinated, stirred, entertained, stimulated. We believe that's how you turn great kids into great thinking kids. Student Government Day, "Classroom 5," the Children's Book Fair, the Greater Bostonians are others.

Anytime someone comes up with an idea for a think project for kids, we listen. Because what's tomorrow but the kids?

Curtain going up.

**The Boston Herald-Traveler
Corporation is
doing something.**



The Boston Herald Traveler Newspapers
WHDH Radio/AM • FM • WHDH Television



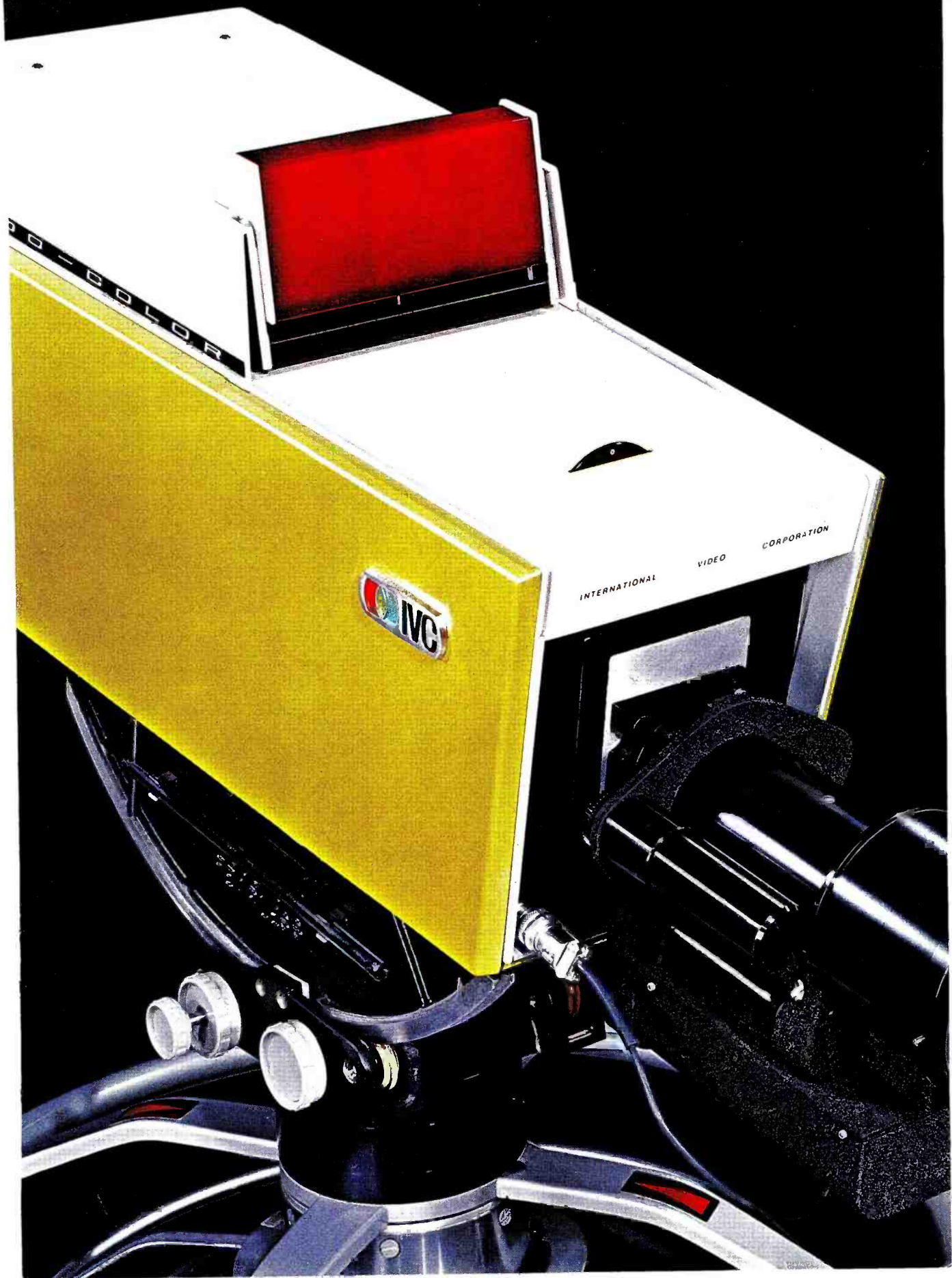
IVC-300 THE 3-PLUMBICON* COLOR CAMERA PRICED AT \$29,500.

Now there's a 3-Plumbicon color camera you can afford. It's IVC's "Maverick." For the first time, studio, remote and commercial colorcasting is now easier and less expensive. The IVC-300 gives true Plumbicon flexibility, registration and stability. It is versatile enough to be used as a front-line studio camera, a utility, auxiliary or back-up unit. The IVC-300 is compact (weighs 67 lbs. without lens), mobile, transportable — an easy one-man operation. Low light level performance is outstanding. Fast action pick-up produces superior results. All the sophistications are built-in — Varotal XX, 10:1 zoom lens, with local or remote servo-driven iris, negative registration, adjustable gamma correction, 9-inch viewfinder, built-in filter wheel, R/G/B sequencer (optional) and cable corrector.

The IVC-300 is priced for every broadcaster's application — at \$29,500. It's flexible, affordable and available. Made in the U.S. by IVC, the company that built and sold more color television cameras in the last year than any other manufacturer. Phone (408) 738-3900 or write International Video Corporation, 675 Almanor Avenue, Sunnyvale, California 94086 for literature and a demonstration.



*TM N.V. PHILIPS





We're glad we could help

A letter thanking the Fetzer radio station in Kalamazoo for helping a listener locate a lost dog called "Zeke" may seem like a little thing. But what's important is that the writer *thought about the station* when "Zeke" was lost. We listen to our listeners — our listeners listen to us. It's a nice arrangement.

That's real communication.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

WWAM
Cadillac

Strong buyer interest in new TV season

All three networks report their sales are better than they were for the same period a year ago

Network television moves this week into the 1969-70 season, beset by problems of unprecedented complexity but reassured by prospects of another record sales year in 1969.

As more than 57 million television homes in the country awaited new (and the returning) network presentations beginning this week, network sales chieftains could foresee new highs for 1969 with the expectation that their combined sales would top the \$1.7-billion mark, up from \$1.54 billion in 1968, an increase of 10% to 12%.

The most worrisome problem is the impending departure—probably a year from now—of cigarette advertising, which amounts to almost \$150 million on network TV. In addition, there have been recurring (if unconfirmed) reports that television's rising prices have generated disenchantment with the medium among some sectors of advertisers. And there are tangential crises not directly in the sales area—

investigation of violence on television, for example, and challenges to station licenses—that could have a depressant effect on business.

But sales executives at the three networks, though not unmindful of some ominous clouds ahead, pointed to an exceptionally brisk sales year in 1969 and to indicators that 1970 would be off and running at a speed that promises to eclipse this year's volume.

They reasoned that network television has been plagued by problems in the past, and has surmounted them. They are confident that they have the basic product—popular programming that moves goods and can attract audiences and advertisers. And they realize that, to offset the defection of cigarette companies, they must revitalize and strengthen their sales-development efforts in 1970 to lure new sponsors into the medium and to persuade old-line advertisers to broaden their investments.

They tended to challenge reports that television, particularly network TV, stands to lose billings from companies that regard TV as over-priced. They maintained that although there is grumbling, there is no evidence to support allegations that TV-oriented advertisers are considering a departure from or a reduced participation in the medium. Preliminary indications, they said, are that the first quarter of 1970 will surpass the comparable 1969 figures.

In general, officials attributed network television's high-level sales to the rapid pace of business in the U.S. as a whole. They noted that purveyors of manufactured goods and services, in growing numbers, are turning to television to move their inventories rapidly and efficiently.

They credited the upsurge in network TV billing in part to the use of the medium by first-time advertisers who, after testing it, are investing more

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended August 31, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 31	Total dollars week ended Aug. 31	1969 total minutes	1969 total dollars
	Week ended Aug. 31	Cume Jan. 1-Aug. 31	Week ended Aug. 31	Cume Jan. 1-Aug. 31	Week ended Aug. 31	Cume Jan. 1-Aug. 31				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 101.9	\$ 108.5	\$ 3,913.2	\$ 336.0	\$ 12,326.5	87	\$ 444.5	3,053	\$ 16,341.6
Monday-Friday 10 a.m.-6 p.m.	1,461.6	50,851.0	2,420.7	95,647.5	1,511.0	76,996.3	855	5,393.3	31,983	223,494.8
Saturday-Sunday Sign-on-6 p.m.	554.2	30,754.4	740.7	35,269.9	573.9	22,439.0	277	1,868.8	10,057	88,463.3
Monday-Saturday 5 p.m.-7:30 p.m.	213.0	11,085.1	740.5	23,349.2	414.4	20,888.5	95	1,367.9	3,341	53,322.8
Sunday 6 p.m.-7:30 p.m.	39.7	4,874.6	137.1	7,151.0	69.9	6,353.4	17	246.7	752	18,379.0
Monday-Sunday 7:30-11 p.m.	3,804.3	165,451.9	4,893.7	223,590.9	4,784.3	221,059.5	443	13,482.3	15,647	610,102.3
Monday-Sunday 11 p.m.-Sign-off	277.5	13,896.4	466.0	4,561.7	400.6	16,950.4	122	1,144.1	3,082	35,408.1
Total	\$6,350.3	\$277,015.3	\$9,507.2	\$393,483.4	\$8,090.1	\$377,013.2	1,896	\$23,947.6	67,915	\$1,047,511.9

substantial dollars on the second time around. But they emphasized that the swelling of expenditures could not have been achieved without enlarged budgets from companies that have been represented on network TV for many years.

All three networks were buoyant over sales increases this year, with the fourth quarter topping last year's equivalent period by an exceptional margin (one contributing factor admittedly is that the 1969 period has 14 weeks versus 13 weeks last year). Though information on the first quarter of 1970 is understandably still incomplete, the period promises to be up substantially over the same 1969 quarter, according to network sales officials.

Though the three TV networks will direct their sales-development power at all categories of advertisers in 1970, those regarded as holding out the most exciting promise are the leisure class (airlines, franchise dealers) and retail-chain operations.

Primarily because of the eventual elimination of cigarette advertising, the networks are in the process of bolstering their sales-development efforts. They are assigning experienced personnel to this activity and some have appointed top-level sales executives to head the operation. Networks are determined to

press more forcibly to attract new advertisers and to enlarge the budgets of established sponsors.

The accelerated tempo of network television business in 1969 is pointed up in a Television Bureau of Advertising report on the first eight months of this year, being released today (Sept. 15), which shows a 10.3% gain over the 1969 period (see table, page 23 and story, page 25). Since the fourth quarter normally is the largest of all, a 1969 growth of up to 12% is highly conceivable.

The TVB analysis, echoing the observations of network sales officials, showed that advances were being made in 1969 in all sectors of the programming schedules. For the first eight months of the year, night time had made gains of 11.2%; daytime, 8.2%; Monday-through-Friday daytime, 5.6% and Saturday and Sunday daytime, 15.7%. The last reflecting expanded investments in sports programming.

James E. Duffy, vice president in charge of sales for ABC-TV, estimated that his network's sales for the year as a whole would run about 17% higher than last year and the fourth quarter would top the 1968 period by approximately 12%. In the fourth quarter, he noted, ABC-TV has added about \$12.5 million in business over

last year.

He said "the strong marketplace" has been a vital factor in ABC-TV gains this year and that advertisers new to the network have added substantial billing. Among those he mentioned were Master Charge and International Industries. Among old advertisers that have expanded their budgets on ABC-TV this year have been Warner-Lambert, Colgate and Bristol-Myers.

Mr. Duffy commented that "every quarter this year has been a record quarter." Strong 1969 advances have been made, he said, in daytime and in the sports area. He noted that the Joey Bishop late-evening program is "virtually sold out," except for a few spots remaining in late December.

He said he was encouraged by the sales potential in the retailing fields, leisure time and conglomerates and reported that ABC-TV has established a new-business department to concentrate on advertisers new to the medium. He said the unit will be headed by William Firman, who has been named vice president in charge of new business. He will have a staff of two account executives and sales-development personnel.

"Through this group we hope to bring additional advertisers into network TV," Mr. Duffy remarked, "but, beyond that, we hope to show specific categories of sponsors how we can help to solve their marketing problems."

Mr. Duffy tended to discount reports that some advertisers intended to pull out of network TV because of its pricing policies. He said his conversations with advertiser and agency officials seemed to indicate that they would continue to invest substantially in network TV, barring an unexpected downturn in the economy.

"Our sports programming area in particular is especially bright for the first quarter of 1970," he said. "We are practically sold out with *Wide World of Sports*, *American Sportsman* and our bowling programs. Our golf package is three-quarters sold."

The view at CBS-TV was equally attractive. Carl Tillmanns, vice president and general sales manager of the TV network, reported that the fourth-quarter sales are at a record and 1969 sales are "excellent." He declined to provide a percentage increase but said it was "very substantial."

(Estimates of Broadcast Advertisers Reports indicate CBS-TV's 1969 sales through August were up about 13% from the same period of 1968.)

Mr. Tillmanns credited the well-being of the general economy as one factor contributing to the banner year, but he felt that the network's programming strength was another crucial consideration for advertisers. He pointed out that during 1969 CBS-TV's line-up had been

It's official: the new season is now under way

The 1969-70 season on the TV networks was officially launched last night (Sept. 14) by NBC-TV and ABC-TV. CBS-TV will start its schedule a week later, Monday, Sept. 22.

Two days before CBS-TV begins its new-season offerings, NBC will have completed the presentation of its nighttime schedule—by Saturday (Sept. 20). (The "NBC Week" goes from Sunday to Saturday, CBS's from Monday to Sunday.)

ABC-TV is starting eight shows this week, the bulk of its programming next week, and two shows (both new this season) on Sept. 29, a Monday.

NBC-TV last night started with new episodes of *Disney* (7:30-8:30) and *Bonanza* (9-10) and the first showing of two new series, *The Bill Cosby Show* (8:30-9) and *The Bold Ones* (10-11). Its new-show offerings this week are *My World and Welcome to It* on Monday (7:30-8), *The Debbie Reynolds Show* on Tuesday (8-8:30), *Then Came Bronson* on Wednesday (10-11), *Bracken's World* on Friday (10-11) and *The Andy Williams Show* on Saturday (7:30-8:30).

ABC last night began with new epi-

sodes of *FBI* (8-9) and the movies (9-11), both veteran series carried over from last season. Also this week, on Wednesday, the carryover *The Flying Nun* (7:30-8) starts its new-season run and new shows *The Courtship of Eddie's Father* (8-8:30) and *Room 222* (8:30-9); on Thursday, *The Ghost and Mrs. Muir* (7:30-8), *That Girl* (8-8:30) and *Bewitched* (8:30-9).

Two of ABC's new shows, *The Survivors* and *Love American Style*, on Monday, 9-10 and 10-11 respectively, will get their start Sept. 29 (BROADCASTING, Aug. 25). The rest of the ABC schedule runs next week, including these new shows: *The Music Scene* (7:30-8:15) and *The New People* (8:15-9) on Monday, Sept. 22; *Movie of the Week* (8:30-10) and *Marcus Welby, M.D.* (10-11) on Tuesday; *The Brady Bunch* (8-8:30), *Mr. Deeds* (8:30-9) and *Jimmy Durante Presents the Lennon Sisters* (10-11), all Friday, Sept. 26.

CBS's schedule includes these new shows: *The Governor and J.J.* (Tuesday, 9:30-10), *Medical Center* (Wednesday, 9-10), *Jim Nabors* (Thursday, 8-9), *Get Smart*, previously on NBC-TV (Friday, 7:30-8), and *When in Rome* (7:30-8) and *The Leslie Uggams Show* 9-10, both Sunday (Sept. 28).

Eight months TV billings show a substantial gain

The television networks had a standout August and a bullish first eight months this year, according to a Television Bureau of Advertising report to be released today (Sept. 15). The billing increase in August (over that month a year ago) was 20.4%, for the first eight months it was 10.3%.

Last year the TV networks chalked up \$1.548 billion in billing, and this year there seems no question that they will beat this figure by a substantial amount (see page 23).

TVB's accounting puts the first eight months of this year, January through August, at \$1.023 billion. This represents a 10.3% increase over the same months in 1968.

Some factors are working in favor of network television billing this year*:

■ 1968 was a political year in which pre-emptions and special news coverage, including the elections, ate into billing, a situation that will not confront the network sales offices this fall.

■ For the most part, the 1968-69 season on the networks started later in September. New programing begins earlier this month, and this can only serve to provide the networks with a billing plus for September.

Officials point out that the differences in billing in a year without "politicals" is immediately apparent.

In today's report, TVB noted that in August 1969 the gain in network billing was 20.4% over the same month in 1968, but that "some of the overall increase . . . may be attributed to the Republican and Democratic conventions which took place last August."

While weekend daytime network TV showed a gain of 29.3% in August 1969, up from \$7,336,100 to \$9,484,100 this year, nighttime was up 24.6%, but in terms of dollars, represented an increase of over \$24 million.

In the eight-month period, the nighttime TV billing rise (11.2%) is above the average gain of 10.3%. Again, weekend daytime billing showed up best

in percentage hike—15.7%—in the eight months. The breakdown provided by TVB is listed below.

TVB officials found such indicators as a flow of new advertiser money to network TV as perhaps the most favorable, though admittedly long-range plusses for future network sales strength. They cited, for example, the decision of General Motors Corp., to place virtually all of its corporate advertising dollars in network television and the shift of Borg-Warner from magazines to network TV in its corporate spending.

In dropping print for network TV, B-W, a diversified manufacturer (plastics, automotive parts, York air conditioners) doubled its ad budget—from about \$1 million to over \$2 million.

NETWORK TELEVISION NET TIME AND PROGRAM BILLINGS
By Day Parts and by Network (add 000)

	August			Jan.-Aug. 1969		
	1968	1969	% Chg.	1968	1969	% Chg.
Daytime	\$30,109.4	\$33,847.6	+12.4	\$296,157.6	\$320,343.4	+ 8.2
Mon.-Fri.	22,773.3	24,363.5	+ 7.0	221,519.9	233,989.5	+ 5.6
Sat.-Sun.	7,336.1	9,484.1	+29.3	74,637.7	86,353.9	+15.7
Night	57,155.7	71,212.1	+24.6	632,042.3	703,074.5	+11.2
Total	\$87,265.1	\$105,059.7	+20.4	\$928,199.9	\$1,023,417.9	+10.3
	ABC			CBS		
Jan.	\$37,044.6			\$56,289.5		
Feb.	38,408.0			50,452.9		
Mar.	41,552.8			53,035.1		
April	36,284.3			53,770.5		
May	31,762.4			47,196.1		
June	29,956.1			44,078.8		
July	26,929.6			39,197.1		
Aug.	28,814.8			40,227.8		
	NBC			Total		
Jan.	\$56,790.1			\$150,124.2		
Feb.	49,184.0			138,044.9		
Mar.	52,308.5			146,896.4		
April	49,952.9			140,007.7		
May	47,835.6			126,794.1		
June	39,736.4			113,771.3		
July	36,592.9			102,719.6		
Aug.	36,017.1			105,059.7		

so successful that only five new prime-time shows have been inserted into the new fall schedule.

He said sales gains have been registered in both nighttime and daytime periods, and was pleased to report that the CBS daytime schedule, which had faltered somewhat in the past year or two, has bounced back and is leading in terms of sales. He added that fourth-quarter sales are running ahead of 1968 in the nighttime, daytime and the sports areas.

"We are more than pleased with our new *Merv Griffin Show*," Mr. Tillmanns observed. "In the fourth quarter it's almost sold out, with only a few availabilities left. And it's in this program that some new advertisers have been attracted, because of the flexibility of the format and the comparatively low cost."

Mr. Tillmanns said that during 1969, 30 new advertisers have been or will be represented on the CBS-TV schedule. Among those he listed were the American Association of Railroads, Employers Insurance of Wausau (Wis.), Foundation for Full Service Banks, Frontier Airlines, International Paper Co., Viking Carpets, Fireman's Fund, Realtor's National Foundation, American Dairy

Queen and Random House.

Mr. Tillmanns indicated that CBS-TV is not content to rest with the growing number of new-to-the-network sponsors and is stepping up its new-business activity. He said more people are being assigned to work under Lee Currin, director of marketing for CBS-TV, whose goal will be to bring all types of new advertisers into the medium.

NBC-TV's sales chart shows a substantial upward curve for the first eight months of this year, up an estimated 13% over the same period of 1968. And an official reported that the fourth-quarter nighttime period is "practically all sold out" with only a few availabilities still remaining in December, while the daytime is 65% sold, up considerably from last year.

The accelerated pace of business promises to continue at NBC-TV during 1970 with latest sales figures indicating that about 65% of the first-quarter nighttime schedule is already committed to sponsorship. One source said it was too early to give a reading on first-quarter 1970 daytime business.

Contributing to NBC-TV's sales spurt this year has been additional revenue from such advertisers as Warner-Lambert and Sears, Roebuck and investment

on the network by first-time advertisers including Borg-Warner and Dennison Manufacturing. The network considers companies in the leisure-time classification prime prospects for new and added billing.

Rule is optimistic about financial future of ABC

Network television as a whole, and ABC-TV in particular, can be expected to enjoy "continual growth" and for ABC it will be an "accelerated growth."

This assessment of ABC-TV's future was presented by Elton H. Rule, the network's president, as one of several ABC executives who met last week with industry financial experts in New York, briefing them on the financial state of the company (story page 43).

Mr. Rule said that 1969 "has been a very strong sales year for ABC," that the network saw no "evidence" of an advertiser pullback for 1970, and that while it would be without cigarettes revenue "this will not happen for at least a year" and cigarettes represent only 6% of ABC-TV's revenue compared with an average 10% of the three TV networks business.

Congressmen rally for cheap time

Companion measures for reduced rates get massive support, but no hearings—as yet

Over one-third of the 100 U.S. senators joined last week in cosponsorship of a bill to provide reduced-rate television time for congressional candidates during election campaigns.

A total of 36 senators were listed as cosponsors of the bill (S. 2876), which was introduced jointly by Senators Philip A. Hart (D-Mich.) and Robert B. Pearson (R-Kan.). It would provide each House candidate with 60 minutes of prime television time and each Senate candidate with 120 minutes during the last five weeks before elections, at 30% of regular commercial rates.

The bill would also permit candidates to purchase a 30-minute block of program time or its equivalent at 20% of regular rates. Both time allotments would be distributed among stations that reach a substantial part of the district or state population.

A pair of companion bills were introduced in the House by Representative Torbert H. Macdonald (D-Mass.), with a total of 34 cosponsors. Two pieces of identical House legislation (H.R. 13720 and 13721) were required because of a rule limiting the number of House cosponsors to 25 per bill. Most of the cosponsors in both houses are Democrats.

As of last Thursday (Sept. 11), plans for hearings on the proposal were not settled. The Senate Communications Subcommittee is still planning to reopen hearings on the bill to prohibit competing applications at license-renewal time (S. 2004) before it takes up the television-campaigning bill. The former proposal was introduced by the subcommittee's chairman, Senator John O. Pastore (D-R.I.), who is not among the cosponsors of the campaigning measure.

On the House side, Representative Macdonald—who is both chairman of the House Communications Subcommittee and a primary backer of the bill—must work the bill into a subcommittee schedule that includes further hearings on CATV, as well as pay-TV hearings by the parent House Commerce Committee (see page 72). Subcommittee sources declined to speculate about when hearings might be scheduled.

In introducing the House bill, Representative Macdonald said that increasing costs of campaigning are “rendering all those who seek to gain office hostage to their own fortunes or to the wealth of others.” He added: “The pressures of financing campaigns have

long had unwholesome influences on the political processes; those pressures now show signs of getting wholly out of hand. The time has surely come when the Congress must come to grips with the hard realities of the situation.”

The congressman elaborated earlier this month in a letter he sent to all House members, inviting them to join in bipartisan cosponsorship of the bill. At that time, he said: “Television and politics are natural companions. Although some people complain of ‘Madison-Avenue techniques’ and hard-sell advertising campaigns injected into American politics, the impetus should be to improve the use of the medium, not to attempt to separate politics and broadcasting. The ability to reach voters electronically is a miracle of our age—one to be carefully understood and utilized” (BROADCASTING, Sept. 8).

One of the bill's cosponsors, Representative Richard Bolling (D-Mo.) issued a statement “in support of legislation to restore sanity to political broadcasting financing. Such an approach is needed before only Midas himself will be able to finance a political campaign.”

The congressman added: “I hope that the broadcasting industry will be responsive to the concept upon which this bill is based. I am sure that the broadcasting industry can ‘live’ with the provisions of this bill if it has the will. As licensed users of a public resource, a fact too often ignored, broadcasters can surely do no less.” He said further action might later be necessary—for example, “partial federal financing of campaigns”—but called the bill a “good start.”

Representatives Macdonald and Bolling both noted that some broadcasters have already taken steps to alleviate the costs of television campaigning. NBC, CBS and Storer Broadcasting Co. were mentioned specifically.

Senator Pearson commented in intro-

ducing his bill that “the cost of television campaigning in the U.S.—the only country in the world that charges its candidates for access to the medium—is making it impossible for a man of moderate means to run for public office unless he successfully carries the support of wealthy men or powerful special-interest groups.”

The senator also indicated a belief that reform of campaigning on radio is needed, but said that “we cannot delay action on the heart of the problem—television—while waiting for a solution of the minor issues.” He said the problems with radio are “much more difficult . . . given the number of stations involved.”

The National Committee for an Effective Congress, which authored the proposal that led to the present bills (BROADCASTING, Aug. 18), also issued a statement in which its chairman, Russell Hemenway, called television campaigning costs a “scandal.” He said that the costs have increased 100% since 1956.

The bill provides for sharing of the campaign time by all stations within a district or state. House candidates would divide their time among the stations within the geographical boundaries of their district, and all stations whose grade A contours encompass at least one-third of the district's population. Senate candidates would divide their time among all stations in the state, as well as stations outside the state whose grade A contours cover at least one-fifth of the state's population.

The measure would not affect either a candidate's right to purchase time at regular rates or the equal-time obligations set forth in Section 315.

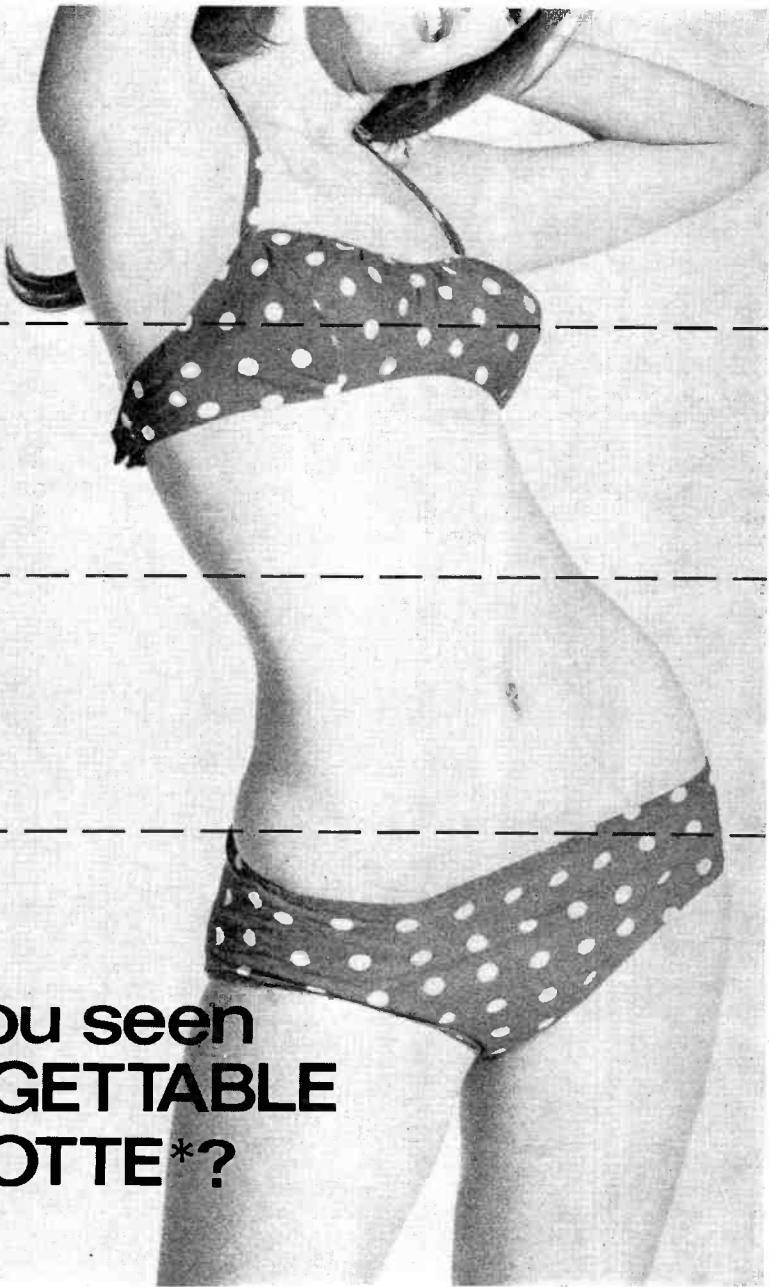
No legislator had expressed opposition to the bill as of late last week.

Those joining in Senate sponsorship of the bill are as follows:

Senators Hart and Pearson; Clinton Anderson (D-N. M.); Edward Brooke (D-Mass.); Thomas J. Dodd (D-Conn.); Thomas Eagleton (D-Mo.); Mike Gravel (R-Alaska); Alan Cranston (D-Calif.); Fred Harris (D-Okla.); Charles Percy (R-Ill.); Mark Hatfield (R-Ore.); Clifford Case (R-N. J.); Vance Hartke (D-Ind.); Ernest Hollings (D-S. C.); Daniel K. Inouye (D-Hawaii); Charles McC. Mathias (R-Md.); Edmund Muskie (D-Me.); Gaylord Nelson (D-Wis.); Hugh Scott (R-Pa.); Margaret Chase Smith (R-Me.); William Spong (D-Va.); Joseph Tvdings (D-Md.); Stephen Young (D-Ohio); Harold Hughes (D-Iowa); Jennings Randolph (D-W. Va.); William Fulbright (D-Ark.); Joseph Montoya (D-N. M.); Quentin Burdick (D-N. D.); Ralph Yarborough (D-Tex.); Lee Metcalf (D-Mont.); George McGovern (D-S. D.); Claiborne Pell (D-R. I.); Edward M. Kennedy (D-Mass.); Wil-

From moon to railroads

Former astronaut Walter M. Schirra Jr., fresh from a stint as a TV commentator during the Apollo 11 moon shot, has become the voice of the Association of American Railroads. Mr. Schirra will appear in radio-TV spots scheduled by the association for its fall media campaign promoting the importance of dependable and economical rail transportation.



39

29

39

Have you seen
**UNFORGETTABLE
CHARLOTTE***?

39th EBI (*Estimated Buying Income***)

29th WNC (*Weekly Net Circulation***)

39th ADI (*Area of Dominant Influence***)

*An eleven minute film
prepared by WSOC-TV. Ask for
a desk top presentation from
WSOC-TV sales or your H-R man.

**source material available on request

Charlotte's **WSOC-TV**



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WTOG AM-FM, Miami; KTVU(TV), San Francisco-Oakland; WNCN-TV, Pittsburgh.

liam Saxbe (R-Ohio); Richard Schweiker (R-Pa.); and Charles Goodell (R-N. Y.). The breakdown according to party: 25 Democrats, 11 Republicans.

House cosponsors are as follows:

Representatives Macdonald; Robert O. Tiernan (D-R. I.); Bertram Podell (D-N. Y.); James Harvey (R-Mich.); William St. Onge (D-Conn.); Benjamin Rosenthal (D-N. Y.); Robert Leggett (D-Calif.); Bill Burlison (D-Mo.); Bob Eckhardt (D-Tex.); Richard Ottinger (D-N. Y.); Laurence Burton (R-Utah); Richard Bolling (D-Mo.); John Murphy (D-N. Y.); Dominick Daniels (D-N. J.); Marvin Esch (R-Mich.); William Hathaway (D-Mo.); Henry Gonzalez (D-Tex.); Ogden Reid (R-N. Y.); B. F. Sisk (D-Calif.); Daniel Button (R-N.Y.); John Moss (D-Calif.); Brock Adams (D-Wash.); Jonathan Bingham (D-N. Y.); John Dent (D-Pa.); James Howard (D-N. J.); Frank Thompson (D-N. J.); Lloyd Meeds (D-Wash.); Joseph Karth (D-Minn.); Charles Sandman (R-N. J.); Patsy Mink (D-Hawaii); Donald Riegle Jr. (R-Mich.); Richard McCarthy (D-N. Y.); William Moorhead (D-Pa.); and Abner Mikva (D-Ill.). The breakdown according to party: 27 Democrats, seven Republicans.

It's all a matter of timing, says Cullman

The chairman of Philip Morris Inc. has told Senator Frank E. Moss (D-Utah), chairman of the Senate Consumer Subcommittee, that the tobacco industry's proposal to discontinue broadcast cigarette advertising should not have been attacked by broadcasters as discriminatory.

"The only difference between the cigarette-industry proposal and that of the broadcasters is one of timing," he said.

Joseph Cullman, responding to earlier letters written to Senator Moss by the three networks concerning the future of cigarette advertising, said the broadcasters had actually approved a kind of discriminatory action themselves—the four-year phase-out plan proposed by the National Association of Broadcasters. "The same 'discrimination' exists in both proposals," he said, "but it did not deter the broadcasters from adopting their four-year program before the cigarette industry made its proposal to Congress."

It was Mr. Cullman who made the tobacco-industry proposal at a hearing of Senator Moss's subcommittee two months ago (BROADCASTING, July 28). On behalf of nine cigarette manufacturers, he offered to withdraw all cigarette advertising from broadcast media by Sept. 1, 1970 or earlier, by Jan. 1, 1970, if broadcasters would terminate

Business briefly:

Ampex Consumer Products Division, Elk Grove Village, Ill., makes initial use of network TV this fall in behalf of consumer tape and related radio products through Albert Jay Rosenthal & Co., Chicago. Ampex is buying participations on CBS-TV's *Merv Griffin Show*, *NFL Football* and *CBS Morning News*. Firm also is participating on daytime game shows on the networks.

Bentley Lighter Corp., through Harry Reingold Advertising Inc., both New York, will promote its line of smoking accessories for the Christmas season on ABC Radio's Entertainment, Information, and Contemporary networks.

La Choy, Archbold, Ohio, through Geyer-Oswald, New York, starts a national television campaign this week to advertise its line of canned Chinese foods. The schedule for 1969-70 includes the *Today*, *Tonight*, *Merv Griffin*, and *Joey Bishop* shows. A heavy spot TV schedule in selected markets begins in October.

Matsushita Electric Corp. of America, New York, begins its first television campaign for Panasonic Radios this month. The campaign lasts through Mid-December and includes both network and spot in 59 major markets. Network buys will concentrate on sports such as AFL and NFL football, and news. Ted Bates & Co., New York, is Panasonic's agency.

existing contracts. When Senator Moss then wrote the networks asking what they planned to do, CBS offered reluctantly to drop the advertising, but ABC and NBC refused. All three networks attacked the tobacco-industry proposal (BROADCASTING, Aug. 18, 11).

In his latest letter, Mr. Cullman said that there are substantial differences between print and broadcast advertising, particularly in their effect on young people, and that different approaches are therefore appropriate. He made his point with a quotation from a letter he wrote to Senator Moss two months ago:

"It is well-known that young people spend a great deal of time in viewing television and in listening to the radio; it takes an affirmative act on the part of the viewer or listener to avoid broadcast advertising. By contrast, much less time is spent by young people in reading newspapers and magazines, and an affirmative act is required by the reader to see and comprehend such advertising. Objections to cigarette advertising on the broadcast media based on an appeal to youth do not apply to cigarette advertising in newspapers and magazines."

He also said that future print advertising of cigarettes will not be di-

rected specifically to young people, and that it will not indicate "that cigarette smoking is essential to social prominence, success or sexual attraction."

Mr. Cullman emphasized that the tobacco industry's phase-out proposal "is not due to any dissatisfaction with the broadcast industry or the broadcast medium. We believe it remains the most effective and most efficient means of reaching the public. Nor does it indicate acceptance by us of scientifically unproved charges against cigarettes."

Commercials' monitoring supported by AFTRA

The American Federation of Television and Radio Artists (AFTRA) last week gave its seal of approval to an FCC proposed rulemaking permitting the inclusion of coded information in TV transmissions.

The proposal was issued last July in connection with a request by International Digisonics Corp. for approval of its experimental electronic monitoring system providing checks on the on-air performance of television commercials (BROADCASTING, July 14).

AFTRA noted that its pension and welfare fund is supported by contributions based on a percentage (5%) of compensation earned by and paid to its members by employers. "Methods of calculating the use and re-use of television commercials leave much to be desired," AFTRA observed, adding that its board resolved at its July convention to support any system of electronic monitoring available and to make its ultimate adoption a "significant" proposal in forthcoming AFTRA-industry collective bargaining talks.

The FCC proposal should help pave the way for "a more effective procedure for the protection of the interests of performers in the television industry," AFTRA said.

Agency appointments:

- Noxell Corp., Baltimore, named Lois Holland Callaway Inc., New York, to handle Thera-Blem account. Former agency was Sullivan, Stauffer, Colwell & Bayles, New York.

- Dolly Madison Industries Inc., Indianapolis, has formed a house advertising agency, DeMand Advertising Inc., for its subsidiary Dolly Madison Leasing and Furniture Corp.

- The Literary Guild of America, a subsidiary of Doubleday & Co., New York, named Sullivan, Stauffer, Colwell & Bayles Inc., same city, to handle its \$3 million account. Former agency was Wunderman, Ricotta & Kline, New York.

OVERWHELMING LEADERSHIP IN

NEWS

LATE NEWS-11 P.M.

COMPARE FOR THE NO. 1 NEWS STATION

WSYR-TV's LATE NEWS WITH NEWS SHOWS OF COMPETING STATIONS

March 1969 ARB

181% More Homes Than Station B; 35% More Homes Than Station C

			Homes	Women	Women 18-49
WSYR-TV*	Mon-Fri	11-11:30pm	52,000	38,800	23,900
Station "B"	Mon-Fri	11-11:30pm	18,500	14,500	8,000
Station "C"	Mon-Fri	11-11:30pm	38,500	27,500	17,500
WSYR-TV Advantage over Station "B"			181%	168%	199%
Station "C"			35%	41%	37%

March 1969 NSI

211% More Homes Than Station B; 55% More Homes Than Station C

WSYR-TV*	Mon-Fri	11-11:30pm	59,000	50,000	27,000
Station "B"	Mon-Fri	11-11:30pm	19,000	17,000	10,000
Station "C"	Mon-Fri	11-11:30pm	38,000	31,000	18,000
WSYR-TV Advantage over Station "B"			211%	194%	170%
Station "C"			55%	61%	50%

*WSYR-TV figures include satellite WSYE-TV, Elmira, N. Y.
Audience measurements are estimates only, subject to the limitations of the source.

EXPERIENCE! KNOW-HOW!
ON-THE-AIR-REPORTERS WHO ARE NEWSMEN!

An 18-man news team, led by the dean of Central New York newsmen, Fred Hillegas, knows its business. And its only business is WSYR-TV NEWS. Check the figures—they tell the story.

Get the full story from HARRINGTON, RIGHTER & PARSONS

WHY NO. 1?

WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.



Moon sponsors line up

The Apollo 12 moon shot, scheduled for mid-November, is already attracting sponsors to broadcast coverage. NBC Radio signed the Association of American Railroads, through McCann-Erickson, both New York, to one-quarter sponsorship. Gulf Oil, through Young & Rubicam, and Western Electric Co., through Cunningham & Walsh, are expected to return as NBC-TV and CBS-TV sponsors, respectively.

Movie tie-in, promotion of quality in GE spots

General Electric's heaviest national advertising campaign to date will suggest that GE color TV is "like being at the movies—or your money back."

In both television and print advertising, General Electric will compare its product to the highest standards of color-picture quality known to the consumer, that of motion-picture cinematography. GE has tied-in with 20th Century-Fox's new feature, "The Un-defeated," directed by Andrew McLaglen, who will be the color authority in the TV spot.

The spots, which begin this month in time to support fall sales, will run on NBC-TV and ABC-TV in late evening and early morning. The schedule includes the *Today Show* and the *Tonight Show* on NBC-TV, and *The Joey Bishop Show* on ABC-TV. Agency is Compton Advertising, Chicago.

Ralston Purina adds New York agency

Cunningham & Walsh, New York, has become the fifth advertising agency serving Ralston Purina's consumer group. Its appointment for the Checkerboard Farms line of frozen poultry items from the frozen/food service division and for a major, undisclosed new product marks the first time Ralston Purina Co., St. Louis, has been serviced from the New York base of an advertising agency.

The Checkerboard Farms products include a dozen frozen poultry items, including Honeysuckle turkey and several new prepared poultry items that are in test market. The official assignment for the Checkerboard Farms line becomes effective Jan. 1.

The new-product assignment, which becomes effective immediately, is in another food category. Details of this new product, which comes out of the consumer group's other operating division, the consumer products division, are due to be released shortly.

Gardner Advertising continues as a principal agency of Ralston Purina Co. Other agency assignments include Foote,

Cone & Belding, Chicago, Smock/Waddell Inc., Los Angeles, and D'Arcy Advertising, St. Louis.

Ralston Purina's annual total ad budget is close to \$50 million, largely in broadcast.

A pass-and-a-prayer may actually happen

A Maryland church has decided to go far afield in its radio messages and reach for an audience not usually identified with religious listening.

That's why the First Baptist Church of Cambridge, Md., has picked up the full schedule of Baltimore Colts foot-

ball broadcasts on WCEM(AM) Cambridge.

A total of 16 one-minute spots per game are being written in the vernacular of the sports fan with appeal to all faiths. The spots often draw analogies between football and religious situations such as a comparison of the importance of signal-calling to the quarterback for the team to the signal-calling of God to mankind.

A church spokesman explained that the sponsorship is part of a campaign to get religion out into the world. His question for those who doubt his approach is: "Why sponsor a church program that only the church would listen to?"

Three radio representatives join forces

Stone Representatives and rep owned by LIN Broadcasting will merge with H-R

The merger of Stone Representatives Inc., New York, and the John C. Butler Co., New York, into H-R Representatives Inc., New York (Closed Circuit, Sept. 1), was announced last week by officials of the three national station-representative companies.

The new firm will continue to be called H-R Representatives Inc.; will make its headquarters at H-R's 277 Park Avenue offices and will sell out of the present H-R offices throughout the country.

H-R Representatives Inc. management will include Dwight S. Reed, chairman; Peggy Stone, executive vice chairman; James M. Alspaugh, president; John C. Butler, executive vice president—sales, and Saul Frischling, executive vice president—administration. Both Miss Stone and Mr. Butler, it was said, will assume active roles in H-R Representatives.

Like H-R Representatives, the Stone and Butler firms were radio rep companies. Their stations will be integrated into two H-R divisions—H-R Radio

Sales (major markets) and H-R Broadcast Sales (medium markets). An H-R official said that with the merger, H-R Radio Sales will represent about 30 stations and H-R Broadcast Sales, 45 stations.

It was said that 11 major-market stations are involved in the acquisitions, but no precise number could be placed on medium-market outlets because some will not be added to the H-R list. H-R Television Inc. represents television stations.

Stone Representatives Inc. has been in business for more than 20 years under the direction of Miss Stone. Its list includes the stations of Plough Inc.—WMPS(AM) Memphis, WCOF(AM) Boston, WCAO(AM) Baltimore, WJJD(AM) Chicago and WPLO(AM) Atlanta.

The Butler organization was owned by LIN Broadcasting Corp., which, in effect, is going out of the station-representative business. It was formed two years ago and represented LIN-owned outlets (except WBBF[AM] Rochester, N.Y.) and other stations.



Mr. Alspaugh



Miss Stone



Mr. Butler

Newport
was important
to a country full of
young people.

One station
in the country
covered it.

The Jazz Festival.
They came from California because it mattered.
WPRO came from Providence for the same reason.
We talk with young people . . . not at them.
Newport's one reason there's more to WPRO
than meets the ear.



WPRO / Providence, R. I. / A Division of Capitol Cities Broadcasting Corp. / Represented By Blair Radio

The switch- hitters

THE PHILIPS PC-70

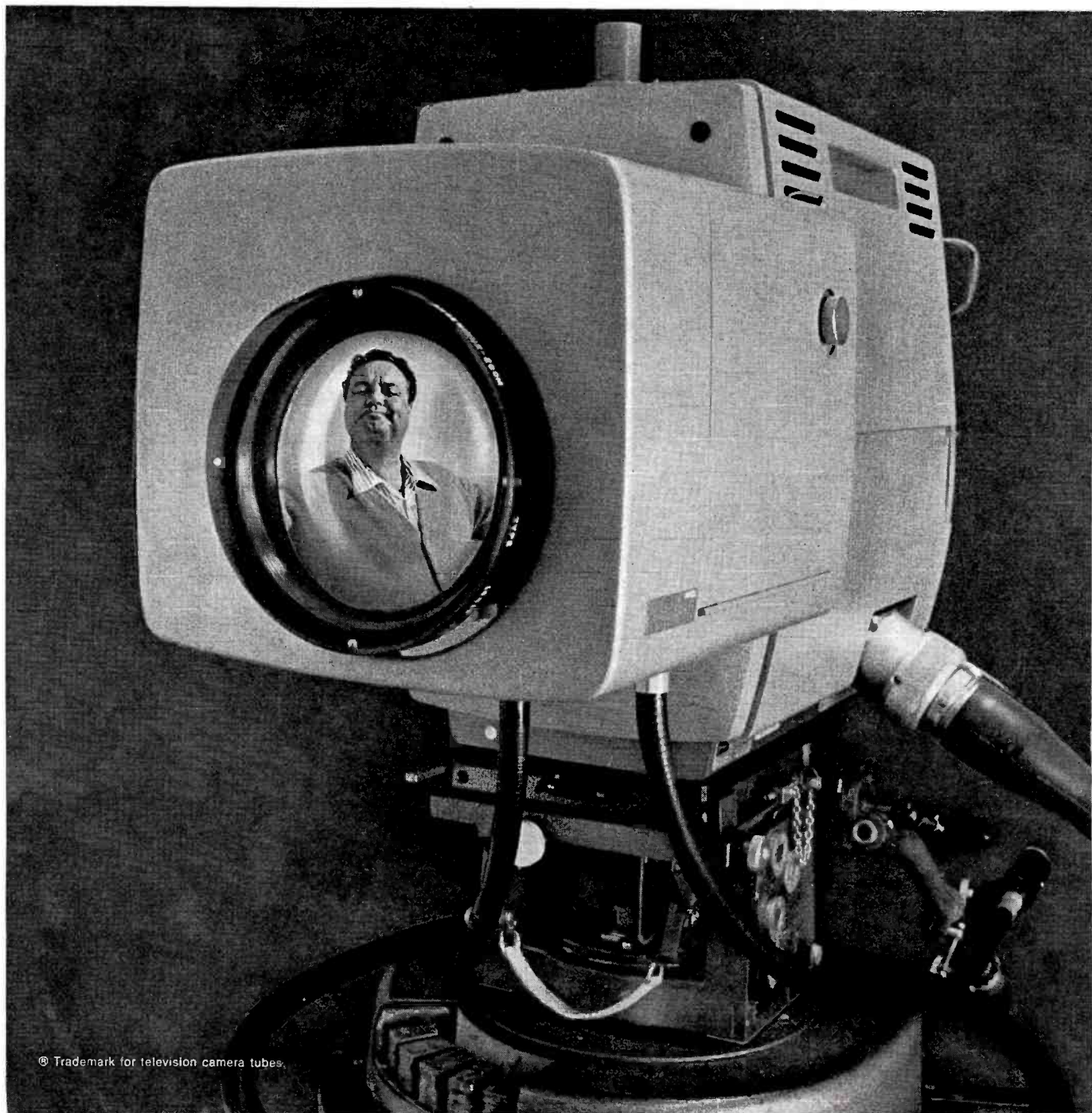
... the prime time king of color cameras ... serves on more live and taped studio color shows, by far, than any other camera.

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

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

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

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



THE PHILIPS PCP-90 digitally controlled "Minicam" takes the field alongside the PC-70 as the most mobile and versatile of portables. Operating wireless or on small, cost-reducing triax, the 3-Plumbicon Minicam brings total flexibility to broadcast-quality telecasting.

The PCP-90 is designed basically as a field camera. Controls may be beamed from as far away as 30 miles. Signal processing is done in the backpack. The Minicam produces a real-time color-composite signal for direct broadcast. Or it can go into the field with a portable recorder to tape interviews or other action—totally unencumbered.

And here again, you have a star switch-hitter. Three new one-inch Philips Plumbicon tubes perform to broadcast standards, bringing the Minicam right into the studio.

Training camps for Minicam prototypes included crowded conventions, major sports, the inauguration and other events. Now it's ready to sign with you.

PHILIPS

**PHILIPS BROADCAST
EQUIPMENT CORP.**

One Philips Parkway, Montvale, N.J. 07645 • 201, 391-1000

A NORTH AMERICAN PHILIPS COMPANY



A legal go-ahead for FCC program controls?

General Counsel Geller says broadcasters are subject to spectrum of program obligations because of Red Lion case

Members of the FCC last week were pondering a document assuring them of the commission's sweeping authority in programing. It told them the commission could indeed prescribe categories of programing and specify percentages of time to be devoted to them—all without violating broadcasters' constitutional guarantees of free speech or free press, so long as a "reasonable public-interest basis" is expressed.

Individual commissioners have frequently asserted this as their view of the commission's authority, and the commission itself has occasionally asserted such power—but never with the kind of assurance expressed in the document circulated last week.

It is an analysis prepared by the commission's general counsel, Henry Geller, of the Supreme Court's decision last June upholding the commission's fairness doctrine and the personal-attack and political-editorializing rules that were adopted under it (BROADCASTING, June 16).

Much of what he says had been expressed privately by commission officials, including commissioners, at the time of the decision, adopted by an 8-to-0 vote. But codification of those views in the Geller memorandum gives them a kind of official standing and respectability previously lacking.

In Mr. Geller's opinion, the Red Lion decision (it involves a suit, brought by Red Lion Broadcasting Co. and the Radio-Television News Directors Association) ranks in importance with the 1943 NBC decision, in which the commission's authority to adopt chain-broadcasting rules was upheld, and "is probably the most significant case the Supreme Court has decided in the communications field since the commission was established," in 1934.

As Mr. Geller reads it, the high court's decision does more than uphold the commission on the fairness matters at issue; it "seemingly lays to rest a good many other questions as to the fairness doctrine and the commission's authority to consider programing generally." For in construing the First Amendment in a broadcast context, he points out, the court says that it is the

public's right of access "to social, political, esthetic, moral and other ideas which is crucial." And the legal consequences of this holding, he feels, are considerable.

In view of that "right of access," he says, the broadcaster's obligation "to give suitable time and attention to matters of general concern" is not limited "to the typical 'controversial issue of public importance.'" As "proxies" or "fiduciaries" for the community, as they were referred to in the court's decision, "broadcasters would appear subject to a wide range of program obligations."

Thus, he says, the responsibilities the commission outlined for broadcasters in its 1960 Report and Statement of Policy on Programing, as well as the underlying rationale for that statement, find support in Red Lion opinion. In the 1960 statement, the commission listed 14 categories of programing "usually necessary" if a station is to serve

the public interest.

What's more, he says, the opinion constitutes "ample legal authority" for the commission to prescribe the minimum percentage of time to be devoted to various programing categories. He notes that since the opinion makes clear the commission's authority to require "adequate and fair attention to public issues," the commission can specify, by rule, what is "adequate." And there is no reason, he says, to restrict such action to the category of public issues ("which we note would include not just general controversial-issue programing but also, in our view, 'news' and 'political broadcasts'").

Mr. Geller stresses that he is making no recommendation—that it is for the commission to decide whether to formulate standards. But the Red Lion decision, he says, provides the necessary authority; the only condition he attaches is that "a reasonable public interest basis" be specified in connection with the adoption of any requirement.

Mr. Geller does not see the opinion as requiring broadcasters to make their facilities available to anyone who wishes to use them, in the manner of a common carrier. However, he believes the commission could require broadcasters to set aside a block of time for use by members of the public, he notes that one manifestation of this approach is the radio call-in program.

He also points out that the court appears to have gone further than the commission in detailing a licensee's obligation to present a contrasting view after one side of a controversial issue has been presented. Where the commission has stated the obligation in terms of the licensee's efforts to seek out a contrary view, the court has indicated that the licensee himself must present the other side if no other spokesman can be found.

But Mr. Geller says, at this point, that a matter of policy, not law, is involved. And he feels there are policy reasons for not requiring the licensee to present the other side if no one responds to his invitation to speak for it. Among other things, he notes that licensees acting under compulsion "may



Mr. Geller

be the poorest, least effective spokesmen for the other side."

However, he suggests that broadcasters who present one side of a controversial issue repeatedly would be under "a correspondingly strong and compelling duty to obtain appropriate spokesmen to present the other side." He says the commission could argue that an issue important enough to warrant repeated comment by a broadcaster "must be" of widespread interest in the community and that the broadcaster, "as the expert in the community," should know who would be an appropriate spokesman for the opposing viewpoint. He says the staff will study that approach—which would represent a departure from existing practice—and other alternatives before making any recommendation to the commission.

Furthermore, he indicates that the court's opinion provides the commission with additional authority for enforcing programming regulation with cease-and-desist orders. The commission, he says, could issue such orders "for failure to comply with the license's condition that the station be operated in the public interest."

Griffith will return to CBS-TV with series

Contract details have been completed to return Andy Griffith to television in a new, weekly half-hour situation comedy series planned for the 1970-71 season on CBS-TV.

The Andy Griffith Show was a consistently top-rated Monday-night series on CBS-TV from October 1960 through September 1968. When it went off the air last fall—a move made personally by Mr. Griffith—it was the number-one rated series, according to A. C. Nielsen Co.

Runners of *The Andy Griffith Show* are now on CBS-TV, Monday through Friday, 11 to 11:30 a.m. (EST). Mr. Griffith was represented in negotiations by the William Morris Agency Inc. and Richard O. Linke, who will be executive producer of the new *Griffith* television series.

New AFTRA-NET pact

The American Federation of Television and Radio Artists and National Educational Television have agreed to a new, three-year contract on programs produced or coproduced by NET in the U.S. or Canada. NET will have options of paying either on the basis of a standard AFTRA formula for network programming or on a daily rate. Rate for a per-day performer has been increased from 80 to \$100.



TV viewers in the Los Angeles area got a chance last week to talk back to the men who run their local TV stations. Management representatives from eight different Los Angeles TV stations, including all of the VHF outlets in the market, appeared as guests on *Let Me Talk To . . .*, a weekly two-way telephone talk hour presented by KHJ-TV Los Angeles. Operational and programming problems of network, independent and educational television stations were explained and discussed on the program.

Those participating were (l. to r.), Robert Howard, general manager, KNBC (TV); Doug Finley, general manager, KTLA (TV); John McMahon, general manager, KABC-TV; Wally Sherwin, general manager, KHJ-TV; Keith Walker, program host; Jim Gates, vice president in charge of programming, KTTV (TV); Gary Waller, program director, KCOP (TV); Dr. James Loper, general manager, KCET (TV); Danny Villanueva, assistant to general manager of KMEX-TV.

Dairy group taps youth market with TV

It offers free show to stations in exchange for free commercials

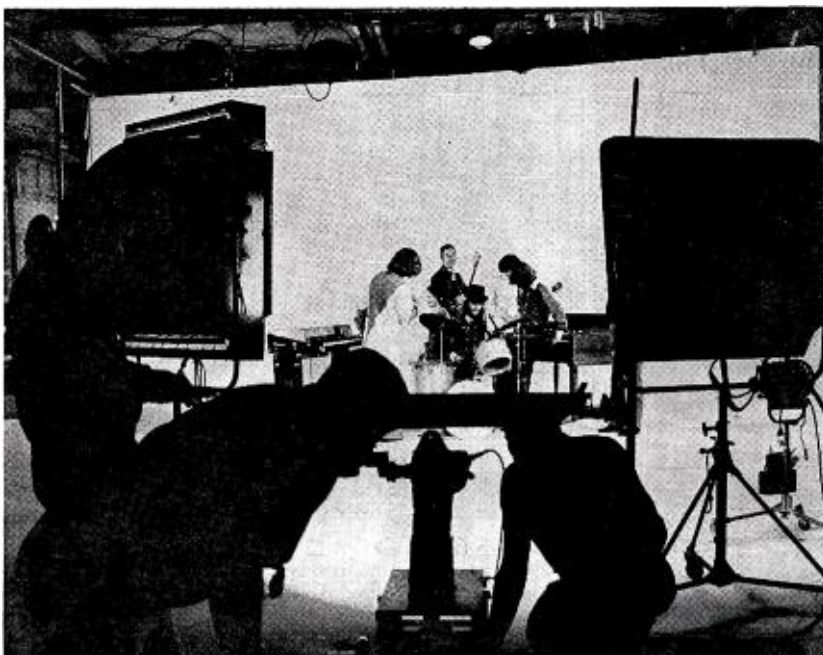
American Dairy Association, which last year spent some \$5.3 million in network and spot television advertising, this year has latched on to something else in the way of a promotional vehicle. It's a new, syndicated, color half-hour series entitled, appropriately, *Something Else*.

Last May, the Chicago-based dairy industry association, which promotes consumption of dairy products on behalf of producers of milk and milk products, financed the production of the initial program in the series. Now ADA has agreed to pick up the series' production costs for a full season, 26 half-hour episodes in all. For its investment, ADA will get one commercial spot and two billboard announcements in each of the shows.

The program is youth-oriented, aimed at the 18- to 34-year-old age bracket. Each week when comedian-impression-

ist John Byner, the host for the series, signs off, he'll say: "See you next week when we'll be doing something else." And the something else the program promises to do is move—fast and paced to contemporary musical action. Audience surveys conducted before production indicated that the 18- to 34 age group grows bored and disinterested with the static routine of a taped show on a sound stage.

"We're going to where 'in' people are," says a spokesman for Robert E. Petersen Productions, producer of the show. The first *Something Else* program was filmed in various locations in and around San Francisco. Beginning the first week in October other shows in the series will be filmed in New Orleans; Los Angeles; Six Flags Over Texas (Fort Worth); the Ozark Folk Festival in Eureka Springs, Ark., and the Texas State Fair in Dallas. Hawaii and



Technicians set up lighting for filming of San Francisco rock group, part of 'in' people American Dairy Association

spotlights in its new promotional vehicle, the *Something Else* syndicated series.

Acapulco, Mexico are other location possibilities.

Unusual for a musical-variety series, *Something Else* will be filmed and not video-taped. It was decided that only film could provide the flexibility and mobility for quick travel plus the special effects and production innovations likely to be an integral part of the series.

With that hip and restless young audience in mind, *Something Else* is also going to keep changing the faces that appear on screen. Besides John Byner, who is there mostly to provide continuity between acts, the only regular performers are the so-called, "Action Faction," eight shapely dancers who look a little too old for *Teen Magazine*, but not old enough for the center fold of *Playboy*. Mr. Byner and the girls will act as spokesmen for the dairy association—making it seem hip and "in" to eat and drink milk products.

American Dairy, through Robert E. Petersen Productions, is offering *Something Else* without cost to stations around the country. Under the ADA-Petersen offer stations will get two commercial spots in each program for local sale. They will not have to share revenues, but the local advertisers cannot promote products that conflict with ADA messages.

ADA is hoping to place the program in about 75 selective markets, only 23 of which are in the top-100 TV ranks. Stations would sign up for 26 first-runs and 13 repeats, with options for five years. In those markets where ADA has no interest, Petersen Productions

has the right to sell and distribute the program for its own profit. Petersen's goal is distribution to a minimum of 100 markets including those where ADA will be an advertiser.

The Petersen production house is a division of Robert E. Peterson Publications, Los Angeles, which publishes 10 specialty magazines (among them, *Teen*, *Surfing*, *Motor Trend*, *Hot Rod* and *Skin Diver*). Formed two years ago the division's first credit was a summer series for ABC-TV, *Malibu U.* (BROADCASTING, July 24, 1967), subsequently, it produced *Sounds of '68*, a special for the Singer Co., and *Wonderful World of Wheels*, a special for DuPont Co.

Something Else will be in distribution the beginning of next year. Compton Advertising, Chicago, handles ADA.

O. J. heads for ABC mike

ABC Sports has signed a long-term contract with O. J. Simpson, former college football star at the University of Southern California now playing professional football with the Buffalo Bills, for exclusive rights as a sports broadcaster on radio and TV at the end of the upcoming football season. The contract also calls for appearances on ABC-TV News and entertainment programs.

ABC Sports President Roone Arledge called Mr. Simpson a "well-informed and articulate spokesman for athletics" who had the "potential to be an outstanding TV personality."

DJ's enlisted in war on drugs

Eleven disc jockeys from across the country will attend a Sept. 16 White House conference on ways to curb youthful drug abuse.

Charles (Bud) Wilkinson, a special consultant to President Nixon and organizer of the meeting, said: "The problem of drug abuse is reaching epidemic proportions, particularly among young people. In analyzing means of communicating with young people concerning the problem, it became readily apparent that disc jockeys are probably the most effective communicators with this age group."

Those slated to attend include Don West, KIMN(AM) Denver; Marcello Tafoya, KGTN(AM) Georgetown, Tex.; Tom Murphy, KJR(AM) Seattle; Bruce Morrow, WABC(AM) New York; Rufus Thomas, WDIA(AM) Memphis; Tom Campbell, KYA(AM) San Francisco; Rob Sherwood, KDWB(AM) Minneapolis; Herb Kent, WVON(AM) Chicago; Murray Kaufman, WMCA(AM) New York; Mike Harvey, WFUN(AM) South Miami, Fla., and Barry Chase, WQXI(AM) Atlanta.

Strike-money plea issued by writers' group

The Writers Guild of America, West, still some nine months away from expiration of its collective bargaining contract with motion picture and television film producers, is asking members to approve a special assessment designed to build a strike fund.

The special assessment would cover 1% on all gross income earned from July 1, 1969 through March 30, 1970. WGAW members will vote on the strike-fund assessment at a special meeting in Beverly Hills, Calif. on Sept. 30 and through mail ballot.

Writers Guild members also are being asked to give their approval to four constitutional amendments including a change in dues structure. The guild's current contract with management expires on June 15, 1970.

Program notes:

Live from Mexico ■ KMEX-TV Los Angeles, an all-Spanish language station, is providing 90 minutes of live, color coverage from Mexico City of traditional Independence Day ceremonies. The Spanish International Broadcasting Co.-owned UHF station's coverage will include the reenactment of the "Grito," the cry for independence, delivered by the Mexican president. This scene will originate from the balcony of the government palace as thousands of Mexicans congregate in Mexico City's Constitution Square below. The occasion,

the night of Sept. 15, is the eve of the 159th anniversary of the Mexican Declaration of Independence from Spain.

Mirasound expands ■ Expansion of Mirasound Recording Studios, New York, is underway and when completed the entire second floor of the Henry Hudson hotel will be in use. Plans call for four studios, equipped with closed-circuit television, five rooms, and a video control center.

Strained relations ■ The major issues and tensions of international politics will be examined by 10 Westinghouse Broadcasting Co. news correspondents in a one-hour special, *Forecast: 1970*, to be broadcast on all five WBC-owned

TV stations during the week of Sept. 22. The program is divided into segments: discussions of east-west relations and the effects of these relations on U.S. foreign policy. The special is a preview of a tour of the U.S. by WBC newsmen from Sept. 30 through Oct. 17.

Switch to country sound ■ WDXN(AM) Clarksville, Tenn., switches to a "contemporary country" format Sept. 15. Format switch is accompanied by a month-long promotion and contest in September and October.

Comedians on Display ■ ABC Films reports initial sales on the half-hour *One Man Show* series in 15 TV markets, including WABC-TV New York, KTLA(TV)

Los Angeles, WTMJ-TV Milwaukee and WAVY-TV Norfolk, Va. Each program features a top-name comedian, and segments produced star Groucho Marx, Morey Amsterdam, Milt Kamen, Charlie Manna, Jerry Lester and Redd Foxx.

Years in the making ■ ABC Films is placing into syndication a series of 10 one-hour color-TV specials highlighting memorable events of the years 1960-69, it was announced last week by Kevin O'Sullivan, ABC Films president. Titled *The Fabulous Sixties*, the programs were produced by Hobel-Leiterman Productions Ltd., Toronto and New York, the CTV Network of Canada and ABC Films. They used news, documentary and entertainment footage.

Salant hits the Johnson pitch on news

Debate rages in 'TV Guide' on whether networks ignore or play down sensitive news stories

FCC Commissioner Nicholas Johnson, said CBS News President Richard S. Salant last week, has exercised his constitutional "right to be wrong." Indeed, so far as CBS News is concerned, Mr. Salant added, the commissioner "is totally and completely 100% wrong—on all counts."

Commissioner Johnson, a frequent and caustic critic of television, had plainly irked the CBS News chief with charges that the commercial networks, bowing to commercial pressures, withhold important information and fail to discuss issues of concern to the nation.

He had made the charges in an article in the July 5 issue of *TV Guide*. Mr. Salant used the pages of that magazine's Sept. 20 issue to present a point-by-point rebuttal.

He said he knew of no instance in which CBS corporate management had interfered with the news judgment of CBS News; management, he said, has "scrupulously observed" the separation of powers. He also said the separation between CBS News and the sales departments of the CBS radio and television networks has been complete.

And he said there has been no self-censorship. "I—and, to the best of my knowledge, my associates at CBS News—have never avoided a topic or altered treatment to protect, or to avoid displeasing, corporate management or any advertisers."

That was for openers.

He then proceeded to discuss specific points raised by Commissioner Johnson. "How much," Commissioner Johnson had asked, "has television told you about the multi-billion dollar corporate profits from [the Vietnam] war?"

"Plenty," said Mr. Salant, who cited

several CBS stories on the subject.

"Would it really surprise you to learn that the broadcasting industry has been less than eager to tell you about the health hazards of cigarette advertising," Commissioner Johnson asked at another point.

Only if you have not been watching CBS News, replied Mr. Salant. He noted that CBS News dealt with the issue in 1955, and he cited a number of stories it had done on the subject since then.

Highway safety? Yes, Mr. Salant said, CBS News has been on that story, too, despite Commissioner Johnson's suggestion—by way of a quotation from

Ralph Nader's "Unsafe at Any Speed"—that the networks have avoided it because of concern for automobile advertisers.

And so it went, with Mr. Salant citing CBS News stories on subjects the commissioner had said or implied the networks were avoiding—on food processors and soap manufacturers, drugs, corporate crime, "black lung" disease, among others.

He referred also to CBS News stories unfavorable to the network—including some on what Mr. Salant called Commissioner Johnson's "favorite subject," the Smothers brothers. The commissioner has frequently expressed regret and dismay at CBS's cancellation of the Smothers brothers program.

One of Commissioner Johnson's "lowest—and most mistaken—blows," in Mr. Salant's view, was in invoking CBS News commentator Eric Sevareid "as a witness to support" the argument. In a paragraph dealing with alleged management and advertising pressures, Commissioner Johnson said Mr. Sevareid "has said of the pressures involved in putting together a network news show: 'The ultimate sensation is that of being bitten to death by ducks.'"

"Never underestimate the carelessness or the disingenuity of Commissioner Johnson," wrote Mr. Salant. What the commissioner "could have seen from the Sevareid statement itself or from checking with Eric directly," Mr. Salant said, was that Mr. Sevareid was talking about "the cumbersome apparatus of television journalism, with all its cameras and lights and technicians and layers of personnel."

Taking the charges one at a time, Mr. Salant said, the record shows Com-



Mr. Salant

missioner Johnson "is wrong all along the line. His batting average turns out to be .000. At most, he proves himself to be a pitcher with more speed than control, rather than a hitter."

Carson keeps his throne so far

Griffin ranks second cutting into Bishop, in first national reading

Johnny Carson is still the leader in the late-night talk-show competition. According to the first national Nielsen ratings for the week of Aug. 18-22, NBC-TV's Carson had an average Nielsen rating of 8.0, with a 35 share. But newcomer Merv Griffin appears to have made significant inroads into Joey Bishop's television audience during his first week in the 11:30 p.m.-1 a.m. slot. *The Merv Griffin Show* on CBS-TV showed a 4.8 rating, 22 share, and ABC-TV's *Joey Bishop Show* had a 2.8 rating, 11 share.

These ratings reflect different time periods, however. Although all three programs are scheduled for broadcast

from 11:30 p.m. to 1 a.m. (NYT), ABC-TV does not sell network commercials during the last half-hour, and as a result, Nielsen does not rate the Bishop show in that time period.

NBC-TV is measured in the last half-hour in the central time zone, but not in the East or West. If the last half-hour ratings are disregarded, NBC said, Mr. Carson's average rating would be 8.8. If just the first hour of Mr. Griffin's ratings are averaged, he comes out with a 5.5.

When compared with average ratings over the last two years, *The Tonight Show* appears to have increased its audience and *The Joey Bishop Show* to have lost some since *The Merv Griffin Show* began Aug. 18. *The Tonight Show* had an average 7.6 rating and the Bishop show a 3.9 rating since Mr. Bishop started in May 1967 (BROADCASTING, Aug. 25).

Quarter-hour ratings for the first week of competition among the three talk shows give Messrs. Griffin and Bishop their highest number of homes tuned in at the beginning, followed by a gradual decline as the evening wears on. Mr. Carson's ratings oscillate, with the second quarter-hour having the lowest average and the third quarter-hour the highest.

In the New York Nielsen ratings, the trio finished their third week (Sept. 1-5) with averages of 5.6, 21 share for Mr. Carson; 4.9, 19 share for Mr. Griffin, and 3.0, 11 share for Mr. Bishop. Mr. Carson overtook the strong competition from the independent stations (BROADCASTING, Sept. 8) by the end of that week, and at the beginning of last week (Sept. 8), ratings of the independents fell below Griffin as well.

Raid on Egypt causes complications for CBS

CBS News correspondent Anthony Hatch, stationed in Israel for over a year, had his accreditation withdrawn last week for reporting the Israeli raid on Egypt Sept. 9 before the government officially announced the military maneuver.

In asking for reinstatement of Mr. Hatch's credentials last Wednesday (Sept. 10), CBS News President Richard Salant noted that "it is our understanding that details of the story at issue were general public knowledge at the time Mr. Hatch filed for broadcast." No answer from the Israeli minister of information had been received late last week.

Violence group to point finger at TV

Mild condemnation expected as friends and foes of medium continue heated battle over its effects

A report on television and violence is expected to be issued by the National Commission on the Causes and Prevention of Violence soon, perhaps as early as this week. It's expected to indict the television networks for not making more of an effort to diminish violence in children's programs between the past TV season and the one before.

The commission's TV conclusions, which will be reported out before the full final document on the entire subject of violence is issued, will be published, it's understood, even before issuance of its task-force report on mass media.

The mass-media report will be in two parts: one on the news media, in which TV as well as newspapers and magazines are given fairly decent marks, and one on the entertainment media, including movies and comic books, which finds TV the most pervasive medium whose faults outweigh its virtues, specifically in programs for children.

Although there does not seem to be a significant reason for issuing the TV section before the commission's entire report is completed, there is believed to be a feeling among commission members that its findings on TV should

be publicized on the eve of the new TV season, as a guide and an exhortation to TV broadcasters. At the same time in some commission circles, it's felt that it would be more fair to present the commission's views on TV and violence rather than to have the more critical task-force reports issued first.

It was noted that this is not unusual. The commission has already issued two of its findings in advance of its complete report; these deal with firearms and campus disorders. Also already issued have been staff reports on the Chicago riots, the Miami disturbances, and a history of violence in America.

Sources close to members of the 13-man commission say that they have been given to understand that the document, although critical, is not harshly so.

The national commission was appointed by President Johnson in June 1967 following the assassination of the late Senator Robert F. Kennedy. It is scheduled to meet late this week (Sept. 18 and 19) in Washington. Dr. Milton S. Eisenhower, president emeritus of the Johns Hopkins University, Baltimore, and brother of the late former president, is chairman.

The task-force reports were written by Robert K. Baker, a former Department of Justice attorney, who did the report on news media, and by Sandra J. Ball, a sociologist at the University of Alberta, who did the study of the entertainment media.

Mr. Baker has made one reference to the commission's findings. Two weeks ago at the American Psychological Association's meeting in Washington he said that the commission would find no substantial reduction in TV violence between the 1967 and 1968 seasons despite the claims of the TV networks. He said that among the devices used by broadcasters to ameliorate the charges of violence in the latest season is the technique of cutting away from the victim after an act of violence in a program.

Speaking on a panel at the APA meeting, Mr. Baker said that one of the more significant findings has been that TV violence has more of an impact on children from disadvantaged homes where parental supervision is weak or lacking altogether and where the children tend to accept TV portrayals as reality.

In other APA meetings, however, TV did not fare as badly. In fact, Dr. Seymour Feshback of the University of California in Los Angeles reported that boys subjected to a six-week diet of "aggressive" TV programs (westerns, war and spy serials) generally showed no increase in aggressive behavior over



The better you get, the better we look.

We can't really take the credit. Of course, we take pride in providing you with the finest film stock we know how to make. But from then on, baby, it's anybody's commercial.

Maybe that's the key—because it seems that anybody who's anybody in television commercial-dom is in film. The really creative new ideas that hit the screen night after night in quest of sales come from really creative film people. Of course, we keep coming up with new products that give you more

creative elbowroom. But that doesn't explain why you keep flocking to film and raising its standard. Could it be film's flexibility? Portability? Universality? We think it's these "...ities" and many other itty-bitty film advantages that add up to so much of what keeps film the leading medium.

EASTMAN KODAK COMPANY

Atlanta: 404/GL 7-5211 Chicago: 312/654-0200
Dallas: 214/FL 1-3221 Hollywood: 213/464-6131
New York: 212/MU 7-7080 San Francisco: 415/776-6055

Kodak

Camille was no lady.

Camille was a hurricane the likes of which this country has never seen.

Starting on the night of August 17th, it ripped its way through Louisiana, Mississippi and Alabama.

It flooded Virginia and West Virginia.

It killed people by the hundreds.

It destroyed homes by the thousands.

It crippled countless small businessmen and farmers and fishermen.

And it left thousands of Americans in desperate straits.

Red Cross volunteers are there right now, doing everything they can, but the latest estimate says it will take \$15,000,000 to put those thousands of American men, women and children back on their feet.

Give them all you can. Right now, you're all they've got.



Camille was a disaster.

Give to your local American Red Cross Chapter or United Fund.

a similar group of boys treated to a blander diet of TV programs.

Dr. Feshback, however, cautioned that no definitive conclusions should be drawn from his study. He explained that his experiment showed only that there are differences to be found in studies of children in real life situations compared to those tested under laboratory conditions.

Another governmental body looking into violence, the 12-member advisory committee to the surgeon general's \$1-million study of TV and social behavior is scheduled to authorize a number of tests and research projects when it meets in Washington next week, Sept. 24 and 25. Among these studies, it was learned last week, may be the use of a cable TV system or two as a means of utilizing controlled audiences.

This interest in CATV was disclosed last week by Bill Daniels, Denver-based CATV broker and entrepreneur, in comments to the FCC on proposed CATV regulations, filed as a personal letter to Chairman Rosel H. Hyde and members of the commission under date of Sept. 3.

Mr. Daniels said he was approached by Dr. Harold Mendelson of Denver University, who was interested in what facilities would be available to the surgeon general's study if it was decided to utilize cable TV. Mr. Daniels said he offered to place at the disposal of the study group both the Colorado Springs, Colo., CATV system, in which he is one of the principal owners, and the Naples, Fla., system, owned by Palmer Broadcasting interests but which Mr. Daniels' firm manages.

Dr. Mendelson said last week that no plans have been made to utilize the CATV systems, but that he had been asked to investigate their availability if it is decided to use them.

Dr. Eli A. Rubinstein, assistant director of the National Institute of Mental Health in Washington, who is directing the surgeon general's study, also emphasized that the interest in CATV is purely anticipatory; no decision on whether or how to use CATV in the projects to be undertaken have been made yet.

The advisory-committee meeting next week, which will be the second for the group, is expected to specify the research projects to be undertaken by the NIMH staff. At the same time, the meeting is expected to codify the status of the study so that an interim report may be submitted to Senator John A. Pastore (D-R.I.) next month. This was requested by Senator Pastore, who is chairman of the Communications Subcommittee of the Senate Commerce Committee, and who was instrumental in getting the project established last March.

Earlier last week, panelists exploring television's role as a creator or reporter

of violence could come to no clear-cut consensus during a forum in New York, but there was some acknowledgement that the medium is bringing more balance and sophistication to the issue.

CBS News correspondent Mike Wallace agreed that a few years ago TV news did accentuate violence, perhaps unduly, and attributed this shortcoming to newsmen's inexperience in covering such developments. He contended that network newsmen today are more sophisticated, more knowledgeable and more careful in presenting coverage of disorders and confrontations.

Michael A. Dann, senior vice president for programming, CBS-TV, said that although numerous studies have been unable to prove a relationship between violence on TV and in real life, networks have made strenuous efforts to reduce the amount of violence in both their prime-time programming and Saturday-morning children's periods. He added that future network programming would show a further decrease in violence and agreed that this de-emphasis

Drama doubleheader is set

It will be a "multi-special night" on NBC-TV Friday Nov. 21, with two original dramas presented back-to-back. "The File on Devlin," a contemporary suspense play, will open the *Hallmark Hall of Fame's* 19th season from 8:30 to 10 p.m. (EST), and will be followed by "Mirror, Mirror, Off The Wall," a one-hour comedy-fantasy by David Shaw for *Prudential's On Stage*.

has placing an added burden on TV's "creative process."

Mary A. Mannes, critic-writer, in upholding her thesis that TV creates as well as reports violence, claimed that "the nature of the medium" was responsible. She claimed TV "hooks people with reality," and this "escalates into violence."

Senator Charles E. Goodell (R-N.Y.), who is a member of the Senate Subcommittee on Communications headed by Senator John O. Pastore (D-R.I.), said he did not agree entirely with the position taken by Senator Pastore on TV violence. But he stressed that too often TV news coverage lacks perspective. He cited an instance in which civil rights militant Rap Brown was covered by TV when he spoke before a small audience. The viewing audience, however, it was noted, received the impression he was speaking to an extremely large gathering.

Cleveland Mayor Carl B. Stokes, whose city has been wracked by violence, conceded that local authorities were not prepared to cope with TV coverage of disorders there several years ago. But he said that a communications center has been established to

work more effectively with the press. Mayor Stokes felt that television too often "stages events" to attract audiences and he urged that more balance be given to coverage of less spectacular but more meaningful developments in ghetto communities.

But the moderate views of the panelists were in sharp contrast to the views of a newspaper columnist who writes about parents and children. In a book published Sept. 1 by Henry Regnery Co., Chicago (hardcover) and Award Books, New York (soft cover) under the title "Violence and Your Child," Arnold Arnold arraigns TV violence as the trigger that arouses aggressive characteristics in children and dulls the sense of responsible conduct.

Mr. Arnold, who publishes his column "Parents and Children" in 300 newspapers through the National Newspaper Syndicate, Chicago, calls for the establishment of a "Federal Advisory Agency on Media for Children."

This would, he says, formulate and promote an education program to teach parents how to cope with children's use of media, to conduct and evaluate studies, to set standards for children's programming and publishing, and to act as a clearing house and funding agency for research in this field.

Mr. Arnold, who also indicts comic books and movies, suggests that the advisory council be empowered to regulate "public service time" on the air and to ban all advertising on children's programs.

In discussing TV, Mr. Arnold makes a distinction between TV violence viewed by adults and by children. "For most adults, TV is a form of relaxation after a hard day's work, and a temporary escape from real life experience. Most adults 'discount' much of what they see and hear. But inexperienced children are not able to do so. They don't have the judgment necessary to distinguish between media fantasy and real life," he says.

He also recommends that parents let the FCC, stations, advertisers, and Congress know when they see something they dislike.

NET's fall line-up

The new season at National Educational Television will begin in late September and early October with opera, ballet and jazz specials; essays by William F. Buckley Jr.; an English dramatic series, and a production from KQED(TV) San Francisco's National Center for Experiments in Television.

In addition, NET's regular series will return, including *NET Journal* and the monthly *Black Journal*; *News in Perspective*; *Your Dollar's Worth*; *International Magazine*; *Spectrum*, the science series; *NET Festival*, and *NET Playhouse*.

Kerkorian bids anew for MGM control

Observers look for new management team if latest public offer is successful

Las Vegas financier Kirk Kerkorian moved again last week to gain control of Metro-Goldwyn-Mayer Inc. He made a public offer for 620,000 shares of MGM common stock at \$42 a share through his wholly owned Tracy Investment Co. The offer closes Sept.

23, unless extended.

At the moment, Tracy owns more than 1.25-million shares of MGM common, or approximately 24% of the shares. Tracy gained this position in a tender offer of \$35 (BROADCASTING, Aug. 18). If all shares sought are

tendered, Tracy will then own about 33% of MGM's outstanding stock.

Mr. Kerkorian's principal adversary in the battle for control of the huge motion picture-TV studio complex has been Edgar Bronfman, MGM's chairman, who urged stockholders not to sell to Mr. Kerkorian in the first tender offer. Subsequently, the two have been in and out of court.

Last week there were reports that Mr. Bronfman had sold his 16% interest in the company to Mr. Kerkorian. These reports were subsequently denied

The Broadcasting stock index

A weekly summary of market activity in the shares of 89 companies associated with broadcasting.

	Stock Symbol	Ex- change	Closing Sept. 11	Closing Sept. 4	Closing Aug. 28	High 1969	Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Broadcasting									
ABC	ABC	N	48½	46½	48½	76½	45½	4,796	231,407
Atlantic States Ind.		O	7½	7½	7½	15½	6	1,798	13,036
Capital Cities	CCB	N	28½	28½	29½	37½	26	5,804	172,669
CBS	CBS	N	43½	44½	44½	59½	42½	25,617	1,139,957
Corinthian	CRB	N	21½	21½	21½	37½	20	3,384	71,470
Cox	COX	N	43½	44½	41½	59	37	2,893	121,043
Gross Telecasting	GGG	A	TK	15½	15½	24½	15	805	12,365
Metromedia	MET	N	19½	19½	20½	53½	17½	5,507	112,123
Pacific & Southern		O	17	18½	17½	26½	13½	1,616	28,280
Reeves Telecom	RBT	A	14½	14	14½	35½	13	2,253	31,812
Scripps-Howard		O	24½	27½	25	31½	21	2,589	64,725
Sonderling	SDB	A	30½	32	33½	47½	30½	985	32,623
Starr Broadcasting		O	7½	8½	7½	7½	6½	338	2,451
Taft	TFB	N	31½	30½	31	43½	27½	3,437	106,547
						Total		61,822	\$2,140,508
Broadcasting with other major interests									
Avco	AV	N	27½	27	27½	49½	23½	12,872	349,098
Bartell Media	BMC	A	12½	12½	13½	22½	8½	2,292	31,515
Boston Herald-Traveler		O	32	29	30	24½	11½	574	17,220
Chris-Craft	CCN	N	TK	12½	12½	24½	11½	3,201	40,813
Combined Communications		N	10	11½	10½	11½	9	1,800	18,648
Cowles Communication	CWL	N	10½	10	10½	17½	9½	3,620	38,372
Fuqua	FQA	N	32½	31	34½	47	30½	5,073	175,019
Gannett	GCI	N	36½	38½	35½	42	33	4,738	167,536
General Tire	GY	N	18½	18½	18	34½	17½	17,914	322,452
Gray Communications		O	8½	9	8½	12½	8½	475	4,199
Lamb Communications		O	3½	4	4	10	4½	2,650	10,600
Lee Enterprises		O	17½	18½	18½	21½	15½	1,957	36,400
Liberty Corp.	LC	N	17½	17	15½	23½	14	6,743	102,831
LIN		O	10	9½	10½	32½	7½	2,174	22,827
Meredith Corp.	MDP	N	TK	41½	40½	59½	32½	2,779	112,550
The Outlet Co.	OTU	N	19	18½	18½	30½	17½	1,332	24,309
Plough Inc.	PLO	N	61½	61½	62½	72½	57½	7,892	493,250
Post Corp.		O	17½	18½	19	40	14½	566	10,754
Rollins	ROL	N	36½	35½	36	39½	30½	7,981	287,316
Rust Craft	RUS	A	TK	28½	27½	38½	25½	1,168	31,956
Storer	SBK	N	27½	27½	27½	62	24½	4,220	116,050
Time Inc.	TL	N	TK	45½	46	100½	36½	7,238	332,948
Wometco	WOM	N	19½	20½	20½	23½	16½	5,683	117,922
						Total		104,942	\$2,864,576
CATV									
Ameco		A	8½	8½	9	14½	7½	1,200	10,800
American TV & Commun.	ACO	O	13½	14½	14½	15½	11	1,775	25,738
Cablecom-General	CCG	A	10½	11½	10½	12½	10½	1,605	17,013
Cable Information Systems		O	2	3	3½	5	2½	955	3,343
Columbia Cable		O	9½	9½	9½	15½	9½	580	5,429
Cox Cable Communications		O	13	13½	13½	22	13½	3,550	47,925
Cypress Communications		O	10	10	10	23	10½	808	8,080
Entron		O	2½	3	3½	10½	3½	607	1,894
General Instrument Corp.	GRL	N		35½	37½	43½	26	6,028	227,557
H & B American	HBA	A	14½	14½	14½	20½	11½	5,016	70,826
Sterling Communications		O	6	6½	6½	10½	5½	500	3,125
Teleprompter	TP	A	56	54	54	70½	46	1,006	54,324
Television Communications		O	10½	11½	12½	20½	11½	2,090	25,603
Vikoa	VIK	A	23	21½	22½	33½	20	1,795	40,388
						Total		27,515	\$542,045

by both sides.

If Mr. Kerkorian is successful in his latest move, observers consider it certain that the management of MGM will be changed, because he has repeatedly stated that he could offer MGM better management than it now has.

MGM stock closed on the New York Stock Exchange last Wednesday (Sept. 10) at \$41, a level it maintained at the close on Thursday (Sept. 11). On Sept. 9, well before either the Kerkorian announcement or advance reports of it were made, the stock closed at \$36.

ABC prospects boosted

ABC-TV Inc. estimated last week that its per-share earning in 1969 would range from \$3.50 to \$3.75, rising from \$2.66 last year.

This estimate was given by Simon B. Siegel, executive vice president of ABC, who, along with other company officials, discussed prospects with a group of industry financial analysts in New York. Mr. Siegel said ABC's broadcasting operations had progressed better than expected, while nonbroadcasting operations had not fared comparably well.

Theodore F. Shaker, group vice president, ABC Owned Television Stations, told the analysts that this division registered a 17% increase in sales for the first six months of this year over the first half of 1968.

Walter A. Schwartz, president of the ABC Radio network, revealed that projected sales for its four-network service will be "considerably improved" over 1968 but conceded that the service

will continue to operate at a loss in 1969. He expressed optimism that ABC Radio, growing in both sales and in number of affiliates, would move eventually into a profit position.

Harold L. Neal Jr., president of the ABC Owned Radio Stations, described the seven AM and seven FM stations under his direction as "America's number-one group," both in sales and audiences. He said 1969 was a record year and that sales in the first half of 1969 were 26% higher than those of the same period last year.

Other speakers were Elton H. Rule, president of ABC-TV (separate story, page 25) and Samuel H. Clark, group vice president, nonbroadcast activities. Leonard H. Goldenson, president of ABC Inc., presided.

	Stock Symbol	Ex- change	Closing Sept. 11	Closing Sept. 4	Closing Aug. 28	1969 High Low		Approx. Shares Out (000)	Total Market Capitali- zation (000)
Programming									
Columbia Pictures	CPS	N	33½	32½	33	42	25	5,863	193,479
Commonwealth United*	CUC	A	—	—	—	24¾	8½	12,428	132,000
Disney	DIS	N	86	84¾	84¾	87½	69½	4,381	370,195
Filmways	FWY	A	25¾	24¾	25½	38¾	19¾	1,244	32,145
Four Star International		O	4¾	4¾	5	10	3¾	666	3,330
Gulf and Western	GW	N	21½	22½	23½	50½	19	16,426	386,011
Kinney National	KNS	N	24¾	42½	26¾	39¾	19	5,940	158,895
MCA	MCA	N	25½	25¾	25½	44¾	23¾	8,059	202,442
MGM	MGM	N	41	35¾	38¾	44¾	25	5,801	224,789
Transamerica	TA	N	27¾	28¾	28	38¾	23	61,869	1,732,332
Trans-Lux	TLX	A	21¾	22	23¾	58¾	21	979	23,104
20th Century-Fox	TF	N	22	19¾	19	41¾	16½	8,155	154,945
Walter Reade Organization		O	9	8¾	9	15¾	8	2,083	18,747
Wrather Corp.		O	7¾	7¾	8½	23	8¾	1,760	14,291
						Total		135,654	\$3,646,705
Service									
John Blair	BJ	N	22½	21¾	23	28¾	17¾	2,667	61,341
Comsat	CQ	N	47¾	47¾	48¾	55¾	41¾	10,000	485,000
Creative Management		O	12	14	13	20½	8½	1,020	13,260
Doyle Dane Bernbach		O	21	21¾	21¾	32¾	21¾	2,104	45,762
Foote, Cone & Belding	FCB	N	11½	11½	11¾	15¾	11	2,147	24,390
Grey Advertising		O	15	14¾	15	18¾	13	1,163	17,445
Movielab	MOV	A	6½	7½	7½	14½	6½	1,407	10,018
MPO Videoelectronics	MPO	A	9¾	9¾	9¾	22¾	8½	548	5,129
Nielsen		O	28½	29	30	37¾	28¾	5,240	157,200
Ogilvy & Mather		O	20¾	21¾	21¾	35	17¾	1,090	23,435
Papert, Koenig, Lois	PKL	A	14¾	14¾	14¾	30¾	10¾	723	10,303
J. Walter Thompson		O	26¾	27¾	26¾	41	24¾	2,778	73,617
Wells, Rich, Greene		O	9¾	9¾	9¾	18	8¾	1,501	14,635
						Total		32,388	\$941,535
Manufacturing									
Admiral	ADL	N	15¾	15¾	15¾	21¾	14¾	5,110	77,928
Ampex	APX	N	42¾	41¾	41¾	44¾	32¾	10,776	527,826
General Electric	GE	N	84¾	82¾	83¾	98¾	81	91,025	7,623,344
Magnavox	MAG	N	47¾	47¾	47¾	56¾	41	16,561	790,788
3M	MMM	N	108¾	106¾	106¾	112¾	94	54,521	5,820,117
Motorola	MOT	N	136¾	131¾	132	134	102¾	6,148	811,536
RCA	RCA	N	39¾	36¾	36¾	48¾	35¾	62,713	2,310,347
Reeves Industries	RSC	A	4¾	4¾	5¾	10¾	4¾	3,443	17,628
Visual Electronics	VIS	A	10¾	10¾	10	37	9¾	1,326	13,260
Westinghouse	WX	N	57¾	58	58¾	71¾	53¾	38,647	2,264,714
Zenith Radio	ZE	N	39¾	39	38¾	58	35¾	18,965	734,894
						Total		309,235	\$20,992,382
Grand total								671,556	\$31,127,751
Standard & Poor Industrial Average			103.60	103.50	104.32				

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

Shares outstanding and capitalization as of August
* Trading temporarily suspended.

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AP NEWSBREAK Ring up new sales for your station with news commentaries by Morgan Beatty. They are included in NewsBreak's action package of 20 different five-minute tapes we send out weekly.

You will get five crisp commentaries by Beatty... Five interviews and commentaries with leading sports figures by AP sports experts... five timely women's shows... and five commentaries by AP specialists or interviews with personalities in business, science, entertain-

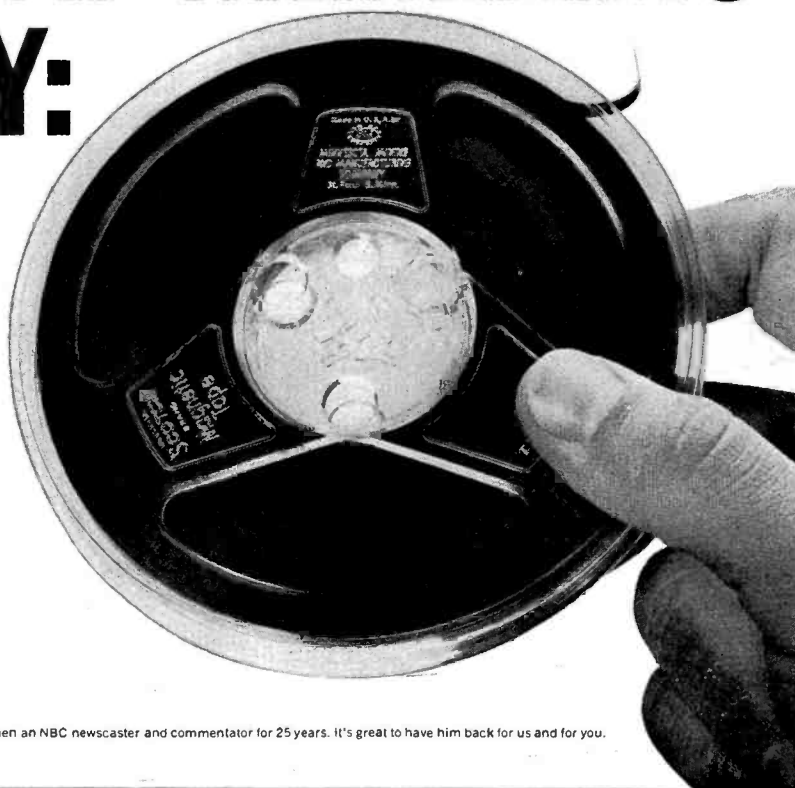


ment, education, politics and other fields.

AP NewsBreak tailors each show to 3½ minutes. This gives you 1½ minutes for sponsored delivery of this new product of AP VoiceFeatures.

Be sure to hear a sample tape and get all the details immediately. Contact your AP Regional Membership Executive, Chief of Bureau, or call Bob Eunson in New York at 50 Rockefeller Plaza, New York, New York ZIP 10020/Telephone: (212) PL7-1111. **THE ASSOCIATED PRESS**

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Morgan Beatty: First an AP newsman, then an NBC newscaster and commentator for 25 years. It's great to have him back for us and for you.

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May 1, 1969

Mr. Robert Eunson
ASSOCIATED PRESS
50 Rockefeller Plaza
New York, N.Y. 10020

Dear Bob:

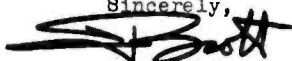
I am very pleased to report to you that we have sold out Morgan Beatty on a basis of 10 broadcasts per week and at our top, "AA" ratecard price of \$15 per spot. Each contract is on a 13-week basis, one sponsor took 5 shows per week, another took 3, and another took 2.

We have spotted the program at 7:35 A.M. and at 5:35 P.M. on a rotation basis that assures a different Beatty program in the morning and afternoon each day.

I can't tell you how pleased and, quite frankly, slightly amazed we were with sponsor reaction to the program. After only two days in the hands of our salesmen we had nearly a dozen sponsors actively interested and literally racing for a share of the sponsorship. However, as you know some sponsors need to clear with their national offices, advertising agencies, high officials in the company, etc. Those who had this problem were shut out at the wire by the ones who got their contracts in first. By spotting Beatty in the morning between Paul Harvey news commentary and Howard Cosell sports commentary we have put together a solid 15-minutes of diversified comment and several of those sponsors who were unable to get into the Beatty show itself are considering buying adjacency announcements between Harvey and Beatty or between Beatty and Cosell. So, in all truth, the value of Morgan Beatty on KBON could become considerably more to us than the current \$150 now under contract. Especially when you consider that we are also selling the adjacency spots at our top "AA" rate.

So thanks to you and the AP for providing us with a great program which is enhancing KBON's news and information image in the Omaha market.

Sincerely,


FRANK SCOTT
General Manager

FS/dlb

PS: By the way, Bob, we are so sold on Morgan Beatty that we have purchased newspaper ads which include his picture to advertise his return to radio on KBON!

KBON PEOPLE KNOW WHAT'S GOING ON!

MGM and Interphoto drop merger plans

Metro-Goldwyn-Mayer and Interphoto Corp., Long Island City, N. Y., distributor of cameras and audio equipment, last week jointly announced that proposed merger plans had been called off.

Neither company would comment on the announcement. The merger talks started last spring (BROADCASTING, April 14) when MGM announced it was offering to exchange \$50 million of MGM stock for the Interphoto shares. Under acquisition terms revised in July (BROADCASTING, July 21), MGM would have exchanged one share of a new convertible preferred stock for each Interphoto share, or a maximum of 1.032-million shares of MGM preferred, with each preferred share convertible into 0.9 shares of MGM common.

Burnup & Sims seeks radio-TV's

Five-year plan points to major buys, also in CATV field

Burnup & Sims Inc., West Palm Beach, Fla., communications construction firm which went public over the counter in November 1968, plans substantial merger and growth acquisitions during the next five years. Cable-television and broadcast-station properties will be sought.

Radio-TV negotiations already are under way, Riley V. Sims, president, told a meeting of security analysts in Chicago last Thursday (Sept. 11). He did not disclose the market involved. The firm had a volume of more than \$17 million last year and expects to hit \$23 million this year with the 1975 goal set at \$100 million.

Presently 60% of Burnup & Sims' work is for the telephone industry in the eastern half of the U. S. and the Caribbean. About 10% of the volume involves subcontracting or prime contracting of CATV system construction. To date the firm has installed a total of 61 CATV systems and another eight systems are under construction.

Burnup & Sims already holds minority interest in two firms with five cable systems and has filed for franchises for CATV in 20 additional locations. It proposes to ultimately be 20% owner of these systems with other parties providing capital and assuming operating responsibilities, with 80% interest. Burnup & Sims would construct.

In early August a joint venture of Burnup & Sims with Time-Life Broad-

cast Inc. and Orlando Community Television Corp. was announced. Application for the CATV franchise has been made to the Orlando city commission and if approved the initial project would be one of the most advanced systems to date. Ultimately the Orlando investment would be about \$10 million with \$2.5 million set at first.

Burnup & Sims' initial public offering through Walston & Co. was at 8 3/4 per share. The stock currently is trading at about 14 3/4. It paid 88 cents per share in fiscal 1969 and is projected at \$1.25 per share in fiscal 1970.

Burnup & Sims was founded in 1929 as a general contracting firm. Cofounder Russell J. Burnup is no longer involved. Mr. Sims, the largest single stockholder, owns about 30%. The firm employs about 1,800 people.

Tidying up at W7

Kinney National Service Inc., New York, announced last week that holders of approximately \$22 million in 5% and 6% convertible subordinated debentures originally issued by Warner Bros.-Seven Arts Ltd. have accepted Kinney's offer to exchange their debentures for its new 7 1/2% nonconvertible subordinated debentures due 1994, together with a package of its new 5-cents series C convertible preferred stock and its new \$1.25 series D convertible preferred stock. Kinney assumed the obligations of the debentures when it acquired the assets of W7 last July 8. The exchange offer has now been terminated.

Schlumberger denies any designs on Collins

Reports last week suggested that Schlumberger Ltd., New York-based diversified company, or interests closely allied with it, has been purchasing stock of Collins Radio Co., Dallas, manufacturer of radio equipment. A report circulated Thursday (Sept. 11) that Schlumberger interests had acquired 8% of the stock of Collins Radio.

Officials of Schlumberger, which has interests in the oil and electronics industries, have denied that the company is attempting to effect a merger with Collins. However, informed sources stated that Schlumberger has been carefully studying the Collins operation for almost a year. Collins has suffered a severe drop in the market price of its stock in the past year and a half.

Early this year Collins withstood a take-over attempt by Electronic Data Systems Corp., a computer service concern in Dallas (BROADCASTING, May 19).

Jean Riboud, president of Schlumberger, denied that his company had purchased any Collins stock or that

the company had any intention of taking over Collins. Collins declined comment.

Company reports:

Movielab Inc., New York-based processor of films, reported an increase in net sales but a decline 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
Net income	137,141	218,743
Shares outstanding	1,407,266	1,407,001

Note: Results do not reflect the June 30 acquisition of Berkey-Pathe film processing company.

Subscription Television Inc., New York, broadcast equipment manufacturer, reported declines in sales and net income for the year ended June 30:

	1969	1968
Earned per share	(\$0.37)	\$0.25
Sales	35,529,000	36,559,000
Net income	(2,775,000)	1,839,000

Note: 1968 figures have been restated to include results of Leach Corp., acquired in February 1969. 1969 net income is after extraordinary item from nonrecurring write-offs of undepreciated and obsolete pay-TV assets, amounting to a loss of \$3,133,000 or 42 cents per share. Extraordinary item in 1968 from tax-loss carry-forward credit equals \$389,000 or 5 cents per share.

Columbia Cable Systems Inc., Westport, Conn.-based multiple CATV owner, reported increases in revenues and net income for the nine months ended June 30:

	1969	1968
Earned per share	\$0.22	\$0.08
Revenues	2,077,074	1,837,167
Net income	183,222	59,557
Cash flow	752,436	636,525

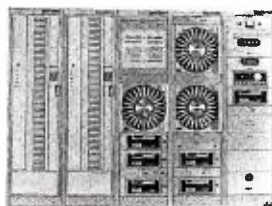
Average shares outstanding 825,762 761,360
Notes: Cash flow equals net income plus depreciation and amortization. 1968 net income includes nonrecurring gain of \$12,500 on sale of capital assets. All figures include results of International Cablevision Corp., which was acquired June 10, 1969, on a pooling-of-interest basis.

Financial notes:

■ **Haven Industries Inc.**, New York, a holding company, has bought on the open market a 6% common stock interest in Allied Artists Picture Corp., New York, at an indicated price of approximately \$560,000. Allied is a motion picture production-distribution company that has released features to television.

■ **RCA**, New York, has declared a quarterly dividend of 25 cents per share on common stock, payable Nov. 1 to stockholders of record Sept. 15. Also declared were dividends of 87 1/2 cents per share on \$3.50 cumulative first preferred stock and \$1 per share on \$4 cumulative convertible series first preferred stock, both payable Jan. 2, 1970, to stockholders of record Dec. 12.

■ **Wometco Enterprises Inc.**, Miami-based diversified company and group broadcaster, has reached an agreement in principle whereby stockholders of the Lathrop Co., Anchorage, would be afforded an opportunity to exchange their stock for Wometco class A common stock.



Look what our customers say about the live sound of Gates automation systems...

"Our Gates automation system sounds as live as 'live.' The only difference is we do our production before we go on the air—and do it in a lot less time." Bill Fleckenstein, WRED-FM, Youngstown, Ohio



"We're in the 'numbers' now that we have consistent programming quality with our Gates automated system. The numbers help to make our P&L black instead of red." Roger Larson, KARM-FM, Fresno, California



"My best announcers are heard seven days a week!

This makes quite an impression on our sponsors who take time to really listen to radio on the weekends." Paul Marion, WBT-FM, Charlotte, N.C.



"We can really maintain the quality 'on-air' sound with our Gates automation equipment. We use only our best people on automation." Phil Sheridan, WNCI, Columbus, Ohio



The soundest sound in automation is the living-sound of Gates. And we have the customers to prove it! For more information about "live" automation, call us at (309) 829-7006, or write Gates Radio Company, 1107 Croxton Avenue, Bloomington, Illinois 61701.



GATES

A DIVISION OF HARRIS-INTERTYPE



Thank You, Omaha

The Omaha market has done a lot of growing since September 1, 1949. Since our first official broadcast day, so has KMTV.

When you've been a vital part of Omaha's progress for that long, there should be a celebration.

Ours started with a record number of entries from seven states taking part in the KMTV 20th Anniversary Amateur Open Golf Tournament.

PGA star Bob Rosburg played an exhibition match and described the amateur action for viewers.

Our 20th Anniversary Party at Omaha's Rosenblatt Stadium drew a capacity crowd to see The Young Americans, NBC's Rosey Grier and American Association baseball.

For those who couldn't get in, we colorcast the entire five-hour show.

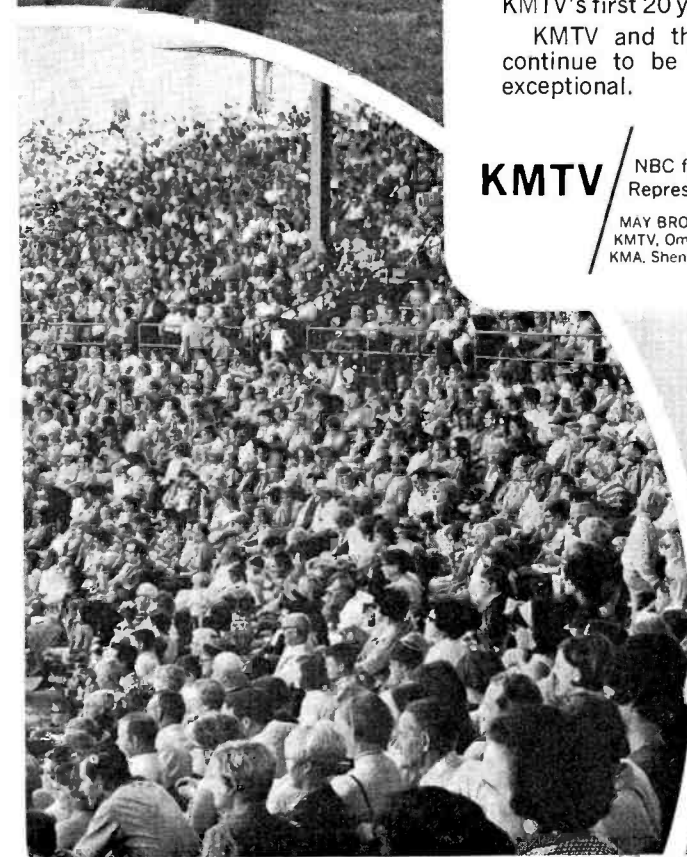
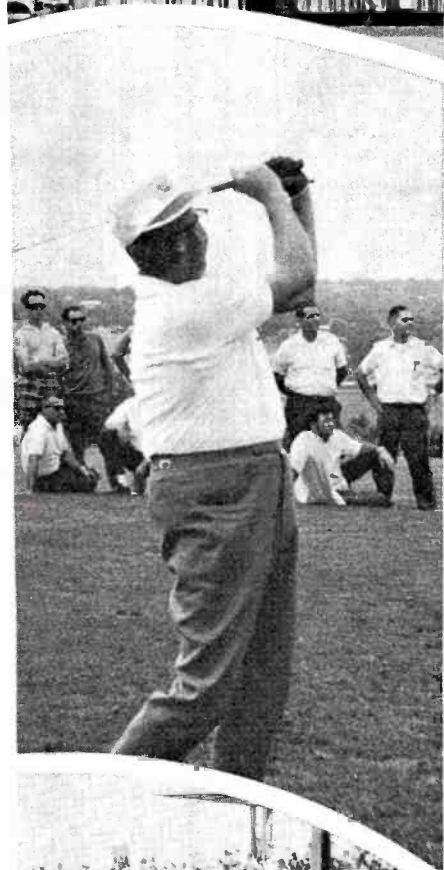
That night, we presented a prime-time recollection of the highlights of KMTV's first 20 years. There were many.

KMTV and the Omaha market will continue to be synonymous with the exceptional.

KMTV

NBC for Omaha and Lincoln
Represented by Edward Petry and Co.

MAY BROADCASTING COMPANY
KMTV, Omaha • KGUN-TV, Tucson
KMA, Shenandoah • KFAB AM-FM, Omaha



Bates' new look at market evaluations

Standard research augmented with economic indicators in agency's effort to find 'hidden assets' for spot clients

Fourteen markets have been promoted to higher rankings on the spot television and radio buying list of Ted Bates & Co., one of the top spot agencies, as part of a continuing program to keep abreast of market changes—and ahead of competition in measuring them.

The upgradings, ranging from one or two market positions in some cases to as many as 13 in one (see page 50), are based on extensive research and field studies, which show that, from an advertiser's point of view, the markets offer booming opportunities not reflected by standard research sources.

It is all part of the "Bates Preview Markets" concept, which its administrator, Sam B. Vitt, senior vice president and executive director of the Bates media-program department, describes in this way:

"Everybody talks about today's incredible rate of change in all sectors of society, but few do anything about making it meaningful in terms of greater value for the advertiser's media dollar. The Bates Preview Markets concept fills this void in two ways.

"It recognizes, and takes into account, a time lag that exists between the gathering and publishing of all marketing and media information used by advertisers and agencies in selecting markets in which to invest media dollars. And then it seeks out and measures present and future growth of those markets experiencing unusually rapid growth.

"For the first time, in one place, all past, present and future factors influencing the value of such a market to an advertiser are taken into account," Mr. Vitt claims.

Some of the "unpublished" factors taken into account are unusual TV coverage and facilities, as when antenna heights are increased, for example, or cable television is added; unusual population growth, current or imminent; a wide range of economic factors; interurbanization trends; space-age or military influences, and technological advances.

The Bates Preview Markets program starts with a thorough study of pertinent government, industry, trade and public information, from which is developed a list of markets showing signs

of exceptional growth.

Then comes an exhaustive exploration in the field. One such probe involved a 12,000-mile trip on which Mr. Vitt and Jackie DaCosta, vice president and director of the Bates media-program department's media information and analysis division, covered eight markets in 12 days, talking to bankers, economists, economic and industrial-development leaders, university presidents, mayors and media people as a prelude to the current round of market upgradings.

The idea of the study is to find a market's "hidden" assets—what is there, present and potential, that is not yet shown in standard market-research sources.

"It's frightening in a way," says Mr. Vitt. "For instance, we went to Tucson, Ariz., with our thinking heavily influenced by data available to us that Tucson was a retirement town and more or less a suburb of Phoenix. And I'm guessing many other agency media departments had the same conception.

"What our in-depth investigations with the leading citizens of Tucson revealed to us was a completely different picture. Far from being a retirement city, Tucson is an alive, vital, aggressive city with a median age of 26.4

years. Personal income is far above the U.S. average; it has exceptional industrial, educational and construction activities, and a general economic vigor far surpassing anything we had been led to expect from the usual source data."

This sort of surprise came frequently to the Bates team on its trip. "In every market," Mr. Vitt says, "we uncovered valuable data that would not normally show in any market indicators, or, if they did, would not appear for one to two years."

In Honolulu, the Bates visitors found that "a combination of economic factors, including increased airline traffic via new service routes by major airlines, tremendous construction activity, rapidly increasing tourist trade and growing demand for service workers, all in the past few years, had made the islands a highly attractive market for advertising investments."

In Omaha, for another example, "we uncovered an almost complete change in the industrial economic make-up, which we learned almost by accident, but it's the kind of change that pure figures on population and employment will not reveal," according to Mr. Vitt.

In St. Paul-Minneapolis, the Bates team "found data substantiating a rev-

(continued on page 51)



Ted Bates team investigating markets travelled to Honolulu where they met, from left, Bob Berger, KHVH-TV, and Dee Prather, Hawaiian Visitor's Bu-

reau. Others with Bates' team head, Sam Vitt (c), are Sandy Weintraub, Hawaiian Electric Co.; Jackie DaCosta, Bates, and Francis Williams, Hawaiian Electric.

Bates preview-market rankings

10 selected markets

Market	NSI Spring Sweep 1969 TV Viewing Rank 1969	Bates Market Preview Rank 70's
Atlanta	21	17
Charlotte, N.C.	48	44
Honolulu	89	82
Houston	15	13
Jacksonville, Fla.	70	68
Omaha	50	45
San Antonio, Tex.	40	37
San Diego	48	43
Seattle-Tacoma	17	16
Tucson, Ariz.	112	99

Other advance markets (rankings withheld)
 Minneapolis-St. Paul
 Nashville
 Portland, Ore.
 Kansas City, Mo.

(New positions for 10 markets in Ted Bates & Co.'s "preview-market rankings" for the early 1970's are shown in the table at left, along with current rankings based on TV viewing alone. Bates also has repositioned four additional markets, shown only as "other advance markets." Their specific rankings were withheld "for competitive reasons." In the table, 1969 rank is based on average quarter-hour TV viewing as reported by A. C. Nielsen Co. for spring 1969. Bates preview rankings take into account masses of market data assembled in investigative research. Findings for eight markets covered in a single, 12-day, 12,000-mile trip by Senior Vice President Sam B. Vitt and Vice President Jackie DaCosta are summarized in the tables below and in opposite pages.)

A sample of market facts

Honolulu <table> <tr> <th>Facts developed</th><th>People</th><th>Money</th><th>Effects</th></tr> <tr> <td>1. Construction boom</td><td>45,000</td><td>\$1,763,000,000</td><td>Creates new jobs in industry, services, hotels, etc.</td></tr> <tr> <td>2. Military</td><td>112,404</td><td>607,900,000</td><td>Adds great impact to local economy</td></tr> <tr> <td>3. Tourism</td><td></td><td>520,000,000</td><td>Tourist spending at all-time high</td></tr> <tr> <td>4. Hotel boom</td><td>2,500</td><td>40,000,000</td><td>Service, travel & hotel industries all benefit</td></tr> <tr> <td>5. Increased air service</td><td></td><td>50,000,000</td><td>Five major airlines service Hawaii for first time</td></tr> <tr> <td>Total</td><td>159,904</td><td>\$2,490,900,000</td><td></td></tr> </table> Summary: The Bates investigators estimated they had found 159,904 people and more than \$2,460,900,000 a year that are not reflected in standard sources on this market. This does not include tourists and their dollars. Tourists, currently at a 1.4-million level with an average three-day stay, and spending over \$100 a day, are expected to reach 4 million in early 1970's, contributing well over \$1 billion to the economy.				Facts developed	People	Money	Effects	1. Construction boom	45,000	\$1,763,000,000	Creates new jobs in industry, services, hotels, etc.	2. Military	112,404	607,900,000	Adds great impact to local economy	3. Tourism		520,000,000	Tourist spending at all-time high	4. Hotel boom	2,500	40,000,000	Service, travel & hotel industries all benefit	5. Increased air service		50,000,000	Five major airlines service Hawaii for first time	Total	159,904	\$2,490,900,000	
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(Text continued from page 49)

olutionary concept of core-city planning designed to reverse the migratory trend from the central-cities areas—and succeeding.”

In Houston the team found, among other things, a new \$1.5-billion investment by a single industrial firm; in San Antonio, Tex., the makings of “an exciting decade” stemming only partly from the 1968 Hemisfair; in San Diego, a booming growth typified by the opening, almost coincidentally with their visit, of the San Diego-Coronado Bay Bridge, and in Seattle-Tacoma, an industrial diversification program to sustain the “fantastic” growth rate of recent years.

In Seattle the Bates team also found outspoken appreciation for its efforts. A telephone-company economist had

kind words for the Bates agency’s “pioneer approach” to market research and some caustic words for a different approach. Mr. Vitt quotes him as saying: “Two weeks ago, *Business Week* printed a story on the mushrooming growth of Seattle. The data they used was from a respected survey source. There was only one thing wrong—it was almost a year out of date and didn’t come close to the actualities.”

In searching for the “actualities,” the Bates Preview Markets concept centers on nine economic indicators that the agency considers vital:

▪ “Value Added”—a unit of measure for the value contributed by industry within the region, disregarding purchases made by one industry from another, in order to arrive at a net value that usually, for a given industry, comes

down to the essentials of wages and salaries, depreciation, profits, rent and other miscellaneous costs.

▪ Electric-power sales—a reflection of population growth and, indirectly, general employment. Bates also regards it as important in showing fluctuations in the level of industrial activity.

▪ Bank debits—a measure of spending through checking accounts and, according to Bates, “considered by many authorities the most reliable general economic indicator for any market area.”

▪ Department-store sales—an indicator available in about six weeks since this data was taken over by the Census Bureau in 1966.

▪ Military payrolls—a frequently large contribution to any market but

San Diego

Facts developed	People	Money	Effects
1. Research and development	10,000	\$ 450,000,000	Develop new industries, Salk Laboratories, oceanography
2. Military	115,000	1,350,000,000	Naval Marine, non-post exchange spending, Services
3. Tourists	90,000	500,000,000	Mission Bay, Shelter Island, etc. Hotels, restaurants, entertainment
4. Construction, expansion, re-location of harbor	90,000	431,000,000	Investments in future stability, better harbor access
Total	305,000	\$2,731,000,000	

Summary: The Bates investigators estimated they had found 305,000 people and more than \$2,731,000,000 a year that are not reflected in standard sources on this market.

Seattle-Tacoma

Facts developed	People	Money	Effects
1. Aircraft manufacturing contracts	10,000	\$1,380,000,000	Maintain stability from commercial aircraft manufacturers.
2. Tourists	45,000	300,000,000	Expo facilities attract steady influx of people and money
3. Construction new plants, residential	50,000	448,000,000	New jobs for construction industry—effect whole community
4. Education	15,000	75,000,000	New students from surrounding areas become permanent residents and provide labor market
Total	120,000	\$2,203,000,000	

Summary: The Bates investigators estimated they had found 120,000 people and more than \$2,203,000,000 a year that are not reflected in standard sources on this market.

Tucson, Ariz.

Facts developed	People	Money	Effects
1. Tripling of industrial employment	15,500	\$ 120,000,000	Housing increases
2. U. of Arizona growth & medical center	5,000	116,000,000	Adds new economic dimension
3. Two new mines	3,400	300,000,000	90% of mining money spent in Tucson area.
4. New industry electronic & optics	12,000	250,000,000	Adds new people, jobs, money to economy
Total	35,900	\$ 736,000,000	

Summary: The Bates investigators estimated they had found 35,900 people and more than \$736,000,000 a year that are not reflected in standard sources on this market.

Minneapolis-St. Paul

Facts developed	People	Money	Effects
1. New construction in plant, office, apartment	30,000	\$ 326,000,000	
2. Freeways	50,000	65,000,000	Facilitate travel from peripheral counties to central city
3. Central city expansion	10,000	100,000,000	Reverse trend to suburbs—will include commercial and residential sites
4. TV additional coverage	100,000	150,000,000	Improvement of TV signal with single-antenna orientation
Total	190,000	\$ 641,000,000	

Summary: The Bates investigators estimated they had found 190,000 people and more than \$641,000,000 a year that are not reflected in standard sources on this market.

Dear Boss: You were right. Philadelphia is dull as hell. The BPA Convention is an absolute drudge. Is it okay if I sleep through a couple more days here?



Contrary to widely circulated jokes, not all 4,000,000 Philadelphians go to bed at 9. Traffic jams occur at 1 AM. Big debate about a Bunny Club. Ten restaurants around the Convention side. The largest night club in the East . . . And so on. For the hardy few who survive the fastest paced "How to" seminar in BPA history. Exhibits (for the first time), Ask the Experts sessions, technique demonstrations, pithy realities about the FCC and the FTC and Listening and Selling and Managing and Relating . . . And so on. And on and on. For the less hardy, bring a flask.

BPA Convention, 1969 Monday, November 10

9:15 - 10:45 AM
How To Listen Effectively
11:00 - 12 Noon
How To Advertise Effectively
2:00 - 3:30 PM
How To Meet Legal Requirements
3:45 - 4:45 PM
How To Be More Creative
5:00 - 6:00 PM
Ask The Experts
7:00 - 9:00 PM
Evening Session - Optional
(film production) How to produce
promotion films with little time
and little money.

Tuesday, November 11

9:00 - 12 Noon
How to Relate to the Black
Community
2:00 - 3:00 PM
(1) Sales Promotion (TVB/RAB)
How to Promote Radio Sales
(concurrent session) How to
Promote TV Sales
(2) Ask The Experts
3:00 PM - Election of Officers
7:00 PM

Banquet - Top Entertainment Unit Wednesday, November 12

9:00 - 1:30 PM
How to be a Better Manager

Advance Registration:
BPA member \$55,
non-member \$70.

Registration at Seminar:
BPA member \$60,
non-member \$75.



Broadcasters Promotion Association
248 East Liberty Street
Lancaster, Pennsylvania 17602

often not covered, or inadequately covered, in standard market-measurement sources.

- Manufacturing employment—an indicator whose trends are less susceptible to seasonal variations than other BPM indicators and therefore provide "an especially helpful benchmark of growth and market direction."

- Dollar value of building permits—an indicator adjusted to correct the time lag between application for permit and actual expenditure of the money.

- Number of building permits—an indicator which when considered alongside the dollar value of building permits gives a more realistic reading of construction's contribution to the market. "Construction costs have risen much more rapidly than prices in other sectors during the past two decades," according to Mr. Vitt. "Part of the rise in average value per permit can be traced to an increase in average size and quality of new structures."

- Freight-car loadings—a measure of the volume of freight originating in and passing through a market and, therefore, "a helpful insight into the market's growth vitality." Air freight will later be combined with this index and may, according to some authorities, eventually replace it altogether.

Precisely how much importance is attached to each of these indicators is a Bates secret. Indeed, according to Mr. Vitt, the weighting may necessarily vary from market to market.

But he says: "Certain patterns do emerge for all markets with a remarkable closeness in consistency. For example, bank debits tend to always represent from 20% to 30% of the BPM composite for most markets. Manufacturing employment, with a range of 12% to 18%, and electric-power sales, with a 4% to 10% range, are other indicators showing market-to-market consistencies."

Just what does Bates—and its clients—get from the preview-markets concept? Mr. Vitt sees many advantages:

"First, the collection of invaluable data to make meaningful market recommendations to clients; second, to provide a factual upgrading of agency market data and establish new formulas for future planning; third, re-evaluation of all agency market data based on the obvious discrepancies shown between published data and current data.

"Fourth, to provide a valuable insight into media practices and policies in various markets and, via a series of media meetings held by the Bates team during the trip, to provide a greater rapport between the agency and the media people in the markets, and finally, to establish accurate patterns of market growth, via a formula of indices, thus enabling the Ted Bates agency to make market-buying decisions of a

more accurate and more efficient nature for its clients."

Mr. Vitt says that "we hope to develop a formula that can be applied to any market and which will give us an immediate evaluation of that market."

What it all comes down to, he says, is "a rather simplistic rule of thumb which states that 'people plus money' tend to make an affluent and profitable area for advertising investments.

"It's like a broker evaluating a variety of stocks for recommendation to one of his best customers. He checks every area of future growth, current standing, prospects for gain, unusual activity in corporate acquisitions and other meaningful statistics, and then makes his recommendations.

"In essence this is what we are doing for the Ted Bates clients, although our recommendations will be for the investment of advertising dollars for the most meaningful sales return."

Mr. Vitt can claim considerable success for the system, whose basic form he helped develop several years ago when he was at the old Doherty, Clifford, Steers & Shenfield agency, using it to project market rankings beyond those based on generally available market data (BROADCASTING, June 24, 1963; Aug. 3, 1964).

Honolulu

The jets have narrowed the 2,800-mile gap separating Hawaii from the U. S. mainland and brought a boom in construction, travel and tourism in which the Bates team found no signs of a let-up.

Construction is the biggest thing, currently representing an estimated \$1,763,000,000 a year.

An \$850-million resort complex is going up on the island of Maui, and new buildings being erected in Honolulu, on Oahu, are slated to double the city's present 24,000 hotel and apartment rooms by 1971.

During the past year, the team was also told \$467 million was spent in construction on Oahu alone, and one company, Boise Cascade Properties, put \$446 million into a resort development on the island of Hawaii. Building permits for Hawaii in a single month of this year totaled \$32 million.

If construction is the state's dominant economic force, the cause of it—a rapidly expanding travel industry—is the fastest-growing element in the economy. In 1968, the Bates visitors were told, they were preceded by more than 1.2 million other tourists who spent close to \$500 million in the islands, 25% more than in 1967.

Currently, it was estimated, tourism is running at an annual rate of about 1.4 million persons, who stay an average

9kgmbtv #1 in Hawaii*

where

%**

OF HAWAII'S
TELEVISION
AUDIENCE
VIEWS THE
6 O'CLOCK NEWS
ON

9kgmbtv 

CBS for the Pacific



SPORTS

JIM LATHROP

NEWS

TIM TINDALL • BOB SEVEY

COMMENTARY

CEC HEFTEL

* Source: Nielsen Station Index February-March 1969, Mon. thru Fri. gross average 1/4 hour audience viewer estimates to include total men, women, teenagers and children, and are estimates subject to qualifications published by the rating services and will be supplied on request.

** Source: Nielsen Station Index February-March 1969, Sun. thru Sat. gross average 1/4 hour audience viewer estimates to include total men, women, teenagers and children, and are estimates subject to qualifications published by the rating services and will be supplied on request.

of three days and spend close to \$125 a day. In the early 1970's, according to current projections, the rate will reach 4 million visitors a year, contributing well over \$1 billion to the state's economy.

The rising tide of tourism was reflected, during the Bates officials' visit to Hawaii, by initial flights from the U. S. by three additional airlines inaugurating their new Pacific charters: Braniff, Continental and Western. They join Pan American, United and Northwest Orient air lines in providing service to and from the islands. In addition to passenger service, air cargo is reported rising sharply and is certain to increase.

Not all of Hawaii's visitors are tourists. Many are businessmen, either bound for Hawaii or passing through en route to Japan and other Eastern centers or to the U. S. from the Orient.

Nor are all visitors transients. Many settle permanently. The state's civilian population, 632,000 in 1960, is expected to reach 849,000 next year—a gain of almost 35%—and add another 10% to bring it close to the 1 million level by 1975. Current average age is put at 24.6 years.

Population and new buildings are not the only things going up. Retail sales were said to have risen 14% in 1968, per-capita income was put at \$3,046 as against a U. S. average of \$2,906, and

the median family income was reported as almost \$11,846. Manufacturing sales were found to be at all-time high levels and expected to increase about 11% annually over the next few years.

Most of the gains were reported to be in civilian areas, but the military remains an important economic factor in island life. This population exceeds 112,000—including 54,613 officers and enlisted men—and military expenditures during the first quarter of 1969 were at an annual rate of \$607.9 million, up more than \$1 million from the 1968 total.

The travel-induced construction boom has brought something more than good times, however. It has produced a labor squeeze as well. But the Bates team was assured by business and industrial leaders that the problem can be resolved by intensified training programs for Hawaiian people.

The Bates report also quotes Lawrence Berger, president of KHVH-AM-FM-TV Honolulu, as saying that "anyone who wants to work can find a job with no trouble," and that the islands are virtually free of minority-group problems because the ethnic make-up is "so varied that we are all more or less 'minority' groups."

Mr. Vitt summed it up this way: "It must have been like this during the early days of San Francisco and other

pioneer towns when they were on the threshold of their greatest growth."

The Bates report advances Honolulu from 89th to 82nd in the Bates Market Preview ranking.

Omaha

Omaha impressed the Bates investigators less with its boom than with the determined and varied efforts of its leaders to sustain "the above-average growth" that has marked the market.

Mr. Vitt and Miss DaCosta found, for example, that Omaha had turned a potentially serious problem into an advantage:

Faced with a slow-down in its meat-processing plants and stockyards activities, for years a major factor in the Omaha economy, the city through its Chamber of Commerce and Industrial Development and Economic Council set out aggressively to attract new industries.

The effort was so successful, the Bates team learned, that some 5,000 jobs deleted by changes in the meat-processing industry were replaced—by more than three-fold—within a relatively short time. New industries coming in, mainly in the electronics and other technical fields, created 18,400 new jobs, for a net gain of 13,400.

The advantage didn't stop there. For

OMAHA

OMAHA

OMAHA

OMAHA

Look what's happening to Omaha...

It's been discovered!

Again.

Of course everyone always knew it was there . . . but not too many people really knew what it was.

Until now.

An awakening giant of a market. A powerful consumer. One of tomorrow's markets that's exploding today.

Omaha has been discovered. Again.

And how do advertisers reach this vibrant, affluent and acquisitive market . . . a market that is bursting with new ideas, new industries, new vitality and NEW PEOPLE?

With the television station that is most watched * by: Women 18-49, Men 18-49, Total adults 18+, Women 18-34, Housewives under 50, Men 18-34, Total Teens, and Teen Girls . . . and is #1 in Total Households and Total Net Weekly Circulation in Omaha.

KETV 7

ABC serving Omaha, Lincoln, Council Bluffs

*Source: ARB Feb/Mar '69
AVG ¼ Hr, Sign-on—Sign-off, Sun-Sat

Audience measurement data of all media estimates only, subject to defects and limitations of source material and methods. Hence they may not be accurate measures of the true audience.

REPRESENTED BY PGM TELEVISION

the most part, it was pointed out, the 5,000 lost jobs were in low-paying, unskilled or semiskilled categories, while the new jobs brought in skilled, well-paid people whose spendable-income potential is far greater than that of the stockyards workers.

Omaha, like other major cities, has had its downtown problems. To reverse the flight from the core city, leaders developed the "Central Omaha Plan." This calls for approximately \$280 million in improvements over the next 10 years with a ratio of about nine to one between private and public investments.

The plan is already taking shape. A 42-story Woodman of the World headquarters building has been completed and a \$20-million complex, known locally as the "super block," is under construction and due for completion early next year. "Super block" will house a new Hilton hotel and provide headquarters for the Omaha First National Bank, one of the country's largest.

When the central-city program is completed—Omaha leaders hope in five years—the area is slated to have climate-controlled pedestrian walkways and a number of streets converted to traffic-free malls for easier shopping. City planners also foresee increasing demands for high-rise apartments surrounding the area.

Suburban growth meanwhile is served

by, and fed by, a huge Cross Roads shopping center and the new West Roads center, said to be the eighth largest in the world. More than 100 merchants—60 of them new to the Omaha area—have opened shops at West Roads, which claims parking accommodations for 7,000 cars and has created some 3,000 new jobs in the retail and service fields.

As headquarters for the Strategic Air Command, Omaha continues to get an economic boost from the military. It is also becoming a major banking, insurance and railroad center as headquarters for such companies as Mutual of Omaha, First National Bank and the Union & Pacific Railroad. And city leaders hope that its growing airport will in time become a mid-country transfer point handling much east-west traffic that now goes through Chicago.

Omaha also continues to benefit from increasing interurbanization as Omaha and Lincoln grow toward each other in what, according to the Bates report, KMTV(TV) Omaha's Owen Saddler, executive vice president, called "a mini-metropolis."

Omaha leaders cite Omaha's employment composition to support their claim that the economy is "depression-proof": In nonagricultural employment, they report, trade is responsible for 25%, manufacturing 20%, services 17%, trans-

portation 10%, government 15%, finance 8% and construction/mining 5%.

They also emphasize Omaha's expanding medical and educational facilities, museums and theatrical, sports and other entertainment as additional contributors to an economic growth that, if not of boom proportions, continues to score well above average in the Bates indices. The Bates team moved Omaha from 50th to 45th in its "preview" rankings.

San Antonio, Tex.

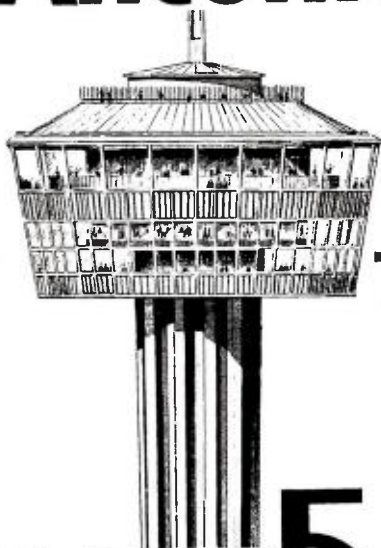
San Antonio, whose population is more than 40% Latin American, learned the dangers of manana while getting ready for its 1968 Hemisfair.

It had been talking about a 1968 exposition for years but did little about it until 1966. Then the city realized it needed an extra \$3 million to make Hemisfair a reality. Community leaders banded together, went out and raised the money—through private loans, not taxation.

That experience apparently shook the city out of any lethargy it may have had regarding advance planning. A development committee of 400 business people has been created to set a plan for attracting new business; training programs are being conducted to improve the skills of the labor force, and on their visit the Bates investigators

San Antonio 1970

"One helluva cow town."



**REACH IT
BEST WITH
THE STATION
THAT'S #1***

*Source: ARB Feb/Mar '69
AVG ¼ Hr, Sign-on—Sign-off, Sun-Sat

Audience measurement data of all media estimates only, subject to defects and limitations of source material and methods. Hence they may not be accurate measures of the true audience.

KEN-TV 5

REPRESENTED BY PCW TELEVISION

SPECIAL REPORT

BATES REPORT ON MARKET RE-EVALUATION

BROADCASTING

REPRINTS AVAILABLE
UPON PUBLICATION SEPT. 15

50¢ each

35¢ each in quantities of
100 to 500

30¢ each over 500

Plus shipping costs

BROADCASTING PUBLICATIONS, INC.

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

found evidence of growth in many other fields as well.

Hemisfair has contributed physically as well as psychologically to the city's growth. It helped establish San Antonio as a tourist and convention city. More than 3,000 hotel rooms built for the fair remain to accommodate new visitors. The Paseo del Rio (Winding River Canal) was beautified, stimulating businesses and new restaurants in the area. A convention hall built for Hemisfair is available for the conventions and other functions that are being drawn to the city.

The development committee concluded that a good labor force existed in and around San Antonio but would need some training. Several test training programs have been launched.

One, by the Ventura Co., specializing in the commercial-airline field, has 205 trainees (of whom 40 are said to be under-privileged Mexicans and Negroes) and is aiming for 600-700. Another, by the Avco Corp., has 360 trainees of mixed occupations developing carpentry skills.

The outcomes of such projects will determine the extent to which the training program is expanded, but city officials said they definitely will supply the needs of new businesses. Already, they

New PGW unit seeks better market data

Peters, Griffin, Woodward, New York, said last week it is expanding its services to concentrate more on advertiser needs and development of market data. PGW also said that Roger D. Creelman, veteran agency executive, has joined the TV rep firm as market development manager.

PGW President Lloyd Griffin emphasized the nature of the new service by citing the growing need among advertisers for more factual information on markets and product performance as well as for other data that can help make advertising efforts "more efficient and powerful."

Mr. Creelman will be engaged in bringing advertisers and their agencies up to date on sales potentials as well as the "plus factors" available in those markets in which PGW reps stations. Mr. Creelman most recently has been with Doyle Dane Bernbach.

said, the projects have shown that the Latin American is pliable, learns faster and is more conscientious than originally expected.

One minus mark in San Antonio was the absence of a university that could provide graduate studies for new executives, scientists and others. That is being corrected. Classes will start in 1972 at the University of Texas, San Antonio, and enrollment is expected to reach 10,000 students by 1975.

San Antonio's relatively new airport is said to be equipped to accommodate both the market and air technology until 1990, and it hopes to make the city an "inland seaport." Braniff International Airways now operates a "Q.C." (quick change) system that transforms passenger planes to cargo carriers transporting perishable foods and other products in the post-midnight hours.

The military is a big factor in the San Antonio economy. The area's combined air force and army installations are said to represent more than \$500 million in annual payroll and more than \$100 million a year in local buying.

As of mid-1968, the biggest installation, the San Antonio Air Materiel Area at Kelly Air Force Base, employed 33,400 persons (of which 26,000 were civilians) and had a total payroll of \$240 million. This group's local purchases were running at an annual rate of almost \$46 million.

The San Antonio Medical Center is "expanding at a tremendous rate" on its 683-acre site, according to the Bates report. It includes the University of Texas Medical School, and a \$24-million, 760-bed Veterans Administration



**SELLING SAN ANTONIO
AND SOUTH TEXAS**

...for 42 years
TOP DOG.
KONO
RADIO 86 • 5,000 WATTS

...for 22 years
TOP CAT
KITY fm
100,000 WATTS • STEREO (hor. and vert.)

Represented by Metro Radio Sales

MISSION BROADCASTING CO.
WWOK-Miami, Fla. • WAME-Charlotte, N.C.
Represented by McGavren-Guild • PGW Radio, Inc.



Mike Henry



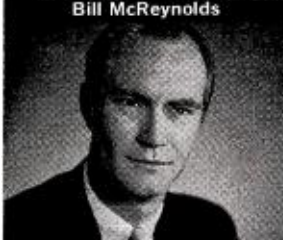
Jim Dawson



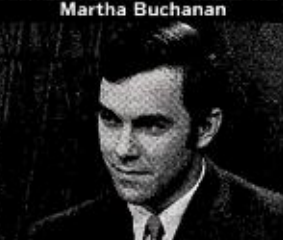
Bill McReynolds



Martha Buchanan



Bob Guthrie



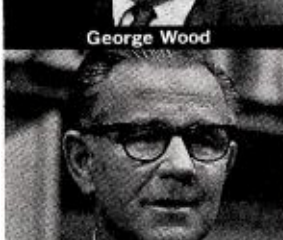
Chris Marrou



George Wood



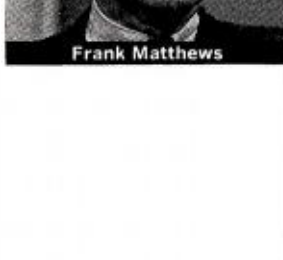
Gene Burke



Frank Matthews



Don Cole



Gene Lively

Meet San Antonio's News Leaders.

Even in a market as growing and bustling as San Antonio there are standouts.

In broadcast news it is WOAI Radio and WOAI-TV. Measured in experience, knowledge of the market (we've been in San Antonio a combined total of 67 years), size or equipment WOAI news has those things that make an outstanding operation. Shown here is our on air staff, just half of the 22 professionals who know San Antonio and report the news whenever, wherever it happens.

This year we have been honored by the Associated Press and Sigma Delta Chi for the quality of our news coverage. Ratings, too, show what people throughout South Texas think of WOAI Radio & Television News.

Put your sponsors in the San Antonio news picture. Contact Avco Radio Television Sales for availabilities in or around the best news programs in this thriving market.

WOAI RADIO
1200 KC, 50 KW
Clear-Channel
NBC Affiliate

WOAI-TV
Channel 4
Full-Color
NBC Affiliate



BROADCASTING CORPORATION

TELEVISION: WLWT Cincinnati; WLWC Columbus; WLWD Dayton; WLWI Indianapolis and WOAI-TV San Antonio. RADIO: WLW Cincinnati, WOAI San Antonio. KYA & KOIT San Francisco, WWDC & WWDC-FM Washington, D.C. and WRTN Wood River, Ill.

KSAT-TV

is the
BIG NEWS
in
SAN ANTONIO

The **BIGGEST NEWS**

"12 Star Final"—10:00 to 10:30 p.m.—Monday through Sunday. Tops all other newscasts, network or local, in ratings, adults and viewers.*

The **BEST MORNING NEWS**

"The Seven Show"—7:00 to 8:00 a.m.—Monday through Friday. Bigger audience in all categories than NBC's "Today".**

The **GROWINGEST NEWS**

"News Extra"—6:00 to 6:30 p.m. Monday through Saturday. 5:30 to 6:00 p.m.—Sunday. Homes up 100% in a year.***

Source

- * ARB-Feb/March 1969—10:00-10:30 p.m.—Monday through Friday.
- ** ARB-Feb/March 1969—7:00-8:00 a.m.—Monday through Friday.
- *** ARB-Feb/March 1969 versus ARB-Feb/March 1968—5:30-6:00 p.m.—Monday through Friday.

Audience data are estimates, subject to limitations and qualifications outlined in report.

KSAT-TV
An Outlet
Company Station
1408 N. St. Mary's
San Antonio, Texas 78215
AC 512/226-7611



Represented by



Hospital is in the final planning stage. By the early 1970's, it was estimated, this hospital complex will be expanded to 12,000 beds and have a value of \$250 million.

In addition, the Brooke Army Medical Center is in the area, and the Air Force has its largest hospital, Wilford Hall USAF Hospital, at Lackland Air Force Base.

The quest for industry has brought in a broad spectrum, from the manufacture of turbo jets to the making of fishing lures. The Southwest Research Institute with its staff of 1,400 is there, plus an estimated 850 manufacturers in diversified fields such as electronics, pharmaceuticals, apparel, aerospace, food processing and metal fabrication.

The Bates report anticipates a 20% growth in population and households between 1970 and 1975, accompanied by a 27% increase in the labor force and a 43% gain in effective buying income. In the Bates "preview" rankings San Antonio goes to 37th from 40th.

Houston

Diversification, the Bates investigators concluded, is what keeps Houston's boom booming.

Business and industry, big and little, continue to expand, bringing population gains expected to average 50,000 persons a year. That's on top of gains that have lifted the population from 1 million in 1960 to almost 2 million now.

U. S. Steel is committed to \$1.5 billion for construction of a new plant that the Bates team estimates will add some 20,000 persons to the market's labor force—and represent a \$500-million annual contribution to the area's economy—by the early 1970's.

The 50-story One Shell Plaza building is up, hailed in Houston as the tallest office building outside New York and Chicago. The new Houston Natural Gas Building and the Houston Lighting and Power Co.'s new electric tower have been added to the skyline in the past

two years, and other buildings are in the planning stage.

Plans for new multi-million-dollar industrial operations or expansions come with Texas-sized frequency, but a wide range of smaller enterprises have sprung up, too. Establishment of the Manned Spacecraft Center at Houston has attracted other space-oriented companies. Houston's port, third largest in the U.S. (after New York and New Orleans) is a major attraction for industry as well as a key factor in Houston's prosperity: industries and suppliers situated along the waterway are said to account for one-third of the market's economy.

Rivaling the National Aeronautics and Space Administration as a symbol of Houston in the national mind is the Astrodomain complex—another phenomenon of the last five years.

Best-known feature of the complex is the Astrodome. The \$31.6-million air-conditioned, plastic-domed stadium that can be converted to seating for baseball (45,000), football (52,000), conventions (60,000) or boxing (66,000).

Other elements are Astrohalls, a \$7.5-million convention facility with 16 acres under one roof, located near the Astrodome; Astroworld Hotels and the 56-acre Astroworld family amusement and entertainment park.

According to estimates gathered by the Bates team, the Astrodome brings about \$80 million a year into the Houston economy; Astrohalls, which this year won the 51,000-delegate National Association of Home Builders convention away from Chicago for the first time in 25 years, adds about \$175 million a year, and Astroworld Hotels and Astroworld Park are responsible for "multi-million-dollar" contributions annually.

With its diversity of business and industry, Houston has an unemployment rate reported at 2.2%, well below the national average. And its cost of living is said to be the second lowest among 40 leading U.S. cities.

Diversity and growth, no doubt

Advertisement

Advertisement

MARKET DEVELOPMENT MANAGER NAMED BY PCW

Roger D. Creelman has joined Peters, Griffin, Woodward as Market Development Manager. He comes to the TV station rep firm from 12 years in advertising and marketing in the package goods field, having served as agency account executive on food and drug accounts.

Mr. Creelman's responsibilities will be focused on answering the growing need among advertisers for more facts about markets and products by keeping them updated on the sales potentials and plus factors in the PGW-represented markets.



R. D. Creelman

abetted by the cost-of-living level, have brought a number of "new cities" into the area. Clear Lake City and Nassau Bay, for instance, which were in the developing stages five years ago, now are completely built-in residential sections with business and shopping areas, schools and churches.

The Bayport area, a giant industrial development of the Friendswood Development Co., currently has 13 plants in operation or under construction and five other companies have acquired construction sites.

Five years ago Houston was 26th in general market rankings and Mr. Vitt and associates, after a similar visit, promoted it to 21st. Now it is ranked 15th and the Bates team has advanced it to 13th in its preview market rankings—a promotion that Mr. Vitt says "may be too conservative."

San Diego

Manufacturing is the biggest element in San Diego's economy but the Bates team, feeling that this factor is one of the best documented in any market, elected to concentrate primarily on military and government influences—frequently reflected inadequately in standard research sources—and on the market's growth in such "industries" as education, retirement, research and de-

velopment, services and tourism.

The city was getting ready to open the new San Diego-Coronado Bay bridge when the Bates visitors were there, and they regarded the opening as a symbol of "the rapid growth currently in progress throughout San Diego" and of the diversification they found there.

Even the military, long a bulwark of San Diego economy, was found to be diversifying. A new naval Underseas Research and Development Center, to be staffed initially by 500 and eventually 1,000 scientists, technicians and engineers, is slated for development in 1970-71 at a cost of \$12.8 million, with another \$6 million expenditure planned for 1972. There is also the prospective relocation of the Navy experimental diving unit from Washington to San Diego, adding up to a \$21 million project tentatively planned for fiscal 1971.

Mr. Vitt and Miss DaCosta also were told of a study looking toward a second entrance to the San Diego harbor, which would facilitate ship movements and increase San Diego's ability to handle nuclear-powered ships.

The team also found that some earlier reports on retail food-store sales in San Diego had been more than 20% too low because they failed to take military spending into full account. "The meaning of this to anyone mar-

keting through food outlets," the Bates report said, "is that his advertising dollar is talking to a 20% greater potential than was initially realized."

Total accountable military spending in San Diego in 1968 was put at \$1.9 million. And even if an end of the Vietnam war should have some negative economic effects on the area, the team was told, analyses by high naval officials show these would be more than offset by an increase in the number of ships actually in port and an accompanying rise in military personnel living in the area.

Tourism was found to be on the rise, with 1968 spending by convention visitors and other visitors up 15.4% from 1967 levels to a record of \$355.6 million. New hotel-motel rooms are going up at a rate expected to raise the area's early-1968 total of 20,281 (of which 14,270 were in the city itself) to more than 24,000 by early 1970.

San Diego is also expanding its tourist attractions, including plans of the San Diego Zoological Society for the \$25-million 1,800 acre San Pasqual wild animal park, tentatively set to open in 1972.

The Bates team regarded San Diego's involvement with education, research and development as "particularly significant," on the theory that a city's activities in these areas provide "a critical benchmark as to how it can induce, ab-

THE UNDERMEASURED MARKET THE UNDERMEASURED MARKET THE UNDERMEASURED MARKET

THE UNDERMEASURED MARKET THE UNDERMEASURED MARKET

SAN DIEGO

We've spent the last year putting together the most thorough, in-depth study about the SAN DIEGO market ever undertaken by anybody.

We've uncovered vital facts about military and tourist spending, unsuspected distribution patterns and fascinating expectations for the future.

Our report on SAN DIEGO, The Undermeasured Market, is being distributed now. Be ready to act on it when you receive your copy.

KFMB/TV/8

MIDWEST TELEVISION, INC.

KFMB-AM-FM-TV • Channel 8 • San Diego, Calif.

WCIA-TV • Channel 3 • Champaign, Illinois

WMBD-AM-FM-TV • Channel 31 • Peoria, Illinois



REPRESENTED BY PAX TELEVISION

THE UNDERMEASURED MARKET THE UNDERMEASURED MARKET

THE UNDERMEASURED MARKET THE UNDERMEASURED MARKET THE UNDERMEASURED MARKET

KSDO's

bright and
beautiful
Adult Sound
matches
San Diego!

AMERICA'S 15TH CITY...Big!

Bright! Beautiful! A market whose population has jumped over 30% in the past decade.

"QUALITY GROWTH"! Greatest increases among professional, managerial and technical personnel — middle and upper middle income families with better than average education, greater than average needs, higher than average discretionary spending power.

BRIGHT AND BEAUTIFUL! KSDO/Radio — combining a subtle blend of album standards and adult versions of contemporary hits with relevant information and stimulating commentary. The result is a Station Sound for the 25 to 49 youthful adults with growing families, growing needs.

KSDO MATCHES SAN DIEGO. To reach, influence and sell new dominant San Diegans, buy the station whose audience demographics best match the new San Diego market! It's a bright and beautiful Station... for bright and beautiful people.

KSDO

SAN DIEGO

Represented by
McGAVREN-GUILD-PGW
RADIO, INC.

sorb and/or stimulate growth."

It was noted that the San Diego area has nine institutions of higher learning whose combined enrollment was 61,000 in 1968 and is expected to reach 116,000 by 1980, with educational expenditures rising in the same time to \$198 million.

Research-and-development expenditures meanwhile are projected to \$638 million by 1980, as against \$193 million in 1965. Chief R&D activities were said to be concentrated in electronics, astro-sciences, oceanography and the biological sciences, but expansion is expected in such areas as water conversion, fog dispersion, optics and high-velocity metal forming.

Though concentrating primarily on other factors, Mr. Vitt and Miss DaCosta did not ignore manufacturing. Their report describes the shipbuilding, tuna-fishing, food-processing, service, transportation and building industries as "burgeoning," and notes that the area has long been prominent in aerospace work. They also found big development projects under way by such companies as National Cash Register, Union Carbide and the International Harvester.

The Bates estimates anticipate a minimum 30% population growth within the next six years, accompanied over the same span by gains of almost 29% in per-capita personal income and almost 75% in airport traffic. In the Bates "preview" rankings, San Diego rises from 48th place to 43d.

Minneapolis-St. Paul

In Minneapolis-St. Paul the Bates researchers found the Twin Cities individually and jointly engaged in big expansion programs moving in two directions at once—into the core cities and also into their suburbs.

To stem the migration from the cities to the suburbs, Twin Cities planners have been conducting massive core-city rehabilitation programs.

The atmosphere of downtown Minneapolis, Mr. Vitt and Miss DaCosta found, has been refreshed by a \$300-million "Gateway Program" that replaced acres of slums with new office buildings and high-rise apartments. Included is Nicollet Mall, designed for relaxed shopping and credited by retailers with revitalizing the economic outlook downtown.

Among the new investments is a \$50-million, 52-story building being constructed by Investors Diversified Services, already fully rented months ahead of completion. The new Midwest Federal Savings & Loan building is a \$35-million, 35-story addition to the skyline, and two other skyscrapers of 40 stories or more are under construction. The Knutson Construction Co., the Bates team also learned, is backing its belief in the growth potential of the core city

by committing \$250 million to new high-rise apartments surrounding the area.

In downtown St. Paul, Mr. Vitt and Miss DaCosta found activity that seemed even more dramatic because, it was noted, St. Paul started later and must travel farther faster.

To the visitors the most unusual concept they encountered was St. Paul's "Capital Center," a \$100-million, 12-block, climate-conditioned complex featuring a second-level pedestrian concourse system connecting all the buildings in the development.

The complex thus far includes a \$5.5-million, six-story building being put up by the First National Bank of St. Paul; a \$5.6-million building by Northwestern National Bank, and a \$12-million, 32-story apartment building being erected by the Kellogg Square Co.

In the past three years, it was reported, 10 new buildings have been added to downtown St. Paul at a cost of more than \$100 million.

Coordination of the Twin Cities' movement is handled by a Metropolitan Council, established to set policies and develop plans for the seven-county area. The Council is credited with giant strides in planning a new rapid-transit system for the two cities and in attracting new industry and business into the area.

In its new-business presentations the council emphasizes not only the downtown projects but also the fast-growing suburban developments growing up within a 50-mile radius.

Surrounding areas, such as Bloomington, are given credit for much of the market's population gains which Twin Cities leaders say will carry it well over the 2-million mark by 1975. As one mark of suburban growth they cite a \$13-million hotel being built in the new Rosedale shopping center of Bloomington by the State & Gold Bond Co.

Minneapolis and St. Paul are also united, literally, by an eight-lane expressway running from the heart of one to the heart of the other. This high-speed link is credited by city officials with having done more to bring the Twin Cities together, cooperatively as well as physically, than any other industrial activity.

The Bates investigating team estimated that by the early 1970's the free-ways system will be responsible for adding \$65 million a year to the Twin Cities economy.

Another symbol of unity the Bates investigators regarded as most significant from the agency/advertiser standpoint was the plan of three commercial TV stations in the area—KSTP-TV, WCCO-TV, WTCN-TV—to move to a new, 1,449-foot tower by October 1970. This reorientation, according to Bates estimates, will add 100,000 people, representing \$150 million a year, to the



San
Diego,
a turned-on market
...tuned in to the **KOGO**
Stations  



KSTP Covers the Broad Market.

Women.

Media men love 'em. Especially the 18-34 housewife type. The heavy users who can make or break a brand.

So to give you a better selective audience of women in the Minneapolis-St. Paul area, we've heaved up the KSTP afternoon lineup with some bright new programming.

The Dennis Wholey Show



This is a talk show that's different, because the host is different. Dennis Wholey is a personable, articulate young man who's built a growing reputation as one of the most perceptive interviewers around. Not only can he talk, he can listen. One comedian called Dennis' interview "... the best I've had in 31 years of show business."

Strange Paradise



You thought every possible idea for a daytime drama had already been used? How about Colin Fox playing the dual role of a millionaire industrialist and his 300-years-dead ancestor, in a show set in the Caribbean, involving voodoo? Don't laugh. Wait until you see the ratings.

Dial 5



"Dial 5" is a new expanded version of our long-running and successful "Dialing for Dollars", which has been moved into the noon-to-one o'clock time slot. Popular Jane Johnston joins Jim Hutton in hosting this viewer-participation show, which also incorporates a news/weather segment with Bill Beebe and Marilou Thibault.

Because women have widely varying tastes and preferences in programs, we offer a wide variety of afternoon shows. So your commercials reach a much wider audience. Want to sell women? Take Five. KSTP, Channel 5.



HUBBARD BROADCASTING COMPANY
Represented nationally by Edward Petry & Co.

market's potential.

Television also figured in the Bates report as symbolizing the market's unity in another way. The KSTP-TV studios and offices, it was pointed out sit astride the dividing line between the two cities, with a mark down the middle of the entranceway, the left side of the building in Minneapolis, the right side in St. Paul. The report quotes KSTP-TV President Stanley S. Hubbard as saying: "Together the Twin Cities can consolidate their strengths and minimize their weaknesses."

Among other strengths the Bates investigators found in the area: Many new companies moving in during recent years to join old-line companies such as Control Data, Minneapolis-Honeywell, Univac division of Sperry Rand, 3M Co. and Pillsbury; more than 25 schools of higher education, including the 45,000-student University of Minnesota; a new medical complex, 12,000 apartment units planned for the educational-medical community at a cost estimated at \$400 million, and substantial gains in construction employment, building permits, air freight, passenger traffic and revenues from conventions.

Tucson

Tucson's image as a sleepy retirement haven for arthritics and old folks made Mr. Vitt and Miss DaCosta a bit skeptical about its growth prospects—until they went there.

They left satisfied that their skepticism was "completely unfounded."

Old folks? The median age of Tucsonites, they learned, is 26.4 years.

Retirement center? Only 10% of the population is retired, they were told. Moreover, the average retirement income was put at \$15,000 a year. And most of the retirees were said to be working at other jobs as well.

Sleepy? If it ever was, it lost that quality in 1966 with the formation of DATE—Development Authority for Tucson Expansion—which has laid the groundwork for a revitalization program that should be fully accomplished during the next five years.

The Bates team also was given previously unpublished data portending "a dramatic increase in new business and manufacturing" in the Tucson market "in the very near future."

The director of DATE disclosed that several new industries were staking claims in the area. He disclosed them as scientific and technological companies—such as Control Data Corp., Philco-Ford, Lear-Jet and Monsanto—that call for scientific skills and big payrolls.

The DATE executive also explained the "twin plant" concept being used to attract new business. A number of apparel and optical-equipment manufac-

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LIGHT INDUSTRY	CLIMATE

WHO'S THERE ?

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KITT PEAK OBSERVATORY
DAVIS MONTHAN AIR BASE
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DAVID FROST

4-5:30pm Monday*Friday

BIG NEWS : **NITELINE NEWS**
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PERRY MASON

12-1am Mon-Fri : Sat 10:30-11:30pm



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KOLD-TV 13

A CBS AFFILIATE

Universal Communications Corporation

turers were said to be using the concept, under which a manufacturer operates one plant in Tucson and another across the Mexican border, 45 minutes away, where labor is abundant and pay scales are low. Together, the two plants produce a finished product.

The Bates team noted that the twin-plant idea is also being promoted successfully in San Diego as well as Tucson, and speculated that many more companies will take advantage of it as other industries become familiar with it.

The work of DATE and Tucson's businessmen, Mr. Vitt and Miss Da-Costa learned, is paying off almost daily in new growth developments. Less than a week after they left Tucson they were advised by Fred Vance, manager of KGUN-TV there, whom they had interviewed, that three more nationally known companies had signed contracts for new developments since their visit.

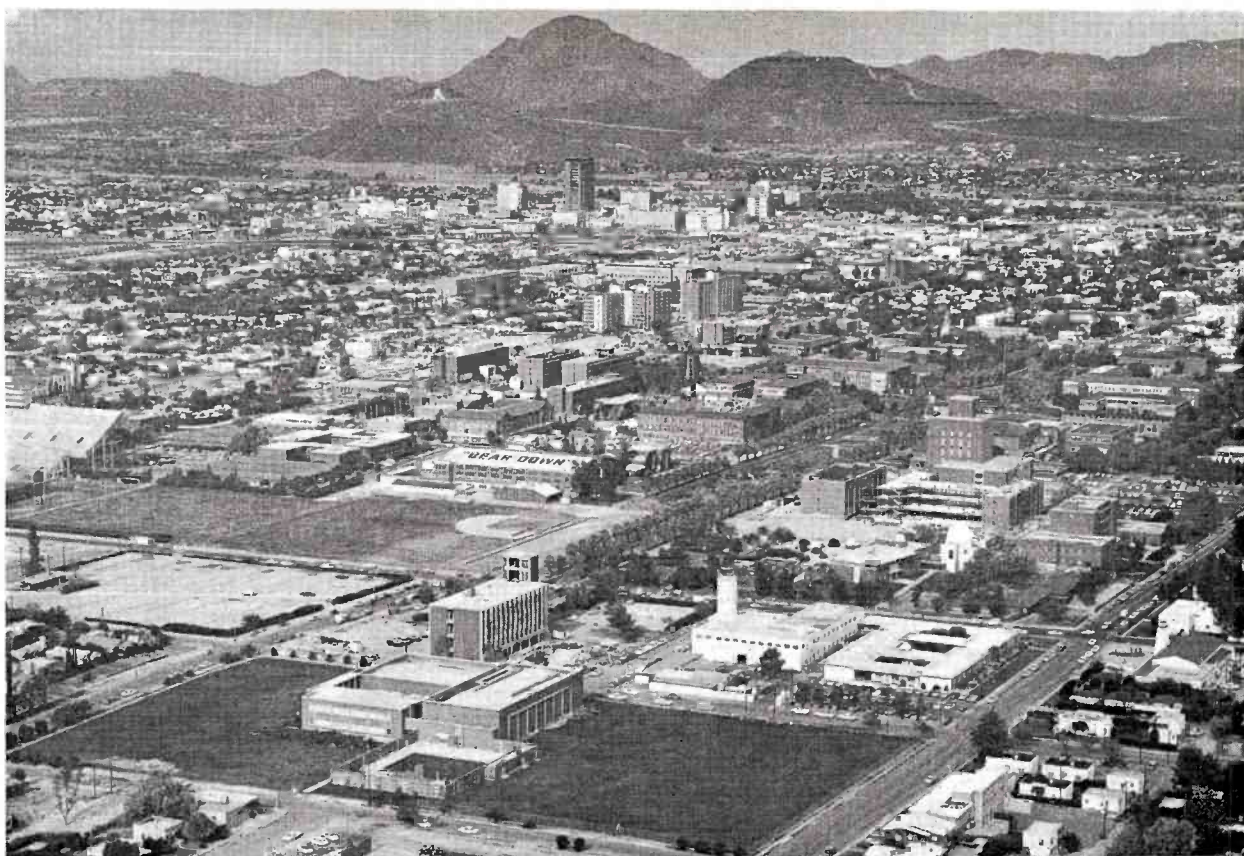
Motorola bought land for an electronics plant expected to employ 7,000 persons in the next three years. Avent Inc., a division of Kimberly-Clark, plans a twin-plant operation employing close to 1,000. Gulf American Corp., developer of the Rio Rico senior citizens' area, bought 5,000 acres between Tucson and Nogales, Mexico, for industrial parks for light industries.

The president of the University of Arizona, located at Tucson, predicted the area's weather advantages and natural resources, in combination with university programs—such as metallurgical and optical-sciences training—will bring in many new types of industry.

The university itself is a big factor in the area's economy, with a student body of 24,000 expected to grow to 35,000 by 1975. A new medical center is being completed and a new dental college and nursing school are under construction. The university's \$100-million medical complex is already widely known and expects to acquire the same prestige in the field of respiratory ailments that the Houston Medical Center has for heart transplants.

Downtown Tucson is getting new buildings and reconstructing old ones. The airport, although new, is already too small and undertaking an expansion program expected to cost \$17 million. The Hughes Aircraft Co. plant, whose 6,500 employees once made it the area's key economic force, expects to take on 2,000 more in the next couple of years. Over-all, a leading banker predicted, industrial employment in the Tucson market will treble "within the next 18 months."

The Bates officials concluded that, far different from their thought going in, "youth is the order of the day" in Tucson. They promoted it from 112th to 99th—within the magic top 100—in the Bates Preview Market rankings.



TUCSON

THE HAPPY MEDIAN

If you decide where advertising dollars go, how about a market where the median age is 26.4 and the population is expected to double in twelve years.

That's Tucson. Sixtieth city in population and 56th in retail sales, it's growing at an unprecedented rate on a solid industrial base.

It is predicted industrial employment may triple in the next 18 months.

Tucson is for those who think young.

KGUN-TV is for those who think Tucson.

Within the Channel 9 ADI are 455,300 people with an income of over one billion dollars. They account for over one-fourth of all Arizona retail sales.

If you sell in Arizona, you have a stake in the fantastic future of Tucson. Ask your sales manager or broker.

For other market facts you should have, call KGUN-TV or Petry.

Kgun-tv

Channel 9 — ABC — Tucson
Represented by Edward Petry and Co.

MAY BROADCASTING COMPANY
KMTV, Omaha • KGUN-TV, Tucson
KMA, Shenandoah • KFAB AM-FM, Omaha

Sales Management — Survey of Buying Power — June 1969

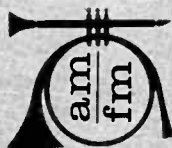
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Seattle-Tacoma

Seattle-Tacoma has been working—with considerable success, the Bates team concluded—to backstop its dependence on the Boeing Co., chief force in the growth explosion the area has enjoyed in recent years, by bringing in new industry against the day when Boeing might level off or even cut back its employment.

That day come some months ago, and the new-business program appeared to have succeeded to the point of making the over-all impact seem negligible. It was estimated that Boeing's sprawling plants represent only 14% of the area's total employment, even though its output is said to account for 50% of the world's commercial aircraft business, aside from its other space and defense work.

The Seattle-Tacoma area also supports an established and expanding regional distribution business, a thriving tourist and convention trade and a broadly based system of service and

other locally oriented businesses. Lockheed, Todd and the Bremerton naval shipyards also have big backlogs of work, totaling over \$300 million. Pacific Car & Foundry has \$132 million in orders and 3,400 employees engaged in production of transportation equipment, primarily rail refrigeration cars and structural steel.

Science-based firms are adding diversity—and stability. Among those regarded as particularly significant for future growth are companies in the electronics, marine and health-science fields.

United Control Corp., for one, employs 1,400 persons in production of electronic and aerospace systems for commercial, industrial and military uses. The Tecna Corp., specializing in design and development engineering, air cargo systems, reinforced plastic structures and radiation shielding and detection, has \$25 million in backlog orders.

In the marine sciences, Honeywell's Marine Systems Center produces instrumentation, sonar equipment and other marine devices. Physio-Control Corp.



The West Coast's brand-new entries in baseball's major leagues—Seattle and San Diego—have added to the economic stability and metropolitan images of those two cities. The Bates team of investigators made this part of their

report by first hand visits with team executives. In San Diego (l to r): Al Hogan of the baseball Padres; Miss DaCosta and Mr. Vitt of Bates; Pat Downes of the Padres, and Keith Nicholson, KOGO-AM-FM-TV San Diego.

Good Spots For Your Spots

AFTER CHILDREN?
J.P. Patches reaches more in Seattle-Tacoma than any other local TV personality.

WANT PRIME TIME?
Select from two prime-time local features or our top-star weekly hour specials.

BUYING NEWS?
Check ours. 34 half-hours a week including 9, noon, 6, 11PM and special weekend coverage.

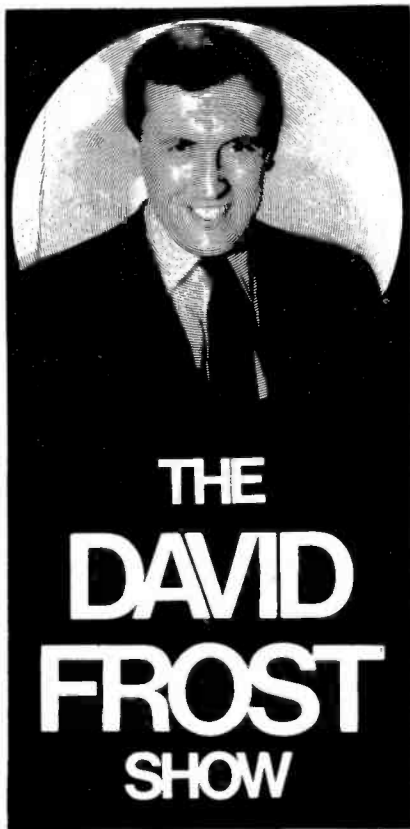
NEED LATE-TIMERS?
Use The Merv Griffin Show or one of our Friday and Saturday 11:30 PM Hollywood Feature Films.

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Our strip of "super syndicates" includes Peyton Place, Please Don't Eat The Daisies and To Tell The Truth.



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SEATTLE-TACOMA-EVERETT

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concentrates on health-science instrumentation.

Other growing science-oriented firms in the area including John Fluke Manufacturing Co., Rocket Research, Tally Corp., Electro Development and Nye Products.

The Seattle-Tacoma market's population, it was noted, is growing in dimensions other than size. It is getting younger, and more affluent.

In 1968 45% of the population was between 5 and 24 years of age—as against 28% in 1950—and by 1970 it is estimated that almost half of the population will be under 25.

Incomes also are rising. Latest per-capita figures for Seattle-Tacoma put the personal-income average at \$3,688 a year, well above the U. S. average of \$2,906.

Seattle-Tacoma was also found to be a major financial center, an area of rising retail sales and growing waterborne commerce (particularly in shipments of grains, wheat and timber to Japan and India). In addition the area showed significantly increased air passenger and freight traffic, and residential, commercial and industrial construction whose building-permit values in 1967 were more than double those of 1960.

The construction-growth levels a-

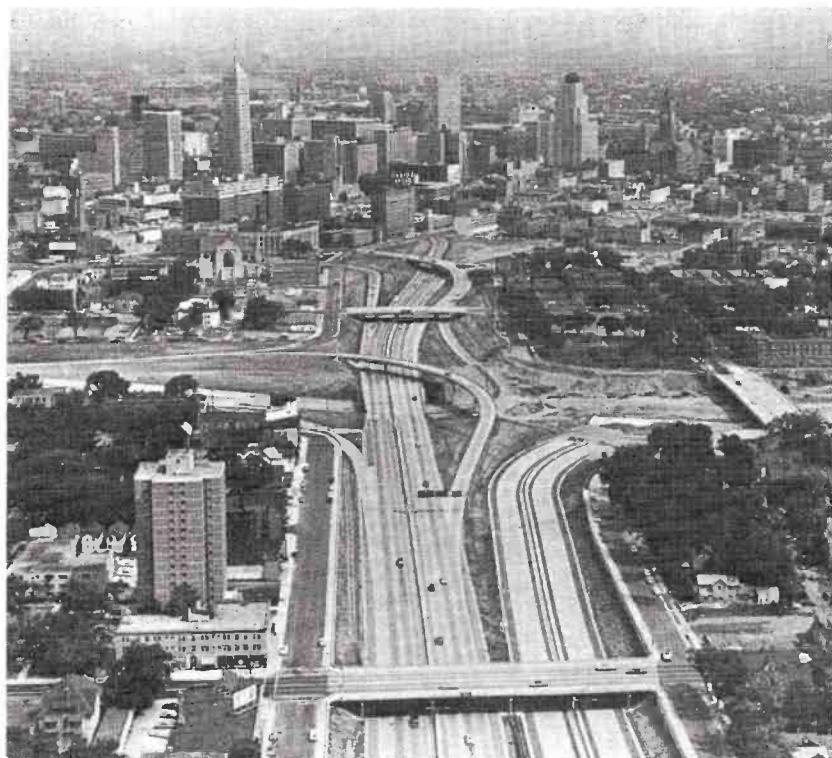
RAB on the road

The Radio Advertising Bureau this fall is presenting a series of workshops in various major markets throughout the country designed to show how to use radio's reach most effectively. The workshops are being produced, using live and pre-recorded material, by Chuck Blore, Creative Services, Hollywood. Among the highlights of the workshop presentations are brief histories of radio programming, advertising and music. The histories demonstrate the possibilities for creativity by the use of sound only.

chieved in 1967 have since leveled off. But the Bates report nevertheless found in Seattle-Tacoma both "statistics and appearance" to support "an air of expectancy suggesting that [the area] is gathering itself for another giant step forward."

In the Bates "preview" rankings Seattle-Tacoma was promoted from 17th to 16th place.

(The foregoing special report was written by Rufus Crater, editorial director, New York.)



The booming markets almost invariably find themselves in a frenzy of highway and road construction in an attempt to keep those arteries of commerce flowing. Bates investigators found Minne-

apolis-St. Paul one of the more fortunate in this respect as typified by this multi-million dollar road complex that links the downtown sections of the Twin Cities.

Kennedy inaugurates regulatory review

Senate subcommittee hears opposite views on how well FTC and FCC do their jobs

The beginnings of what may become a wide-ranging inquiry into the practices of federal regulatory agencies emerged last week from a Senate subcommittee headed by Senator Edward M. Kennedy (D-Mass.). At the same time, the lines of controversy at two of the agencies were clearly drawn by two maverick regulators—FCC Commissioner Nicholas Johnson and Federal Trade Commissioner Philip Elman.

The Senate Subcommittee on Administrative Practice and Procedure, an arm of the Judiciary Committee, set the stage last week by releasing the results of a questionnaire sent to the regulatory agencies earlier this year. It deals with citizen involvement in agency decision-making processes, and with the over-all efficiency of those processes. Senator Kennedy also announced that because "some of the most penetrating self-criticism and the broadest spectrum of replies" came from the FTC, that agency would be the subject of an immediate hearing, which was held last Friday (Sept. 12).

No hearings have yet been scheduled for the FCC, but that agency also produced a typically diverse "spectrum of replies." Chairman Rosel H. Hyde told the subcommittee that the public is "encouraged" to participate in commission activities, and noted some of the cases in which citizens' groups have come to the commission with complaints. Commissioners Robert T. Bartley and Robert E. Lee, in short letters, said they concurred with the chairman's responses. Commissioner Kenneth A. Cox also supported most of Chairman Hyde's statements, although he said public participation is not as frequent as he would wish. Commissioner Nicholas Johnson described public participation at the commission as "virtually nonexistent," and took direct exception to Chairman Hyde's assessment of the commission's attitude toward citizens.

"Chairman Hyde in his reply . . . states four times in four consecutive sentences that the agency 'encourages' the participation by citizens in its proceedings," Mr. Johnson noted. "I regret to say that my own view is that

almost precisely the opposite is the case."

This lack of citizen participation, the commissioner said, leads to "the necessary but unhappy result that the FCC is a 'captive' of the very industry it is purportedly attempting to regulate."

Commissioner Elman of the FTC, in a statement far longer than any submitted by other FTC or FCC members, charged that the trade commission is plagued by excessive secrecy, too much attention to trivia, a lack of "reasonable and realistic priorities," and "laziness, passivity and sluggishness" at high staff levels—"a don't-rock-the-boat attitude that shuns anything that smacks of innovation, boldness or creativity. . . ."

Chairman Dixon engaged in little criticism of his agency in his response to the subcommittee's questionnaire. He said that the FTC is responsive to citizens' complaints and that many of these have been the basis for actions against anticompetitive practices or de-

ceptive advertising. He also said most FTC records are "routinely available for public inspection." The other three commissioners lodged minor criticisms of the agency.

Where these and other agency responses may lead is an open question. A subcommittee spokesman said previous reports that the FCC would be called up promptly, primarily because of Commissioner Johnson's remarks, were "a bit speculative." He added that last week's FTC hearing was to some extent a test of how to approach the agency inquiries, and indicated that later hearings might take different forms—for example, testimony from agency staff members. "We may find that it won't be worthwhile to go through the exact same exercise again," he said.

It is acknowledged that, whatever the form, the subject ranks high on the list of subcommittee priorities. The questionnaire was sent to agencies in February—only a few weeks after Senator Kennedy assumed the chairmanship. In a statement, the senator expressed the hope that the FTC hearing will "set the stage for responsible public discussion not only of that agency's future but also of the way in which all such agencies should go about the process of self-assessment and of formulating new goals, priorities and procedures."

No such broad inquiries have come from this subcommittee in recent years—but, as one source put it, "the subcommittee really has no identity apart from that which the chairman gives it." The early emphasis upon a long look at the whole regulatory apparatus may provide some clue to that identity. And while there are no present legislative proposals involved in the subcommittee's deliberations, the possibility is left open.

The substance of the Hyde-Johnson and Dixon-Elman disagreements, as expressed in their answers to the questionnaire, was hardly new. The questions they confronted included:

"To what extent, if any, and in what manner is there an input into the agency's decision-making processes from private citizens and citizens'



Senator Kennedy

groups? Does the agency encourage such inputs? How?"

"Do those who are affected by the agency's activities know enough about it?"

"What efforts are made to make information about the agency, and access to the agency's information and complaint services, available outside Washington, D. C.?"

"Do you believe that the agency's decision-making procedures operate with responsible speed, considering the interests and issues involved? Assuming that faster processing and decision-making are desirable, how could they be achieved?"

"What procedures or mechanisms does the agency have for consulting and co-ordinating with other government agencies with overlapping, inter-related or conflicting responsibilities?"

"What procedures does the agency have for assessing the quality and efficiency of its own performance?"

To these and other questions, Commissioner Johnson replied with a host of tough, but rather familiar, criticisms. He noted that the case which established the right of public intervention at the FCC—the later-successful attempt by the United Church of Christ to dislodge the licensee of WLBT(TV) Jackson, Miss.—took its

eventual shape in spite of FCC rulings, not because of them. (The commission initially ruled that the church group lacked standing to oppose the renewal, but that judgment was later overturned by the U. S. Court of Appeals for the District of Columbia.)

"The essential point," Mr. Johnson said, "... is that the FCC's initial, instinctive reaction was to oppose, not 'encourage,' greater citizen participation in its proceedings. . . . This bias against citizen-initiated criticisms of the broadcasting industry has, I am afraid, remained within the structure, procedures and predisposition of the commission."

Commissioner Johnson argued that this "predisposition" is symptomatic of a larger problem. "The fact that only commercial interests are represented in almost every proceeding before this agency seriously inhibits, I believe, the FCC's ability to regulate the communications industries in the 'public interest.' Despite the commission's mandate to protect the public, its staff is often unable to withstand the combined weight of aggressive and highly skilled private interests, a lack of funds, and a too-often lethargic commission majority."

The commissioner noted the lack of FCC citizens' advisory committees (as

opposed to industry advisory committees, of which there are four); charged that the commission makes no "investigatory hearings in selected communities throughout the country" or "fact-finding tours through communities with problems vis-a-vis broadcasting stations"; and deplored the fact that "the FCC does not supply attorneys to citizens' groups when they cannot afford them, or are too inexperienced to recognize their importance." The result, he said, is that "the FCC plays only the most passive role; it waits for the relatively rare citizen to come to it and present his view (and then often ignores him)—it does not go out into the communities and solicit the comments of concerned citizens."

Mr. Johnson also said the commission suffers from a "lack of will" where rapid decision-making processes are concerned, because it concurs in the "dilatatory tactics of the regulated." As an example, he cited the several extensions of the deadline for filing comments on the commission's proposed one-to-a-customer rule, and the commission's subsequent inaction on the proposal.

Indeed, there was practically nothing about the commission with which Mr. Johnson found no fault.

Chairman Hyde, on the other hand, limited himself to description of the commission's activities, assurances of the agency's good intentions, and a few moderate suggestions for improvement. He noted, for example, that "the quantity and quality of citizen input could be increased by forging a connection between concerned citizen groups and the competent professional assistance required for effective participation," but rarely advanced suggestions for improvement of actual commission processes. Most of the chairman's comments were designed to be descriptive rather than evaluative.

Commissioner Elman of the trade commission said the FTC's record "includes major successes—examples of the administrative process at its most innovative and creative—but it also includes major deficiencies and failures." After cataloguing some of these, over nearly 70 pages of fine print, the commissioner said that most hinge upon personnel inadequacies — which, he charged, are perpetuated by "friendship, or cronyism, political affiliation,

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and sheer longevity."

The commissioner laid some of the blame for this continued "spoils system" at the feet of Chairman Dixon. As a recent example, Mr. Elman said, the commissioners voted earlier this year to broaden the power to make FTC appointments—to vest the power more fully in the hands of the five commissioners, instead of concentrating it excessively in the chairman's hands. According to Mr. Elman, Chairman Dixon not only registered the only dissenting vote when the matter was considered, but also subsequently "avoided the thrust of the commission's action by making 'acting' appointments to fill vacancies. How long this situation can be allowed to go on is a moot question." Chairman Dixon did not respond to the commissioner's charges in his statement.

The subcommittee that will hear these and other agency views comprises the following members: Senators Kennedy; Philip A. Hart (D-Mich.); Birch Bayh (D-Ind.); Quentin Burdick (D-N. D.); Strom Thurmond (R-S. C.) and Charles McC. Mathias (R-Md.).

New markets tapped for ARB fall sweep

American Research Bureau reports it is adding 25 new radio markets to its 1969 fall survey, Oct. 23-Nov. 12. This will bring to 86 the number of radio markets ARB will survey.

The 25 new markets are: Allentown, Pa.; Amarillo, Tex.; Charleston, W. Va.; Chattanooga; Columbia, S.C.; Corpus Christi, Tex.; Davenport, Iowa-Rock Island-Moline, Ill.; Duluth, Minn.-Superior, Wis.; El Paso, Tex.; Evansville, Ind.; Fargo, N.D.-Moorehead, Minn.; Fort Lauderdale, Fla.; Greensboro, N.C.

And Greenville, S.C.; Huntington, W. Va.; Jackson, Miss.; Lansing, Mich.; Montgomery, Ala.; Portland, Me.; San Bernardino and Santa Barbara, both California; Springfield, Mo.; Topeka, Kan.; Tucson, Ariz., and Wichita Falls, Tex.

Changing Hands

Announced:

The following sale was reported last week, subject to FCC approval:

- KIMN(AM) Denver and KYXI(AM)



Oregon City, Ore.: Sold by Kenneth E. Palmer, John C. Hunter, Robert Donner Jr. and others to the Denver & Rio Grande Western Railroad in a stock transaction aggregating an estimated \$6 million (see page 82).

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 93).

- WSLs-AM-FM-TV Roanoke, Va.: Sold by Shenandoah Life Insurance Co. to Roy H. Park for \$7,050,000 (see page 83).

- KLYD-TV Bakersfield, Calif.: Sold by Lincoln Dellar to Atlantic States Industries for \$1,150,000 (see page 82).

- WBSR(AM) Pensacola, Fla.: 75% sold by Donel J. Lynch, Janet Prince and Abe D. Waldauer to George P. Mooney and others for \$290,000. Mr. Mooney, who already owns 25% of WBSR, has controlling interest in WKGN (AM) Knoxville and WMAK(AM) Nashville, both Tennessee. Mr. Mooney and others are also buying WPDQ(AM) Jacksonville, Fla., for \$1.1 million, subject to FCC approval (BROADCASTING, March 31). WBSR(AM) is full time on 1450 kc with 1 kw day and 250 w night.

- WLOS(AM) Asheville, N. C.: Sold

by Wometco Enterprises Inc. to O. W. Myers, John E. Jenkins Jr., Robert M. Hauck and Flem J. Evans for \$200,000. Wometco will retain WLOS-FM-TV Asheville. It also owns WTVJ(TV) Miami, KVOs-TV Bellingham, Wash. (Vancouver, B. C.), 45.5% of WFGA-TV Jacksonville, Fla., and has other diversified business interests. Buyers own WWKE(AM) Ocala, Fla., and Mr. Evans owns 4% of WKIZ(AM) and WFYN-FM Key West, Fla. WLOS(AM) is full time on 1360 kc with 5 kw day and 1 kw night.

- WJSW(AM) Maplewood, Minn.: Sold by Paul J. Glass and Howard L. Treshansky to Donald L. Frerichs, Sev J. Widman Jr. and Donald D. Wozniak for \$148,000. Mr. Wozniak is a St. Paul attorney, Mr. Frerichs owns a Rochester, Minn., hardware store and Mr. Widman is WJSW general manager. WJSW is a daytime on 1010 kc with 250 w.

- WHEO(AM) Stuart, Va.: Sold by Ted Gray and others to Mr. and Mrs. James E. Litten and French A. See for \$61,500. Mr. Gray has interests in WAKS(AM) Fuquay-Varina, and WKDE(AM) Altavista, both Virginia, and WDAK-AM-FM Darlington, S. C. Mr. Litten was formerly a salesman for WHYL(AM) Carlisle, Pa., and Mr. See has interests in livestock sales and auction firms and is vice president of a West Virginia bank. WHEO(AM) is a

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UPPER MIDWEST—Established fulltimer in single station market, non-directional, priced at approximately two times gross volume. Perfect set up for owner-manager. Press of other business forces owner to consider sale. Price \$175,000—\$50,000 down. Excellent opportunity.

Contact Richard A. Shaheen in our Chicago office.

SOUTH WEST —Strong fulltimer in medium large market that has excellent potential. Lots of equipment in A-1 condition. Operation has continuous record of good profits. Price \$550,000—29 percent down—balance 10 years. After down payment, current cash flow will handle debt service payments.

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■ Enid, Okla.: Sold by Reeves Telecom Corp., group broadcaster and CATV owner, and Ameco Inc., Phoenix, CATV equipment manufacturer, to Community Telecommunications Inc., Denver-based CATV group owner. Reeves Telecom reported it received \$500,000 for its 50% ownership. The Enid system, founded in 1966, serves 1,400 subscribers.

Pay-TV hearing set to begin Sept. 23

The House Commerce Committee will launch a full-dress hearing Sept. 23 on about 20 bills aimed at prohibiting pay TV.

Despite the fact that the U.S. Court of Appeals for the District of Columbia is still considering an appeal of the FCC order authorizing subscription service, House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) is anxious to start new congressional consideration of the problem. He is also said to be anxious to report out a bill that would ban the service.

Word that the chairman was moving toward prompt pay-TV hearings came out of a House Rules Committee hear-

ing earlier this month, on the unrelated subject of funds for the Corp. for Public Broadcasting. In response to questioning by Representative Ray Madden (D-Ind.), Chairman Staggers promised hearings before the end of the year. Both congressmen evidenced what one observer called "implicit opposition" to pay TV.

Later, the chairman confirmed reports that he was thinking in terms of hearings by the end of September rather than the end of the year (BROADCASTING, Sept. 8).

The first bill aimed at a pay-TV ban to be introduced during this session of Congress (H.R. 420) came from Representative John D. Dingell (D-Mich.).

HEW finds the money to help build Pierre ETV

The Department of Health, Education and Welfare announced last week a grant of \$324,219 to help put noncommercial, educational channel 10 Pierre, S. D., on the air. The station, to be operated as a satellite of noncommercial, educational KUSD-TV (ch. 2) Vermillion, S. D., will be licensed to the State Board of Directors for Educational Television at the University of South Dakota. USD also operates KESD-TV (ch. 8), Brookings, S. D. Full cost of

the Pierre channel 2 outlet is figured at \$685,164.

The HEW grant is through facilities provisions of the Public Broadcasting Act of 1967. It is administered by the Office of Education of HEW.

WPHL-TV's community unit

WPHL-TV Philadelphia has formed a community involvement department headed by Mollie Durkin, director of community involvement. The division is designed to work with leaders from the black community, religious and youth groups to combat social problems. WPHL-TV plans to air interviews with civic leaders and from these interviews produce a series of public affairs documentaries on current social ills.

Dinner due network newsmen

The New York chapter of the Broadcast Pioneers will present its 1969 Distinguished Service Awards to four on-the-air news and public affairs personalities during a dinner in New York on Oct. 2. Recipients of the awards: Jules Bergman, science editor, ABC News; Dorothy Gordon, host of the *Youth Forum* on NBC Radio and WNBC-TV New York; Ben Grauer, NBC News reporter, and Mike Wallace, CBS News correspondent.

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Full CATV competition is Justice's goal

'Protectionist' pact between NAB-NCTA staffs, stringent rules imposed by FCC are termed not in cable's best interests

The Justice Department's antitrust division last week provided some heavy underlining of its previously expressed view that the FCC should take the steps necessary to assure the emergence of CATV as a fully competitive communications medium.

In comments filed with the commission, it denounced as "overly protectionist" the draft agreement that had been reached in May by the staffs of the National Association of Broadcasters and the National Cable Television Association (BROADCASTING, June 2).

The agreement was later rejected by the NAB board. But the antitrust division commented on it because it illustrates "a number of overly protectionist solutions" to problems, would limit CATV's competitive potential, and might serve as a basis for "subsequent agreement" between the groups.

Actually, subsequent talks between them were broken off, possibly for good, two weeks ago. The break came when NCTA representatives rejected as unacceptable for discussion a new set of proposals put forward by their NAB counterparts (BROADCASTING, Sept 8).

The antitrust division, which filed its comments in a commission rulemaking looking to an overhaul of the CATV rules, restated its position that the commission should place no restrictions on CATV development that are not essential to some clearly defined public interest.

H. William Adler, chairman of NCTA, issued a statement indicating delight with the antitrust division's criticism of the proposed agreement. He saw the comments as "emphasizing the tremendous potential CATV has for U.S. television viewers," and said they amount "to a strong endorsement of our CATV industry's ultimate position." He also said: "It appears the Department of Justice is advising the FCC to re-examine its regulatory bias against cable."

And NCTA, in its comments, urged the commission to follow that advice. It also referred the commission to similar comments of former President Johnson's Task Force on Communications Policy. If CATV is allowed to develop a sufficient economic base, NCTA said, "the industry's technology will develop so that innumerable services can be provided to meet the public de-

mand."

The antitrust division last week, however, made it clear that it opposed agreements providing undue protection for either industry. "The public has vital interests which are not necessarily co-extensive with those of the broadcasters or the CATV operators," it said.

The public's interest, it added, lies in competition that would result in a broad diversity of information and entertainment, as well as lower advertising rates; the NAB-NCTA agreement, on the other hand, appears designed "to minimize competition and to protect existing market power."

The antitrust division was concerned with those provisions of the now-dead agreement dealing with access to CATV systems, importation of distant signals and a ban on interconnection of CATV systems. The department's position on the first two points differed from the commission's. The commission has not dealt with the third.

The agreement would have confined original CATV programming to a single channel. "Thus, origination on one channel by the system operator would necessarily foreclose all origination by any other party," the antitrust division said, adding, "there seems to be no reason, other than protectionism, for thus limiting CATV origination."

The antitrust division noted that the commission regards CATV as ultimately providing the programming diversity not now possible because of limited spectrum space. "An important aspect of achieving such diversity," it said, "is that CATV channels be available for lease to independent programmers desiring to reach the public."

The commission has proposed requiring all but the smallest CATV systems to originate programming on one channel and talks of "encouraging" CATV systems to make channels available on a common-carrier basis to independent programmers. But the antitrust division said, "experience suggests that something stronger than encouragement is often needed to persuade a monopolist"—and that, essentially, is the role the antitrust division sees the CATV system as filling—"to grant access to a potential competitor."

The draft agreement would have limited the importation of distant signals to those needed by the CATV system to provide "adequate" service.

This was defined as including all three networks plus the services of no more than three nonaffiliated commercial TV stations.

The antitrust division called this provision "backwards" and "protectionist," one that would deny viewers the diversity of service offered by CATV, "regardless of the competitive situation in particular markets." It said the "overall policy goal should be that unnecessary restrictions not be placed on the importation of distant signals, or other programming, by CATV systems."

As an alternative, it suggested that any regulatory limitation be based on a narrowly defined concept of *minimum* necessary over-the-air service. No specific number of stations was recommended.

Only "if such minimum level of service is being jeopardized by CATV importation of distant signals into a particular market" should the commission limit the importation of such signals, the antitrust division said. It added that there appears to be no reason for affording television stations "protection above the minimum level of service, and certainly not on any broad across-the-board basis."

The commission now generally bars the importation of distant signals into major markets, and is proposing to require wire systems within 35 miles of the principal city of the top-100 markets to obtain retransmission permission before importing a distant station's programming. CATV systems within 35 miles of a small-market station would be required to obtain retransmission permission if they were already carrying five signals, including those of three network-affiliated stations, one independent and one educational outlet.

The proposed ban in the ill-fated NAB-NCTA agreement in interconnection of CATV systems was seen by the antitrust division as "a protectionist device designed to reduce the competitive potential of CATV." It noted that CATV interconnection offers a potential source of competition to the existing networks and, as such, "has much to recommend it in principle."

The antitrust division urged the commission not to sanction such a ban, and noted that an inter-industry agreement providing for one "would raise serious antitrust questions under the Sherman Act."

H. Rex Lee frets over WREX-TV

He says Gilmore, as buyer, may have gained indebtedness that will affect programing

FCC Commissioner H. Rex Lee has suggested that in approving the sale of Gannett's WREX-TV Rockford, Ill., to Gilmore Broadcasting Corp. for \$6,850,000, a majority of his colleagues enabled Gannett Co. to profit from its "wrongs."

He also said the commission erred in not holding a hearing on the proposed sale to determine whether "the high cost" of the transaction would have a potentially adverse effect on Gilmore's programing in the public interest.

Commissioner Lee expressed his views last week in a statement dissenting to the commission's Aug. 29 action approving the sale (BROADCASTING, Sept. 1). The vote was 4-to-2, with Commissioner Nicholas Johnson the other dissenter and Commissioner Robert T. Bartley absent.

Gannett agreed to sell the station under the terms of a consent decree entered in federal district court by the U.S. Department of Justice. The department had brought an antitrust suit against Gannett because of its ownership of both WREX-TV and two newspapers in Rockford.

Gannett had purchased the station six years ago for \$3.4 million. And Commissioner Lee, while noting that the antitrust charges "were not litigated to conclusion," said "there appears to be a fundamental question of regulatory policy involved in allowing Gannett to realize nearly \$4 million profit on the sale of WREX-TV, when the divestiture is in response to the assertion of a violation of other laws. . . ." Commissioner Lee believes \$420,239.92 should be added to the sale price, since Gannett is retaining that much in WREX-TV accounts and notes receivable.

In his conclusion, he said, "though there may be an argument about whether the law ought to permit one to profit from its wrongs, certainly the question should not be open to contention where the high cost of a transaction such as this may have a potentially adverse effect on Gilmore's financial ability to provide programing in the public interest, not only at WREX-TV, but also through its other station facilities." Gilmore owns WEHT-TV Evansville, Ind., and WSVA-AM-FM-TV Harrisonburg, Va.

Commissioner Lee said Gilmore appeared to be "tottering under a crushing load of indebtedness" even before



Commissioner Lee

the acquisition of WREX-TV. He said Gilmore's stations last year had earnings "of only \$427,311"—representing a combined gross profit of 13% on \$3,285,403 in sales—and that the relationship of Gilmore's quick assets (\$1,195,781) to current liabilities provided a ratio of 1.51 to 1. "The relationship deteriorates even more, to a ratio of 1.26 to 1," if total cash and receivables (\$996,507) are compared to current liabilities (\$788,611) as of Dec. 31, 1968.

He ascribed the "deterioration" in part to the \$11 million loan from the First National City Bank that Gilmore is using to acquire the station. It provides for two-year interim financing and requires annual interest payments of \$1.2 million. And Commissioner Lee said Gilmore's combined pre-tax profit, projected from 1968 earnings, will amount to \$862,560. This, he noted, is \$337,440 short of the annual interest

charge.

In addition, he said, Gilmore must replace the \$420,000 in WREX-TV's cash and receivables retained by Gannett. As a result, he said, \$852,000 earmarked from the \$11 million loan for working capital "appears to be committed to interest charges and cash needs totalling in excess of \$757,000, leaving only the meager sum of approximately \$94,000 for station operations—without any especial attention to programing services" to Rockford.

The commissioner also said Gilmore stations over the years have deviated from programing proposals and have decreased the amount of time devoted to news, public affairs and other programing (exclusive of sports and entertainment). Some commission officials say that the revision of program reporting forms—on April 1, 1966, for radio and on Feb. 1, 1967, for television—make comparisons of programing and proposals before and after those dates difficult, if not impossible.

However, Commissioner Lee said meaningful comparisons can be made. And he cited as a reason for his dissent what he said was Gilmore's failure to explain the "radical" deviation of programing from proposals and to "state a willingness and ability" to match performance against promise in the WREX-TV assignment application.

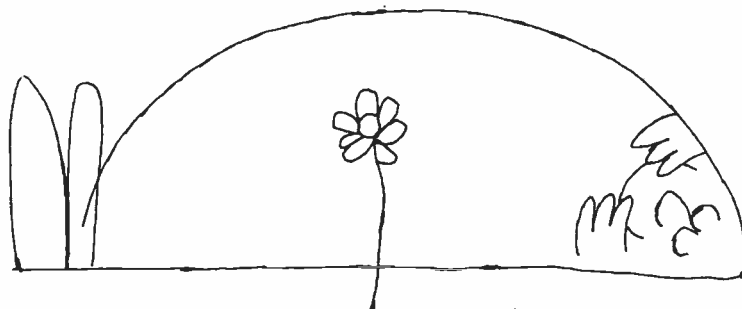
Requests for TV's approved by FCC

The FCC last week granted applications for new television stations in Toledo, Ohio, and Flagstaff, Ariz.

Midwestern Broadcasting Co. was granted channel 60 at Toledo with 418 kw visual and 80 kw aural power, and an antenna height of 960 ft. Midwestern's main studio will be located at the studio site of Midwestern-owned WOHO (AM) Oregon, Ohio. The antenna will be sidemounted on the main antenna structure of WGTE-TV Toledo. Lewis W. Dickey is president and owns 99.85% of Midwestern Broadcasting. Commissioner Nicholas Johnson was the only dissenter to the grant.

Grand Canyon Television Co. was awarded channel 2 at Flagstaff with 24.5 kw visual and 419 kw aural power, and antenna height of 1,540 ft. Grand Canyon is owned principally by Wendell Elliott, president (25%), Fred F. Udine, vice president (20.84%), and Charles J. Saunders (15%).

Mr. Elliott is former vice president-general manager and 25% stockholder of KRVC-TV Ensign, Kan. Mr. Saunders owns KCLS (AM) Flagstaff, and 98% of KUPI (AM) Idaho Falls, Idaho. Insofar as these interests conflict with the commission's interim policy in its multiple ownership proceeding, Mr. Saunders has placed his stock in trust.



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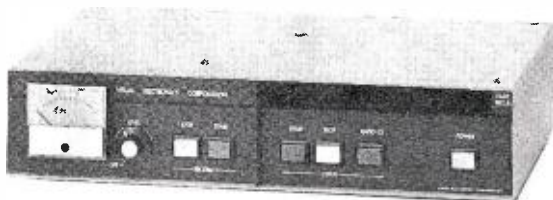
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Copyright action shifts to Hill

McClellan looks again at cable copyright as Macdonald plans CATV hearing in House

Cable TV operators, whose hopes (never strong) of reaching an accord with broadcasters on copyright and regulatory matters were shattered two weeks ago, turned to Capitol Hill last week—and got some responses.

Representative Torbert H. Macdonald (D-Mass.), chairman of the Communications Subcommittee of the House Commerce Committee, announced that his committee would resume hearings on CATV regulation "as soon as practicable."

And sources close to Senator John L. McClellan (D-Ark.), chairman of the Copyright Subcommittee of the Senate Judiciary Committee, said last week that the senator not only was strongly inclined to reinstate the CATV question into the over-all copyright revision bill, but would interpose no objection if, after his committee submits a bill, the Senate decides to refer it to its Commerce Committee for views on the CATV regulatory implications. This is on the assumption, it was explained, that it will be difficult, if not impossible, to separate the copyright and the regulatory aspects of any CATV provisions in a copyright bill.

Last month, when the negotiations between broadcasters and cable operators commenced and seemed reasonably promising, Senator McClellan announced his intention of severing the CATV question from the general copyright revision bill now pending before his committee. The same bill, minus a copyright section, was adopted by the House last year.

CATV spokesmen also claimed to be heartened by the stand of the Department of Justice, which told the FCC that the now-academic agreement reached by the staffs of the National Association of Broadcasters and the National Cable TV Association last May was "overly protective" and should be barred in order to permit CATV to have unfettered growth potential (see page 73).

The breakup of the NAB-NCTA negotiations was officially called to the attention of Senator McClellan by Frederick W. Ford, NCTA president, in a letter dated Sept. 5. Mr. Ford urged that the CATV provisions be retained in the copyright bill and that they provide for copyright payment by CATV systems and that the FCC be "expressly" prohibited from imposing any requirements for copyright clearances. Mr.

Ford also acknowledged publicly for the first time that two years of negotiating with lawyers for holders of film copyrights had also failed.

NCTA severed its negotiations with an NAB group when the latter proposed limitations on long-distance carriage of TV signals by CATV systems that, NCTA charged, went beyond the agreement reached last May (BROADCASTING, Sept. 8).

Mr. Macdonald's announcement on Sept. 9 stated that new hearings would focus on the collapse of the NAB-NCTA negotiations. He said the hearings would also explore the prospects for a "legislative" solution to the conflict between broadcasters and the cable TV industry at the same time keeping in mind the "advantage of cable as well as broadcasting technologies, and taking into consideration as far as practicable the business interests involved, including the producers and owners of broadcast programming."

The possibilities for an early start of the new CATV hearings before the House committee (earlier hearings had been held last spring) were dashed last week when the full Commerce Committee was called to sit in hearings, beginning Sept. 23, on pay TV. The pay-TV meetings were called by Representative Harley O. Staggers (D-W. Va.), chairman of the parent committee (see page 72).

In his letter to Senator McClellan, accompanied by a thick packet of attachments, Mr. Ford outlined the history of the negotiations and stressed that from the time the NCTA board accepted the agreement evolved by the staffs of the trade associations it was NCTA's position that this formed the basis for any further conferences with the NAB.

The NCTA president challenged the interpretation placed on the negotiations by Vincent T. Wasilewski, president of NAB, in Mr. Wasilewski's letter to Senator McClellan last month (BROADCASTING, Sept. 1) that spoke of the staff agreement as providing a "sound basis for the beginning of negotiations."

Mr. Ford said: "NCTA at no time conceded [this]. We have been at great pains to write and state repeatedly so that we could not possibly be misunderstood [that when the NCTA board endorsed the agreement it was conditioned on acceptance of the principles as a package]."

Commenting on the Sept. 4 meeting,

Mr. Ford said: "It was obvious to our representatives that in the light of the verbal proposals of the NAB subcommittee that further discussions would not be fruitful or serve any useful purpose."

The NCTA president also disclosed that after more than 50 meetings over the past two years with representatives of copyright interests a similar, fruitless conclusion had also been reached. "At the final meeting with representatives of film copyright, which I attended in April of this year," Mr. Ford said, "it was clear that there was no possibility of arriving at an agreed solution by the two groups."

"This was accentuated," he said, "by the commission's notice of proposed rulemaking issued Dec. 13, 1968, which effectively upset the bargaining balance between the parties."

Sponsor resists tampering with newspaper bill

A subcommittee of the House Judiciary Committee last week opened hearings on the "newspaper preservation" bill, which has already been reported out in slightly modified form by the Senate Antitrust and Monopoly Subcommittee. The bill would exempt from antitrust action newspapers that enter into joint operating and sales agreements, if one of them is in financial difficulty.

Representative Emanuel Celler (D-N.Y.), chairman of the subcommittee and the parent Judiciary Committee, promised that "the subcommittee will proceed most carefully in consideration of this legislation." As a first step in that direction, he asked Representative Spark Matsunaga (D-Hawaii), sponsor of the principal bill before the subcommittee, whether a compromise might be effected—for example, elimination of the provision that permits profits pooling.

Representative Matsunaga countered that this provision and the joint setting of advertising rates are "really the essence of the bill. If you take that away, then they have nothing." He added: "Because they share costs, it is only logical that they should share profits."

It was noted that the Supreme Court found that existing profit-pooling arrangements are unconstitutional, but Representative Matsunaga said the bill deals with the problem by outlawing "predatory practices" in pricing.

The bill has gained support from over 100 House members. The present Senate bill, which awaits action by the Senate Judiciary Committee, contains an additional provision requiring that all future joint operating agreements be submitted to Justice Department scrutiny. Existing agreements would be grandfathered.

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CPB still wants free ride

AT&T tariff plan prompts plea to FCC for favored treatment regarding rates

The American Telephone & Telegraph Co. and the Corp. for Public Broadcasting are at loggerheads over interconnection service rates charged noncommercial educational broadcasters. And as of last week, a rapid rapprochement seemed unlikely.

CPB, dissatisfied with AT&T's latest tariff proposal, has asked the FCC to issue a five-point declaratory ruling providing favored treatment for educational broadcasting. The commission last week asked AT&T and the United States Independent Telephone Association to respond within 15 days to CPB's request. But AT&T indicated that its position, set out in a letter to CPB Aug. 14, will remain essentially unchanged.

AT&T has offered to provide a permanent network with service to 65 points—five of which would transmit as well as receive—for approximately \$4.4 million annually. The network would permit interconnection of some 160 stations, using previously established systems, with New York and Washington designated as origination centers. (AT&T had previously offered to provide a 91-point network serving about 180 stations, at an annual cost of \$6 million to \$7 million.)

Pointing to the "apparent position of AT&T that rates for interconnection for noncommercial educational broadcasting stations should be adequate to cover the costs of supplying the service," CPB told the FCC such a policy suggests that AT&T operates under a "misconception" of the Public Broadcasting Act and the commission's rule-making last April regarding common-carrier facilities for public television.

At that time, the commission said that "it is reasonable and appropriate that all costs . . . be treated as related to common-carrier interstate service and such shall be included in the carriers' total interstate rate base and operating expenses. . . . The public interest is served by the expansion of non-commercial educational broadcasting service to the public through free or reduced rate interconnection common-carrier services for educational broadcast stations."

While not specifically requesting free service, CPB said that at the last meeting of its board of directors, "it was the sense of the board that interconnection service should be provided free of charge."

Also criticized by CPB was "AT&T's

position that public-broadcasting interconnection has a lower priority and is subject to pre-emption where facilities are not available." In its April rulemaking, CPB said, the commission determined that public-broadcasting service should be "comparable" to that furnished commercial users.

CPB asked the commission to issue these rulings:

- Any provision for interconnection service which permits pre-emption or a lower priority for public broadcasting is contrary to the requirement of law that free or reduced rate interconnection service shall be comparable in all material respects with service furnished commercial users at public tariff rates with the only difference in treatment being the free or reduced rate.

- It is required in the public interest that free or reduced rate interconnection common-carrier services be provided for public broadcasting and that all costs therefore, including the cost of new construction, shall be treated as related to common-carrier interstate service and as such shall be included in the carrier's total interstate rate base and operating expenses.

- The carriers should proceed expeditiously to equip themselves with the facilities necessary to fulfill the interconnection objectives of the Public Broadcasting Act of 1967.

- Interconnection service should be available to public broadcasting on the same facility basis as such services are available to commercial interests, including, where necessary, the equal allocation of facilities for such period of time required by the carriers to equip themselves with adequate facilities to

meet all requirements.

- All grants to carriers under Section 214 (construction authorization) and all radio-license grants to carriers shall be conditioned upon compliance with these declaratory rulings.

AT&T has been supplying interconnection service to educational stations under a low-rate "trial" tariff for almost 10 months, having granted two 60-day extensions at CPB's request. The tariff is now due to expire Sept. 30. AT&T has asked CPB for an order for a permanent network prior to that date so that it can file a new tariff schedule with the commission by Oct. 1.

Wanted: troubadour to sing TV's praises

Former FCC's Loevinger could qualify, but he wants medium to find a real voice

Former FCC Commissioner Lee Loevinger, who has never claimed television to be his favorite medium but who has praised it as a medium of mass appeal, says television needs a defender in the public prints. It is now, he says, "the voiceless muse." And the reason—"sheer intellectual snobbishness."

He says that although almost anyone who can write an article can get it published, regardless of its merits, if it attacks television, "scholarly, responsible, rational and literate discussions of television as medium are rare in the media."

Mr. Loevinger, who retired from the commission on June 30, 1968, after five years of service, and who is now in private law practice in Washington, developed these views as a result of his participation in efforts to provide a reply to an anti-TV article that appeared in the 10-million circulation *This Week* magazine, the newspaper Sunday supplement, on July 6. And he recounted that episode, along with his conclusions, in a speech Friday (Sept. 12) to the Louisiana Association of Broadcasters in New Orleans.

The article "TViolence," was written by Thomas P. F. Hoving, chairman of the National Citizens Committee for Broadcasting. As Mr. Loevinger noted, it referred to television as "vapid,"

News-tax bill perishes

A proposed 2% tax on the sale of news and feature articles in the District of Columbia was killed last week by a three-man subcommittee of the Senate Finance Committee. Two of the three subcommittee members, Senators William B. Spong (D-Va.) and Thomas F. Eagleton (D-Mo.), had previously expressed opposition to the proposal during hearings on a proposed District of Columbia revenue bill (BROADCASTING, Sept. 8); in the official vote last week, they were joined by the third member, Senator Charles McC. Mathias (R-Md.).



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"horrendous," "bad," "brutal," "senseless," "irrational," "superficial," "phony," and "dull," and suggested that the medium might be responsible for the country's crime rate.

Mr. Loevinger said he prepared a reply at the request of Roy Danish, director of the Television Information Office. His piece, he said, made the point that "only confusion can come from the emotional threshing about that mixes up tastelessness, mediocrity, violence, accuracy in news reporting, and other vaguely identified elements, with a few unrelated facts and opinions in order to condemn TV generally."

His article said that while "crime and social violence are far too prevalent in this country . . . they are not a development of the TV age." It also argued that "what is good or bad [about television] depends upon your taste and what you're looking for. But there's one ultimate inescapable fact. TV does not make human nature—it's the other way around."

The article was never published. It was submitted on Aug. 4, some 10 days before word leaked that *This Week* was suspending operation on Nov. 2. And the magazine informed Mr. Loevinger his piece could not be accepted because it was ceasing publication.

He did not question the magazine editor's good faith, but he ruminated on the fact "that an emotional and rather scurrilous attack on television was distributed to about 10-million readers and that there is no apparent means of providing them with any response."

The episode left Mr. Loevinger with the conclusion that "television, which has become the world's greatest medium for entertaining and informing the masses, lacks an effective voice to tell its own story." And one principal reason that "the muse is voiceless in her own behalf," he said, "is sheer intellectual snobbishness."

He noted that television is a mass medium while "social analysis and artistic criticism are activities of, by and for a special public that is, or thinks it

is, a literate and intellectual elite." A critic that admitted liking television, he added, would put himself "in the class of the 80 or 90% of the population that watches it and is, by definition, hoi polloi."

However, he does not believe that television or radio can provide the balance. Although those media provide much of the nation's entertainment and news, he said, "they are neither history nor thoughtful scholarship, and they do not have the ability to become such." He said those jobs are for print.

He has found some "fair voices" discussing television in print—TIO, *TV Guide* and "a few competent television critics." But most articles on television are "sensation-mongering denunciations manifesting confusion, ignorance and the fantastic rage of a messiah manque."

He added that some critics "seem to be saying that any medium which interests and satisfies so many people can't be any good. My view is that any medium which displeases so many of the pious and offends so many of the self-righteous can't be all bad."

"The muses have always been a garrulous and argumentative group," he concluded. "To rap in now talk and prove its relevance, television must find a voice and join the dialogue."

Three phone CATV's tangle with FCC

An FCC order directing General Telephone Co. of Illinois and affiliates to cease construction or operation of two Illinois CATV distribution facilities without first obtaining a Section 214 certificate of public convenience and necessity was temporarily stayed by the commission last week to permit the sale of the two systems. But the FCC is prohibiting the General companies from CATV activities in Manatee county, Fla.

The Illinois order was stayed for a period not to exceed three weeks to allow General Telephone Co. of Illinois

and its affiliates, General Telephone and Electronics Corp. and GT&E Communications Inc., to sell its Bloomington and Normal, Ill., systems to Telecable Corp., one of the original applicants for the franchises.

In staying the order, the commission said it reserves the right to terminate the stay if the Normal city council does not approve the franchise transfer at its meeting today (Sept. 15). The Bloomington city council has already approved the sale, the FCC said.

The sale of the Illinois cable systems is to be at cost and the sellers propose to retain an option to repurchase if they are successful in reversing the commission's Sept. 5 decision requiring Section 214 certification. The FCC announced last week that GT&E Communications had filed a notice of appeal in the U. S. Court of Appeals for the District of Columbia Circuit.

The FCC last week also prohibited General Telephone and Electronics Corp., General Telephone Co. of Florida and GT&E Communications from constructing any CATV facilities in Manatee county, Fla., without first obtaining Section 214 certification. At the same time it prohibited the companies from operating any CATV systems in Manatee county which had not been completed and in operation before Aug. 4, 1969.

An FCC order issued August 4 ordered the General Telephone companies not to operate any CATV system in the county pending resolution of issues in a hearing scheduled for Oct. 13, or until the commission had certified the public convenience and necessity of the facilities. The companies were then ordered to show cause why they should not cease construction and operation of any systems which were not completed and in operation on June 26, 1968.

Manatee Cablevision Inc., holder of a franchise for a Manatee county cable system had requested the action. It charged principally that GT&E constructed new facilities and began CATV service. Furthermore, Manatee said that General Telephone had violated national safety standards and had violated pole-attachment contracts with General Telephone Co. of Florida and Florida Power and Light Co.

The companies denied the charges by Manatee, adding that they had not undertaken any CATV construction since Aug. 13, 1969, except for the installa-

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tion of drops from systems which began operation prior to Aug. 4. Concerning the alleged violations of safety standards and pole-attachment agreements, the General System companies pointed out that all but two of the alleged violations occurred on poles of the power company and the remaining violations were without knowledge of General Telephone.

Macy, Siepmann to speak to PBL intern seminar

The 14 recipients of Corp. for Public Broadcastng Career Fellowships for this year will begin their training at a two-day seminar at the Hotel Warwick, New York, today and tomorrow (Sept. 15-16).

CPB president John Macy, National Educational Television president James Day, and Charles Siepmann, professor emeritus at New York University, will address the interns at luncheon and dinner meetings.

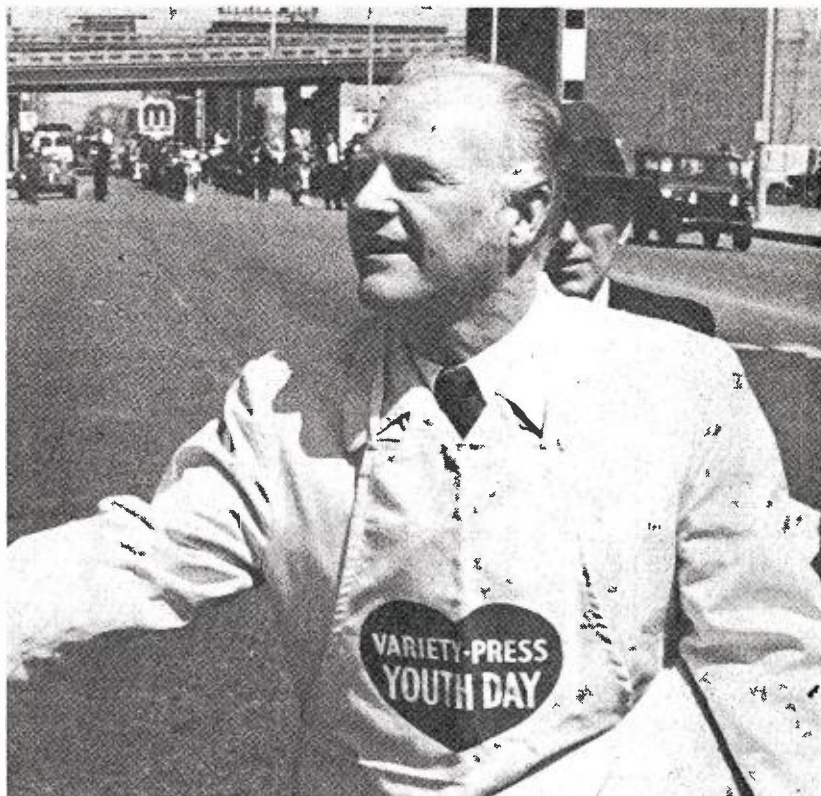
Work sessions will be conducted by Dr. Frederick Breitenfeld, Maryland Center for Public Broadcasting; Lloyd Kaiser, WITF-TV Hershey, Pa.; Robert Schenkran, KLRN-TV Austin, Tex.; Fred Rebman, WJCT-TV Jacksonville, Fla.; William Siemering, WBFO-FM Buffalo, N. Y.; John Witherspoon, KEBS-TV-FM San Diego; Robert A. Mott, National Educational Radio; Albert L. Hulsén, CPB; Zoel Parenteau, KCSD-TV Kansas City, Mo.; Dr. Richard Meyer, WNTD-TV New York; Dr. Harold Mendelsohn, University of Denver; Leroy Miller, CPB; William Kobin, NET; and William Greaves, *Black Journal* producer.

Fellows in this inaugural project are A. Price Broughton, David L. Crippens, Owen Coyle, Clayton K. Grillo, James Hope, William W. Keifer, Jim Lehrer, Willie J. Martin, Ramon Merlos, Rosanna Joy Quinn, William C. Thompson, James Val, William Wilson and Theodore Wing.

Media reports:

New affiliate ■ KWON(AM) Bartlesville, Okla., formerly with Mutual, became a CBS Radio affiliate Sept. 8. Owned and operated by Enterprise Broadcasting Group Inc., the station operates on 1400 kc with 1 kw daytime and 250 w night.

New journalism fellowship ■ An RCA-NBC Fellowship in Journalism has been established at the Medill School of Journalism at Northwestern University, Evanston, Ill. The fellowship includes an annual stipend of \$2,100 plus full tuition. In addition, a \$1,000 unrestricted grant goes to the journalism school. Appointments are made for one year; however, RCA fellows are eligible for reappointment. Recipient of the first fellowship is Jeffrey Scott Kelley, a graduate of Dartmouth College.



Yes, this is our General Manager

Bill Dempsey, President and General Manager of WZZM radio and television, also sells newspapers.

He does this because he wants to keep the lines of communication open between the WZZM stations and the communities they serve. Each year he participates in the annual OLD NEWSBOYS drive to raise funds towards the support of recreation centers for inner city youth. It's a project sponsored jointly by the Grand Rapids Press and the Variety Club, of which Bill is a member. This year's drive raised over \$32,000.

Stockholders, executives and employees of the WZZM stations believe in being close to West Michigan. As our G. M. says, "Everyone of us is both the stations' ambassador to our community and the community's feedback to the stations."

It's no wonder that of our 85 employees 43 are active in their churches, 5 are involved in civic theatre groups, 15 are sports enthusiasts, 11 are in professional organizations, 37 are in community activities, and 13 are active in educational groups.

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Florence V bumps into FCC's U policy

New ownership of WBTW eliminates overlap question, but station's technical bid runs into different problem

When The Daily Telegraph Printing Co. acquired WBTW(TV) Florence, S.C., it apparently felt it was in better position to seek FCC approval of improved facilities than was the previous owner, Jefferson-Standard Broadcasting Co. Now it may not be so sure.

The previous owner could not have extended the signal of WBTW without increasing an existing overlap situation involving its WBTW(TV) Charlotte, N.C.

The Daily Telegraph, which in March 1968 received commission approval to buy the station for \$4.5 million (BROADCASTING, March 4, 1968), could substantially extend its signal without violating that or any other commission rule.

But its application to do that—to increase the station's antenna height from 750 feet to 1,960 feet above average terrain and to move the transmitter site to a point about 54 miles from Fayetteville, N.C.—is in trouble because of the commission's continuing concern about UHF.

The commission set the application for hearing on the principal question of whether the proposed changes would impair the ability of authorized and prospective UHF television stations in the area to compete effectively or would jeopardize the continuation of existing UHF television service.

The proposed changes would permit WBTW, which does not now put a signal over Fayetteville, to provide that city with a grade A signal. Fayetteville has a population of 51,000 and is the county seat of a county which has a population of 180,000. The county is the hub of an area containing 446,000 persons.

The commission acted on the petition of Triangle Telecasters Inc., licensee of WRDU(TV) (ch. 28) Durham, N.C., which provides Fayetteville with a grade B signal.

WRDU has per-program network affiliations with CBS and NBC. WTVB(TV) (ch. 11) Durham, which puts a grade A signal over Fayetteville, is the NBC and CBS affiliate in the Durham-Raleigh area.

WBTW is a primary CBS affiliate. And, the commission noted in its hearing order, a grant of the Daily Telegraph application, "which would allow WBTW to provide a predicted grade A and grade B signal (and CBS programming) over Fayetteville for the first time, and substantially increase a small existing overlap with WRDU, could have an adverse impact upon the viability of the new UHF station which has not de-

veloped sufficient audience as yet."

The commission also pointed out that Fayetteville does not have a local outlet, and added that a grant of the application might prevent the establishment of one. One UHF construction permit for the city—for channel 40—is outstanding, and channel 62 is available to new applicants.

Daily Telegraph, in opposing Triangle Telecasters' opposition, said a grant of its application would foster the most efficient use of the existing broadcast spectrum.

The commission agreed. But it said, quoting from a previous decision involving conflicting desires of VHF and UHF stations, "the paramount policy of fostering UHF service would more than offset the policy of encouraging VHF stations to provide the best possible service to the largest number of persons" (BROADCASTING, May 13, 1968).

ASI adds a Calif. UHF, awaits OK of radio buy

The FCC last week gave Atlantic States Industries part of what it was seeking in a complicated arrangement involving the sale and in one case resale of one television station and three AM-FM combinations.

The commission approved the sale of KLYD-TV (ch. 17) Bakersfield, Calif. to ASI. Lincoln Dellar is selling the station for \$1,150,000. Approval was on a 6-to-1 vote, with Commissioner Nicholas Johnson dissenting.

But the commission deferred action on the proposed transfer, for \$9 million, of Cleveland Broadcasting Co., owner of the AM-FM's involved, to ASI. The commission reportedly wants further information on ASI's financing arrangements.

The properties involved are WLEC-AM-FM Sandusky and WERE-AM-FM Cleveland, both Ohio, and KFAC-AM-FM Los Angeles.

Hinging on approval of those transfers is the proposed sale of the Sandusky stations to RadioOhio Inc. (WBNS-AM-FM-TV, Columbus, Ohio, *Columbus Dispatch*) for \$835,000.

The spin-off of the Sandusky AM enables ASI to avoid conflict with the commission's rule limiting licensees to seven AM's. ASI now owns five AM's and one FM—WRYT(AM) Boston, WLOB-AM-FM Portland, Me.; WNVY(AM) Pensacola, Fla.; KMAK(AM) Fresno and KROY(AM) Sacramento, both California.

In addition, the \$835,000 would be used in ASI's purchase of Cleveland Broadcasting.

One complication is the commission pending rule barring the acquisition of two full-time stations in the same market. ASI has agreed to abide by the outcome of that rulemaking but RadioOhio has not.

Besides its broadcast interests, ASI is the parent corporation of McGavren-Guild-PGW Radio Inc., station representative firm. Cleveland Broadcasting's principals are Richard H. Miller and Paul Aiken.

Two AM's eyed by railroad

Rio Grande Industries Inc., Denver, majority owner of the Denver & Rio Grande Western Railroad, has agreed in principle to acquire KIMN(AM) Denver and KYYI (AM) Oregon City, Ore., in a stock transaction worth an estimated \$6 million.

The purchase, for an undisclosed amount of Rio Grande common and preferred stock, is subject to ratification of a definitive contract by both sides and is also subject to the usual FCC approval.

Principals of KIMN Broadcasting Co. and Republic Broadcasting Inc., licensees of the stations respectively, are Kenneth E. Palmer, president; John C. Hunter, vice president-treasurer, and Robert Donner, Jr., vice president-secretary—each with 31.6%.

Rio Grande Industries is the holding company and 91.5% owner of the Denver & Rio Grande Western Railroad and was formed in April to permit the railroad to diversify its business. Under present Interstate Commerce Commission regulations, railroads cannot engage in diversified business activities. Rio Grande has no other holdings at the present time, however. G. B. Aydelott is president of Rio Grande, which is traded on the New York Stock Exchange.

Both KIMN and KYYI are full-time stations. The Denver outlet is on 950 kc with 5 kw, and the Oregon City station is on 1520 kc with 50 kw day and 10 kw night.

Ford names Milligan

Ron Milligan, Westinghouse Broadcasting Co. correspondent in Saigon since 1967, has been awarded a Ford Foundation fellowship in advanced international reporting at Columbia University's School of International Affairs. The foundation program provides grants for outstanding newsmen to enable them to broaden their knowledge of world affairs. Mr. Milligan's replacement in Saigon will be Apul K. Steinle, reporter of WBC-owned WRZ-TV Boston.

Roanoke AM-FM-TV sold for \$7 million

**But FCC approval hinges
on group-broadcaster Park
selling off radio outlets**

The sale of WSLs-AM-FM-TV Roanoke, Va., from Shenandoah Life Stations Inc. to group-broadcaster Roy H. Park for \$7,050,000 was approved by the FCC last week on condition that Mr. Park would divest himself of all interest in the radio stations within a year.

In making the conditional grant, the commission waived the interim policy of its one-to-a-customer rulemaking since the buyer, Roy H. Park Broadcasting of Roanoke Inc., told the commission it would accept a grant conditioned on the sale of both radio stations or the FM alone. The commission pointed out that the predicted grade B contour of WSLs-TV overlaps that of two of Mr. Park's TV stations—WTVR-TV Richmond, Va., and WJHL-TV Johnson City, Tenn., but said that the amount of overlap is minimal.

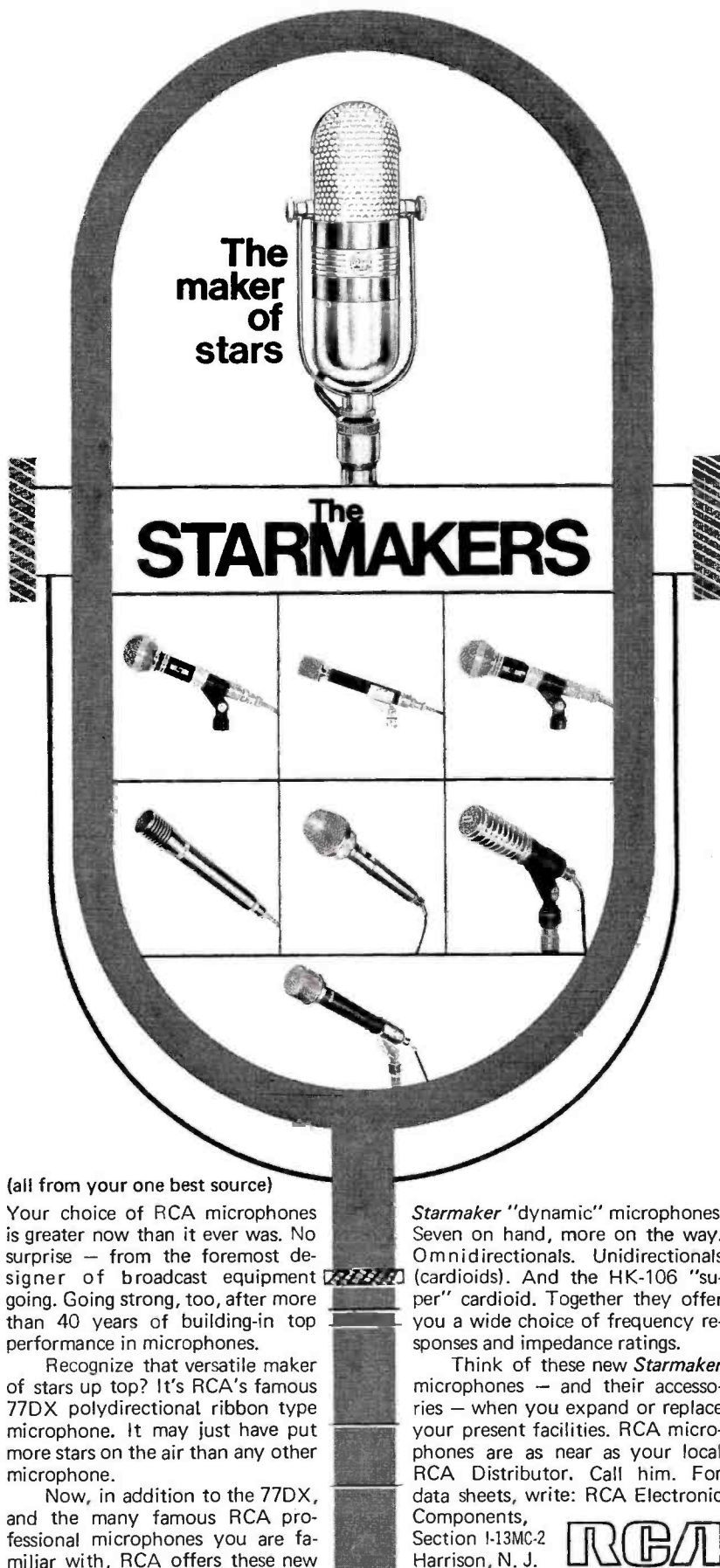
In addition to the Richmond and Johnson City TV stations, Mr. Park owns WTVR-AM-FM Richmond; WNCT-AM-FM-TV Greenville, N.C.; WDEF-AM-FM-TV Chattanooga; KRST-AM-FM St. Louis Park, and WEBC(AM) Duluth, both Minnesota; WNAX(AM) Yankton, S.D., and the construction permit for WUTR-TV (ch. 20) Utica, N.Y.

Shenandoah Life Stations Inc. is owned by the Shenandoah Life Insurance Co., of which G. Frank Clement is president. Horace S. Fitzpatrick will remain as executive vice president and general manager of WSLs-AM-FM-TV. He has been with the operation for 29 years.

In arriving at the purchase price, both parties valued the FM station at \$150,000, the AM station at \$900,000 and the TV outlet at \$6 million. WSLs-FM is on 99.1 mc with 200 kw and an antenna height of 1,890 feet above average terrain. The AM is full time on 610 kc with 5 kw day and 1 kw night. WSLs-TV is a channel 10 NBC affiliate with 316 kw visual.

Commissioners James J. Wadsworth and H. Rex Lee concurred with Chairman Rosel H. Hyde, Robert T. Bartley and Robert E. Lee. Commissioner Wadsworth dissented to inclusion of any condition and Commissioner H. Rex Lee issued a statement. Also issuing a statement was Commissioner Kenneth A. Cox who concurred in part and dissented in part. Commissioner Nicholas Johnson dissented.

Commissioner Cox said in his statement that he dissented "with respect to the failure of the majority to specify



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that resale of the AM and FM should be at no profit above the values specified in the application."

Commissioner H. Rex Lee also objected to Mr. Park's acquisition of two stations "for purposes of sale rather than operation," and added in his concurring statement that the transaction seemed to involve trafficking. The sale price of the AM and FM should not exceed the current value of the stations, he said.

Johnson defended in KRON case

Complainants don't deny contacts with commissioner, but they assert legality

Albert Kihn and Blanche Streeter, former employees of Chronicle Broadcasting Co., last week defended FCC Commissioner Nicholas Johnson against charges of ex-parte activities in the setting for hearing of the license renewal of Chronicle's KRON-FM-TV San Francisco.

Both are complainants in the proceeding, and Mr. Kihn is a party to it. The hearing grew out of charges of news management by the stations.

Chronicle three weeks ago called for the disqualification of Commissioner Johnson, accusing him of consorting with its accusers (BROADCASTING, Aug. 25). Specifically, Chronicle charged that Mr. Johnson "has received, has failed to disclose in a timely manner,

and has responded to, prohibited ex-parte presentations" from Mr. Kihn and Bruce B. Brugmann, publisher of the *San Francisco Bay Guardian* and a frequent Chronicle critic.

Mr. Kihn and Mrs. Streeter maintained that neither Mr. Kihn nor Mr. Brugmann was an interested party in the context of the commission's rules regarding ex-parte presentations since they were not "parties to the restricted proceeding." Mr. Brugmann was never made a party, and Mr. Kihn was not designated a party until after the KRON renewals were set for hearing March 20. And neither would be affected by the outcome of the restricted proceeding, the complainants contended, since it became restricted following a petition to deny renewal filed by John F. Banzhaf III of Action on Smoking and Health.

Mr. Kihn and Mrs. Streeter claimed that the commission did not inform Mr. Kihn or Mr. Brugmann that the proceeding had assumed restricted status. They further claimed that neither of the men would be affected by the disposition of Mr. Banzhaf's complaint, which entailed charges of an insufficiency of anti-smoking information.

None of the letters to Mr. Johnson from Mr. Kihn or Mr. Brugmann constituted "ex-parte presentations," Mr. Kihn and Mrs. Streeter also alleged, since they did not meet the commission's definition of "any communication going to the merits or outcome of any aspect of a restricted proceeding." And, Mr. Kihn and Mrs. Streeter argued, the communications to Mr. Johnson were appropriately considered by him as part

of the commission's "continuing study of the ownership structure of the broadcast industry."

As to Chronicle's charge that Mr. Johnson negatively prejudged multiple ownerships and newspaper-broadcast ownerships generally, Mr. Kihn and Mrs. Streeter claimed that no evidence had been presented showing Mr. Johnson to be "other than a man of conscience and intellectual discipline, capable of judging a controversy fairly on the basis of its own circumstances."

State cable control is on Denver agenda

Utility commissioners state claim to regulate CATV rates, franchises

Cable TV operators who have been battling broadcasters, copyright owners, and telephone companies as threats to their free-market existence, are about to come face-to-face with another foe: the nation's state public-service regulators.

State regulation of CATV's rates, franchises and services is the avowed goal of the National Association of Regulatory Utility Commissioners, which has placed CATV on the agenda of its Oct. 6-9 convention in Denver. At the same time, NARUC has placed itself on the side of state regulation in a dispute now at the door of the U.S. Supreme Court, and has urged the FCC to continue the policy of permitting local and state regulation of CATV.

At the NARUC convention, a panel on CATV regulation by states will be held, with the following panelists: Bruce Lovett, general counsel of the National Cable TV Association; Henry Geller, general counsel of the FCC, and Archie Smith, chairman of the Rhode Island Public Utilities Commission.

Earlier, NARUC told the Supreme Court that a three-judge Nevada federal court ruling last December upholding that state's power to regulate CATV should be upheld. The Supreme Court has been asked to overturn that decision by two Nevada cable companies, TV Pix Inc. of Elko, and Wells TV Inc. of Wells (BROADCASTING, Sept. 1).

And, only two weeks ago, NARUC told the FCC that it hopes that the commission will continue to uphold the policy it enunciated when it asserted jurisdiction over cable TV encouraging states and localities to regulate cable TV rates, franchises and services. The NARUC position was contained in comments filed in the FCC's rule-making proceeding on part V of proposed rules



WWVA-AM-FM Wheeling, W. Va., has set a target date of late this year for completion of the renovation of the local Capitol theater as the new home for the station (BROADCASTING, Sept. 1). The \$375,000-building will also be used for the origination of the station's Jam-

boree, which has been programed by the station for more than 26 years and is presented before live audiences. In addition, the Capitol facilities will be available for civic functions as well as origination of closed-circuit television.

on CATV (BROADCASTING, Sept. 8).

At the present time, only three states have enacted laws regulating the local aspects of CATV. They are Connecticut, Nevada and Rhode Island. Eleven other states are considering such proposals.

Vikoa buys WCIN Cincinnati

**It's first move
into radio interests
by major CATV owner**

Vikoa Inc., Hoboken, N. J., group CATV owner and manufacturer of electronic equipment, plans to enter radio broadcasting. It has reached an agreement in principle to purchase WCIN(AM) Cincinnati.

The station would be acquired, subject to FCC approval, from Robert W. Rounsaville of Atlanta for \$2 million in cash plus an undisclosed amount of Vikoa common stock and the assumption of liabilities. WCIN(AM) would be run by its present management as a wholly owned subsidiary of Vikoa.

Mr. Rounsaville will retain WLou(AM) Louisville, Ky.; WDAE(AM) Tampa, Fla.; WVOL(AM) Nashville; WYLD(AM) New Orleans and WFUN(AM) Miami. He said he intends to expand these operations and is not excluding possible future acquisitions.

WCIN is full time on 1480 kc with 5 kw day and 500 w night.

Vikoa operates nine CATV systems in seven states with more than 30,000 subscribers. Last January, Vikoa completed the acquisition of Krantz Films Inc., New York, for 125,000 of its shares (BROADCASTING, Jan. 27.) Krantz produces and distributes TV programs.

For the six months ended June 30, the company had net income of \$692,000 or 40 cents per share on sales of \$12.2 million (BROADCASTING, Aug. 25).

Theodore B. Baum is president-treasurer and 15.6% owner of Vikoa; Robert Baum, vice president-secretary, owns 14%.

New Hagerstown U aims for early Dec. start

WHAG-TV Hagerstown, Md., a new UHF station, is scheduled to go on the air Dec. 1. Complete installation of station equipment is being handled by the Ampex Corp., Redwood City, Calif.

Included in the \$700,000 package are an Ampex 30 kw transmitter, BR-30 antenna, 400-foot tower, and a complete remote control unit.

WHAG-TV's studio will boast two VR-1200B high-band color video tape recorders with editing and production accessories, two BC-210 color studio cameras and an AG-440B audio recorder.

GOP leader will likely be for Pastore bill

While speculation runs rampant in the Senate as to who will succeed the late Senator Everett McKinley Dirksen (R-Ill.) as minority leader, broadcasters might note that all leading candidates for the post are listed as solid supporters of the bill to prohibit competing applications at renewal time. All but one, in fact, are co-sponsors.

The bill (S. 2004), introduced by Senator John O. Pastore (D-R.I.), numbers these leading candidates for

the minority leader's post among its co-sponsors: Senators Hugh Scott (R-Pa.), Gordon Allott (R-Colo.), Robert Pearson (R-Kan.), Howard Baker (R-Tenn.) and Roman Hruska (R-Neb.). Senator Robert Griffin (R-Mich.), another contender, is still numbered among the bill's supporters although he did not co-sponsor it.

At the week's end, the names mentioned most frequently were those of Senators Scott, Baker and Allott, with Senator Scott the leader and Senator Baker, a freshman, acquiring growing support among conservatives and younger Republicans.



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Anniversary plan gains celebrity

Bob Hope to be honorary chairman
for committee charting broadcasting's 50th

Bob Hope, an international celebrity for most of broadcasting's lifetime, will be the honorary national chairman of a special advisory committee for the 1970 observance of broadcasting's 50th anniversary.

National Association of Broadcasters President Vincent T. Wasilewski announced Mr. Hope's acceptance of the post last week and commented: "We are very pleased that Mr. Hope can accept this appointment, for I can think of no other American who so completely represents the broadcasting industry and transcends affiliation with any one facet."

The advisory committee comprises recipients of NAB's Distinguished Service Award. Mr. Hope received the award in 1963.

Mr. Hope told NAB he is "honored

and flattered" to serve as national chairman. "I'm very happy to do anything that will help to make the 50th anniversary a great one," he said.

Committee members will be Mark Ethridge, retired publisher of the Louisville *Courier-Journal* and *Times*, and a former NAB president; John E. Fetzer, president, Fetzer Broadcasting Co., and owner of the Detroit Tigers baseball team; ABC President Leonard H. Goldenson; Chet Huntley and David Brinkley, NBC News commentators; Clair R. McCollough, president, Steinman Stations, Lancaster, Pa.; Donald H. McGannon, president, Westinghouse Broadcasting Co.; Justin Miller, former federal jurist and retired NAB president; William S. Paley, CBS board chairman; Robert W. Sarnoff, RCA president and chief executive officer; CBS President

Frank Stanton; Sol Taishoff, editor and publisher of *BROADCASTING*, and news commentator Lowell Thomas.

FM does its 'thing' for the blind in Minn.

Talking books for the blind have a long and honorable history. Up in Minnesota today, however, the nonsighted have something called a "Radio Talking Book," a new and gratifying use for the multiplex capabilities of FM. The project has been underway for 10 months and its success has aroused national interest.

The program, budgeted at \$125,000 for two years, is a joint venture of Minnesota Educational Radio Inc., a statewide, noncommercial radio group, and the Minnesota State Service for the Blind, a division of the state's Department of Public Welfare. It began early last December and is carried on a subchannel of MER's KSJR(FM) Collegeville, Minn., and KSJN(FM) St. Paul. Soon to join these two will be MER's third station, KCCM(FM) Moorehead, Minn.-Fargo, N.D.

At present there are over 1,000 blind or partially-blind listeners to the service, which runs 17 hours daily (from 7 a.m. to midnight). Another 1,000 are expected to be added before this year is out.

Each blind person is supplied with a specially designed fixed-frequency FM receiver that receives both the full carrier and the SCA channel "talking books" program. The 8x6x4-inch sets, made by Sarkes-Tarzian Inc. for about \$40 each, are purchased by the state and loaned to recipients free of charge. Each set is equipped with a phone jack for individual listening.

Daily, each of the FM stations in the network, broadcasts on its subcarrier channel a melange of news, information and entertainment from newspapers, magazines and books. The programs are prepared by volunteers at the communication center of the State Services for the Blind, as well as at the Collegeville station.

Apollo promotion

A published summary of America's manned space flight program, highlighted by the Apollo 11 flight, will soon be available from ABC Radio. A



Bob Hope strides toward the podium at 1963 National Association of Broadcasters convention in Chicago to receive NAB's Distinguished Service Award. Mr. Hope's official escorts were Robert

Kintner (l), then president of NBC, and Robert Sarnoff, then chairman of NBC. Mr. Sarnoff is now president and chief executive officer of parent RCA.

specially prepared long-playing record will be part of the book entitled "Apollo 11, Man's Greatest Adventure." Also included will be by-lined material by a number of ABC Radio personnel.

Taxis turn-on for WMCA prize

WMCA(AM) New York is giving cab drivers an exclusive chance to win money in that station's Taxi-Turn-On jackpot. Posing as 'Mystery Riders,' WMCA personnel take cabs all over the city. If a driver's radio is tuned to WMCA he is immediately awarded \$1.

If his name is selected from a group of winning drivers, his name is called out by the station making him eligible for an additional \$50 if he calls in to identify himself. The jackpot increases by \$25 for each unanswered call.

Heavy school reminder

WNAP(FM) Indianapolis will suspend all advertising for a 96-hour period next

week. The rock station with a predominantly youthful audience is making the unprecedented move to encourage all students to be back in school this fall. WNAP will replace its commercials with reminders to go back to school, stay in school and make school "what's happening."

Katz calls quits to its 'Calendar'

Katz Television last week ceased publication of its "Calendar" in use since 1944 to calculate renewal and end-dates of broadcast schedules.

Katz noted that the acceptance of shorter flights in the purchase of broadcast time had diminished the calendar's usefulness.

It was designed for quick calculation when schedules ran in flights of 13-, 26-, 39- and 53-week cycles.

Katz will continue to publish its other aids, the "Spot Budget Estimator," the "Spot Cost Summary" and the "Spot TV Cost per Rating Point Guide."

WHBF

the call letters of public service since 1925



Maurice
Corken, vice pres. & gen. manager

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



Bob
Sinnett, vice president, engineering

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



Bud
Nelsen, national sales manager

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

WHBF

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

Equipment&Engineering

Farm-news loss upsets senators

FCC's presunrise-rule restrictions prompts angry letter to White House

Five Republican senators, troubled by the implications of a previously inconspicuous FCC presunrise ruling, last week brought the matter to the attention of the White House.

The senators are protesting an amendment to the commission's presunrise rules. It limits the power of daytime and limited-time class II stations West of their clear-channel dominant stations to 500 w at 6 a.m. local time or sunrise at the I-A station (BROADCASTING, Aug 4). The ruling was to go into effect yesterday (Sept. 14).

But the senators have asked the commission to stay that order pending further investigation.

What disturbs the five legislators is that "some counties will not be able to receive any news and information by radio programing at hours of maximum need concerning agriculture and related business," as their letter to the President states it. What appears to disturb them almost equally is that the

commission's ruling rests in part upon an interpretation of the U.S.-Mexican treaty governing use of the AM radio band. The senators regard that interpretation as wrong.

In their letter to the President, the senators note a statement made by FCC Commissioner James J. Wadsworth when he reported to the Senate earlier this year on the treaty, which he helped to negotiate. At that time, the commissioner said: "No existing station will be required to change frequency or other conditions of operation upon entry into force of the new agreement."

The order embodying the commission's amended rule, on the other hand, cited the treaty as one of several justifying agreements. The commission said: "[The treaty] limits pre-sunrise operation by those classes of stations permitted it, in either country, to 6 a.m. local time and after, and to no more than 500-w power (less if necessary to protect co-channel stations in the other country in accordance with

the standards of the general agreement."

Whatever the legal justification or lack of it, the five senators—led by Senator Carl T. Curtis (R-Neb.)—want the commission to rescind an action they regard as "directly opposite the FCC's stated view of protecting and expanding news and information programming," in Senator Curtis's words. Particularly in Nebraska, the senator said, the cutback in agri-business morning reports and weather-related emergency services will be severe.

The letter to President Nixon also said: "Very serious financial loss will accrue to some broadcasters who have over the years faithfully served the public interest." In addition to Senator Curtis, the letter was signed by Senators Roman L. Hruska (R-Neb.); Karl E. Mundt (R-S. D.); Jack Miller (R-Iowa), and George Murphy (R-Calif.).

The ruling affects approximately 30 stations, ranging from Ohio to California. Three of these—WNAX(AM) Yankton, S. D., WJAG(AM) Norfolk, Neb. and KMMJ(AM) Grand Island,

Neb.—are reportedly urging listeners to support the senators' campaign. Senator Curtis, in turn, has promised: "We are not going to stand for the loss of radio service in Nebraska."

Zworykin award established by RCA

RCA is establishing a \$5,000 award for outstanding achievement in electronic science and technology in honor of Dr. Vladimir K. Zworykin, inventor and pioneer in the development of television.

The Vladimir K. Zworykin award will be administered by the National Academy of Engineering and will be presented annually for five years, beginning in 1970. The announcement of the award was made at an 80th birthday tribute to Dr. Zworykin attended by more than 200 scientists and RCA executives last Wednesday (Sept. 10) in Princeton, N. J.

Dr. Zworykin, whose conception of the first practical tube for TV trans-

mission, the iconoscope, and development of the kinescope picture tube, formed the basis for all important later advances in the TV field, retired from RCA in 1954.

After his retirement he assumed direction of the Medical Electronics Center at the Rockefeller Institute in New York.

In addition to his contributions to television technology and electronics in medicine, Dr. Zworykin holds more than 120 U.S. patents on developments ranging from gunnery controls to electrically controlled missiles and automobiles. In 1966, he was awarded the National Medal of Science by President Lyndon B. Johnson.

Technical topics:

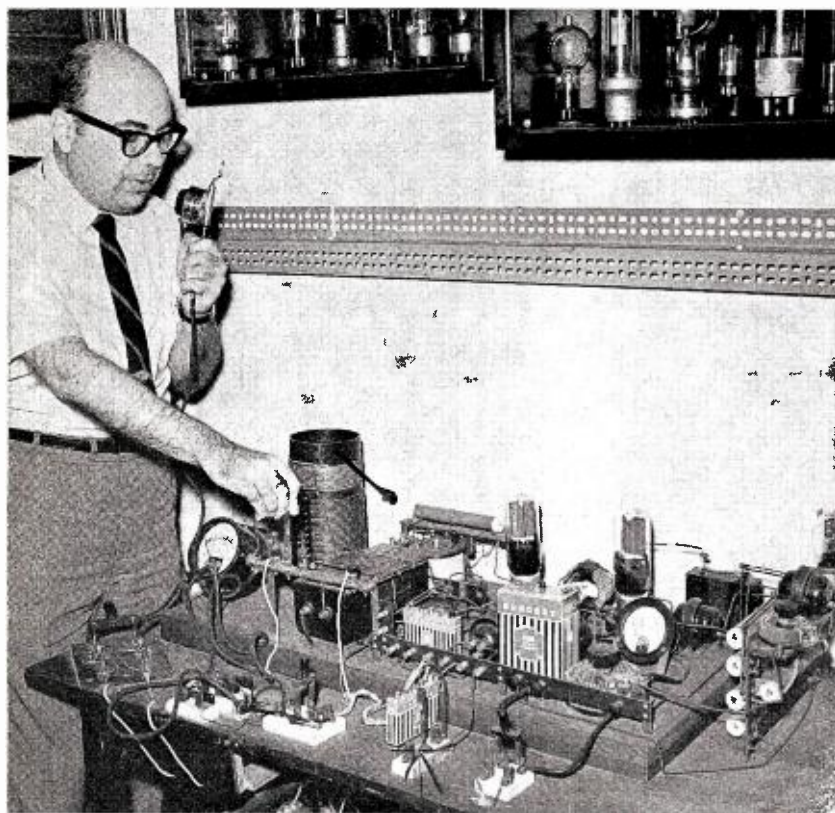
Compact console ■ Visual Electronics Corp., New York, is marketing a four channel audio control console, the "4 X 1" model, which features facilities for two microphone inputs, seven high-level inputs, and two transformer-isolated high-level inputs. Visual explained the self-contained console is designed for a control center for the preparation of tapes or discs for program production aids, or as sub-control equipment where programs originate from individual booths or studios, and is also suitable for mobile installations for full production capability at remote locations.

Educational facilities ■ An RCA color TV studio, costing \$550,000, is scheduled for installation at Southern Illinois University, Edwardsville, Ill., later this year. It will be used to teach broadcasting techniques and as a production center for television programs. The two color cameras in the studio system are the three-tube TK-44A, which RCA began delivering to TV networks and stations early this year. Also included are two TK-27 color TV film systems, three TR-60 color TV tape recorders, a TS-40 switcher, and other items identical with those used in commercial broadcasting.

Lure of Hialeah snares cameramen to seminar

Maybe it's because of its headquarters location—Hialeah, Fla.—but when a year-old video-tape production company needed to buy three more color-TV cameras, it got the national TV camera manufacturers to put their wares on display in what was billed as a contest, but which also turned into an unusual camera seminar.

Media Research and Productions Inc., Miami, was the host. The two-day seminar took place Sept. 3 and 4, first at the company's studios in Hialeah,



One of the highlights of the Broadcast Symposium sponsored by the Institute of Electrical and Electronics Engineers in Washington this week is a private viewing of early radio equipment at the Smithsonian Institution, many in operating condition. Shown here is Eliot N. Sivowitch of the Smithsonian's Division of Electricity with the transmitter of

WDM(AM) Washington, licensed on Dec. 22, 1921 to the Church of the Covenant (now the National Presbyterian Church), Washington. The station (50 w on 1110 kc) remained on the air until July 15, 1925, broadcasting under its "limited commercial" permit church services, sermons, lectures and, once, a wedding.

and then at a nearby country-club golf course. More than 80 engineers and production men from Florida TV stations and advertising agencies turned out for the comparative demonstrations—not unusual but still not a common way of doing business for the manufacturers.

Present for the demonstrations were cameras from RCA, General Electric, Visual Electronics and Philips, as well as Marconi (MRP's present equipment). The two days of comparisons were taped into a 90-minute recording and will be evaluated by MRP executives to determine who gets their order.

MRP, which specializes principally in mobile video taping for local advertising agencies as well as providing facilities for networks and local stations when required, is headed by John Gaul as president.

IEEE group to hear all about color TV

Broadcast engineers hope to learn something about improving their color operations at the 19th annual broadcast symposium to be held in Washington this week (Sept. 18-20).

A panel representing all elements of color broadcasting will be held Friday morning (Sept. 19) on "How Can We Improve Our Color Image?" To be

moderated by Ben Wolfe, Post-Newsweek Stations, the panel will hear from Blair Benson, CBS; Charles Carter, AT&T; Roger J. Ross, Canadian Broadcasting Corp.; Frank Bias, formerly of General Electric, and Norman Parker, Motorola.

Also planned the same morning is a status report on the work of the transmission subcommittee of the Joint Committee on Intercity Coordination to be given by Wendall C. Morrison, RCA. Other speakers delivering papers on color TV: Charles W. Rhodes, Tektronix Inc.; Lloyd C. Hrrup, CBS, and John Pinney, Eastman Kodak.

Among other highlights of the symposium, sponsored by the broadcast group of the Institute of Electrical and Electronic Engineers, is a half-day session on cable TV. Scheduled for Thursday morning (Sept. 18), speakers will be Frank J. Ragone, Jerrold Electronics; Donald W. Levenson, Wheeling Antenna Co.; O. D. Page, Entron; Archer S. Taylor, Malarkey, Taylor and Associates, and B. R. Carter, CAS Manufacturing Co.

James T. Raleigh of Bell-Comm Inc., will speak on the Apollo 11 communications at a luncheon Thursday sponsored by the Association of Federal Communications Engineers. John W. Macy Jr., president of the Corp. for Public Broadcasting, will be the banquet speaker Friday evening.

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International



Kenneth R. Giddens (r), owner of WKGR-AM-FM-TV Mobile, Ala., and new director of the Voice of America, repeats the oath at swearing-in ceremonies Sept. 5 [BROADCASTING, Sept. 8]. Mrs. Giddens

holds the Bible while Frank Shakespeare, U.S. Information Agency director, administers the oath of office to the new head of the broadcasting arm of USIA.

Broadcasting

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West German vote aired in U.S.

Noncommercial WRVR(FM) New York will originate live coverage of West German elections Sept. 28 to more than 70 stations lined up by the National Association of Educational Broadcasters' National Educational Radio Network.

The two-hour coverage (4-6 p.m. NYT) will be anchored by Elizabeth Young, formerly of noncommercial WAMU-FM Washington, and Mitchell Krauss, WNDT(TV) New York, with Jer-

rold Sandler, former executive director of NER, serving as the coordinator in Germany.

International notes

FC&B in beer ■ Brau A. G., Germany, has appointed the Frankfurt office of Foote, Cone & Belding to handle advertising and sales promotion for its Tucher-Seicher beer. Former agency was Karl Gabler, Munchen.

FC&B in corn ■ A/S Maizena-Compagniet (Corn Products International)

has named Foote, Cone & Belding, both Copenhagen, to handle its Knorr soup and Mazola corn oil accounts. Media plans have not been announced.

New products to FC&B Toronto ■ Bristol-Myers Canada Ltd. has assigned accounts for several new developmental products to Foote, Cone & Belding, Toronto. The assignment will not affect accounts at existing Bristol-Myers agencies. Foote, Cone, Toronto, handles the Clairol division of Bristol-Myers, but had not previously been selected for Bristol-Myers Canada products.

Fates & Fortunes

Broadcast advertising

Howard Eaton, VP and director of broadcasting, and **William Weed**, VP and management supervisor, Ogilvy & Mather, New York, elected senior VP's.

David P. Holtz, VP, management supervisor, Papert, Koenig, Lois, New York, joins Needham, Harper & Steers there as VP, senior account director.

William A. McIlwain, director of personnel, N. W. Ayer & Son, Philadelphia, elected VP.

George J. Renner Jr. and **John G. Noakes**, with Ted Bates & Co., New York, named VP's.

William F. Suchmann, group head, Foote, Cone & Belding, New York, joins Kenyon & Eckhardt there as VP and group head.

Murray Ison, with Blair Television, Chicago, joins KTRK-TV Houston as general sales manager.

Santo Critelli, VP and account supervisor, Papert, Koenig, Lois, New York, joins Bristol-Myers Co. there as associate director of advertising service department.

James Organ, formerly production manager, WLAC(AM) Nashville, joins Bill Walker and Associates, advertising, PR and marketing firm there as manager of creative services.

John E. Cashwell, with Panasonic division of Matsushita Electric Corp. of America, New York, appointed advertising manager for Panasonic.

Joseph M. Coogle Jr., VP and account manager, Ketchum, MacLeod & Grove, appointed director of marketing, research and media planning in Pittsburgh office of KM&G. He will report to William H. Genge, executive VP and manager of Pittsburgh office. Reporting to Mr. Coogle will be William E. Schulze, consumer marketing director; Donald A. Morich, research director, and Sever A. Toretti, media director.

Dean O'Brien, VP and director of West Coast operations, N. Lee Lacy & Associates, Los Angeles, and **Jim Jacobs**, VP and director of West Coast operations, VPI, Hollywood, join Directors Center, newly formed commercial production firm, Hollywood, as VP and director of West Coast operations and VP and executive producer, respectively. Both VPI and Directors Center are divisions of Electrographic Corp., New York.

Charles J. O'Donnell, formerly media group supervisor, Norman, Craig & Kummel, New York, joins Bauer Tripp Hening & Bressler there as media director.

Barbara Proctor, copy supervisor, Gene Taylor Associates, Chicago agency, joins North Advertising there in same capacity.

James L. McDonnell, formerly copy group head, Post-Keyes-Gardner, Chicago, named VP.

Richard T. Biedler, director of technical services, Compton Jones Associates, Bethesda, Md., advertising and PR agency, also elected VP.

Dick Waller, group sales manager, Metro TV Sales, Chicago, appointed to same capacity in New York office.

Harvey Cohen, with Metro TV Sales, Chicago, appointed group sales manager.

Codus to State Dept.

General manager of CBS/FM Sales in New York, **William R. Codus**, who was called upon by the White House last summer to assist in travel arrangements for the President's Asian tour, has been named assistant chief of protocol for Department of State. CBS has not announced a successor for Mr. Codus, who has held general manager's position since last July. In his protocol post, he will be responsible for visits of foreign dignitaries.

Joe Fife, formerly VP of OK Group (regional radio network) and general manager of WOK(AM) Houston, joins WGRT(AM) Chicago as general sales manager.

Anthony C. Fairbanks, formerly with WAIL-TV Atlanta (now WQXI-TV), joins WGKA-AM-FM there as sales manager.

Carl Carey Jr., with CBS Television Stations National Sales, New York, appointed retail sales manager for CBS-owned KNXT(TV) Los Angeles.

A. William Varga, research project director, Lennen & Newell, New York, joins RKO Radio Representatives there as sales planning and research manager.

Media

E. Melvin Pinsel, with WFLD-TV Chicago, joins WEEF(AM) Highland Park, Ill., as president-general manager. **Art Thoreson**, WEEF general manager, resigns, with no future plans announced.

Glenn Bell, general manager of KSO(AM) Des Moines, Iowa, elected VP and general manager.

W. N. Cate, KRLW(AM) Walnut Ridge, elected president of Arkansas Broadcasters Association at ABA summer convention in Hot Springs. Others chosen: **W. J. Wheeler**, KHOZ(AM) Harrison, second VP; **Jack Freeze**, KFPW(AM) Fort Smith, second VP; **J. C. Willis**, KVOM(AM) Morrilton, secretary-treasurer.

Doug Berle, general sales manager, WCWA-AM-FM Toledo, Ohio, appointed general manager. **Garry W. Miller**, operations and program director, appointed station manager.

Rex Messersmith, program manager, WNAX(AM) Yankton, S.D., appointed general manager.

Mel Peterson, formerly with KLOK(AM) San Jose, Calif., joins KEGL(AM) Santa Clara, Calif., as station manager.

Lewis Kendrick, former head of TV division, Air University, Maxwell Air

Force Base, Montgomery, Ala., joins Alabama educational TV network, Birmingham, in newly created position of director of operations.

John W. P. Mooney, program director, High Fidelity Cable Television Co., Great Barrington, Mass., operators of four CATV systems in western Massachusetts, appointed general manager and **John L. Diegel**, chief technician, appointed systems manager.

Robert S. Yeager, general manager, WEZY(AM) Cocoa, Fla., joins WINR(AM) Binghamton, N.Y., as manager. Both are Gannett stations.

Bill McCain, with WGKA-AM-FM Atlanta, appointed manager.

Robert C. Rhodes, Pennsylvania regional systems manager for United Transmission Inc., Kansas City, Kan.-based CATV company, appointed director of marketing for company.

Kenneth Cohen, formerly assistant director of labor relations, ABC, New York, joins Metromedia there as director of labor relations.

David Heltzell, with WPGH-TV Pittsburgh, named business manager.

Programing

Michael J. Gould, central sales manager, MGM-TV Chicago, joins Group W Program Sales Inc., New York, as VP.

Cal Bollwinkel, executive producer, KPIX(TV) San Francisco, joins KXTV(TV) Sacramento, Calif., as program manager.

Robert L. Canada Jr., program director, WORD(AM) Spartanburg, S.C., joins Programing db, Hollywood-based radio-station consultancy, as assistant to director.

Herb Brody, **Irv Linker** and **Len Leff**, with Video Instar Productions, newly formed TV production company based in New York, named president, executive VP-sales and marketing and executive VP-operations and productions, respectively.

Edward G. Gannon, formerly producer-director, WCAU-TV Philadelphia, joins WKBS-TV Burlington, N.J.,-Philadelphia in similar capacity.

Bob Feldman, formerly news director, Taft Broadcasting's WNEP-TV Scranton-Wilkes-Barre, Pa., appointed program director. He succeeds **Roland Reed**,

who moves to Taft Broadcasting headquarters, Cincinnati, as promotion manager of syndicated *Dennis Wholey Show*.

Ian Harrower, program and production manager, WWJ-TV Detroit, joins WFIL-TV Philadelphia as director of public affairs and documentaries.

James Wright, director, KPLR-TV St. Louis, appointed production manager.

News

James L. Greenfield, VP for news at Westinghouse Broadcasting Co., returns to *New York Times* as foreign editor. Mr. Greenfield joined Westinghouse April 8, 1968, after dispute with *Times* upper echelons over his assignment to Washington bureau.

Martin Carr, producer of CBS News documentary, *Hunger in America*, joins NBC, New York, as producer.

Bob Rogers, sports director, KSAT-TV San Antonio, Tex., joins KENS-TV there as news director.

Carl Grant, assistant news director, WLWC(TV) Columbus, Ohio, joins WKBS-TV Philadelphia as news director and newscaster.

Grove Thomas, ABC-TV network unit

manager assigned to sports, appointed film production manager for sports, ABC Sports, New York. **Ted Payne**, formerly TV consultant and film writer-director, Bell Telephone Laboratories, Murray Hill, N.J., joins ABC Sports as sports unit manager. Both sports positions are newly created.

Fred Crafts, reporter for *Eugene (Ore.) Register-Guard*, joins KNX(AM) Los Angeles news department as writer-news-caster.

J. Spencer Kinard, formerly reporter-editor, KSL-AM-FM-TV Salt Lake City, joins staff of CBS News, New York.

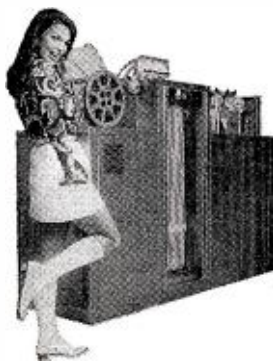
Ralph Vogel, newscaster, WMID(AM) Atlantic City, joins WDAS-AM-FM Philadelphia in same capacity.

Robert A. Sherman, WRD(AM) Grand Rapids, elected president of UPI Broadcasters of Michigan.

Promotion

Bruce J. Bloom, director of advertising, sales promotion and information services, WBBM-TV Chicago, appointed director of advertising and PR, Corinthian Broadcasting Corp. and Corinthian TV stations division, New York.

Kenneth A. Klein, with NBC, New York, appointed administrator of sta-



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tion promotion for NBC.

George F. Hoover, VP, Edward Bleier Associates, New York, programing company, joins Frank Goodman Associates, New York, PR firm, as general executive. Previously Mr. Hoover was director of press relations at ABC in New York.

Marie Rice, continuity director, WPGH-TV Pittsburgh, appointed publicity manager.

Phyllis R. Doherty, formerly press relations officer, WNAC-TV Boston, joins Boston Children's Service Association as PR director.

Babette D. Mandell, with PR division of Lando Inc., Pittsburgh, appointed account manager.

Equipment & Engineering

Max Porter, with KTAR-TV Phoenix-Mesa, Ariz., appointed chief engineer, KTAR-AM-FM Phoenix.

Allen V. Yonnetti, division head manager, Video Tape Productions, New York, joins Eastern Video Productions, newly formed video-tape company there, as chief engineer.

William E. Sproul, product manager for Diebold Inc., Canton, Ohio, appointed sales manager for Terminal Data Corp., Los Angeles, manufacturer of film processing equipment.

Sam C. Gale, VP-sales, Capital Film Laboratories Inc., Washington, resigns to form own company. He is succeeded by **Daniela Zvonar**, member of sales staff.

Arie Landrum, program - production manager, WLCY-TV Largo, Fla., joins Hollywood-based Berkey-Colortran as regional marketing manager of Lexington, Ky., office.

David A. Orienti, order administrator-sales correspondent, Gates Radio Co., Quincy, Mass., appointed district sales manager for Michigan and northwestern Ohio.

John Van, with communication equip-

ment division of Microwave Associates, Burlington, Mass., appointed Northeast regional sales manager.

Harry Stutzman, engineering supervisor, WOW-AM-FM Omaha, appointed to same position wow-TV there. He is succeeded as radio engineering supervisor by **Percy Zeigler**, member of engineering staff.

Allied fields

William H. Weathersby, deputy chief of mission at American embassy in India, named deputy director for policy and plans for U.S. Information Agency, Washington.

Leo Hurwitz, pioneer documentary film producer-director and former chief of news and special events, CBS-TV News, New York, joins New York University's Institute of Film and Television as chairman of graduate program.

Henry Brenner, founder of Home Testing Institute and TVQ, resigns as consultant to Computer Applications Inc., New York. Mr. Brenner has transferred

Two are air crash victims

An Indiana broadcaster and the son of a Maryland broadcaster were among the 83 victims killed in a collision of an Allegheny Airlines jet and a small plane near Indianapolis last Tuesday (Sept. 9).

The Indiana broadcaster was Jerry W. Kulinski, 30, co-owner and general manager of WVTS(FM) Terre Haute, Ind., who was returning from Cincinnati where he had been on a business trip. He is survived by his wife, Indiana.

Richard Tannen, 21 son of Mr. and Mrs. Erny Tannen of Silver Spring, Md., was returning to Indiana University, where he would have been a senior. His father is president of four AM stations: WYRE Annapolis, Md., WDMV Pocomoke City, Md., WEEZ Chester, Pa., and WSVP West Warwick, R.I.

his headquarters to National Purchase Diary Panel Inc., Garden City Park, N.Y., where he continues as president. This service provides manufacturer with consumer purchase measurements for variety of product categories.

Martin W. Bercovici, assistant professor of business law, San Diego State University, joins Keller & Heckman, Washington law firm.

Calvin Cobb Jr., partner, Hanson, Cobb & O'Brien, Washington law firm, joins law firm of Steptoe & Johnson there.

B. Jay Baraff, formerly member of FCC's satellite communications staff, joins Arthur Stambler, Washington lawyer.

Deaths

Bud Collyer, 61, master of ceremonies for number of TV quiz shows including *To Tell the Truth* and *Beat the Clock*, died Sept. 8 in Greenwich (Conn.) hospital of circulatory disease. Mr. Collyer was also host of old radio show, *Beat the Clock*, and was once radio voice of Superman. He was past president of American Federation of Television and Radio Artists. He is survived by his wife, Marion, and three children.

Mitchell Ayres, 59, musical director of ABC-TV's *The Hollywood Palace* series, was killed Sept. 5 in Las Vegas automobile accident. Mr. Ayres was musical director for radio and TV shows starring singer Perry Como for total of 16 years. His association with *The Hollywood Palace* began in 1964 at inception of program. He is survived by his wife, Georgia, one daughter and one son.

Ralph Myers, 31, associate producer of NBC's *The Huntley-Brinkley Report*, died Sept. 6 in New York of apparent heart attack.

Bruno Comeau, 54, special assistant to Marcel Ouimet, Canadian Broadcasting Co. VP in charge of French networks, died Sept. 3 in Ottawa.

Pat Frey Jones, 35, media supervisor for Doyle Dane Bernbach, Los Angeles, died Aug. 28 there of cancer. She is survived by her husband, Gerald, and two children.

Dick Donald, 52, head of Dick Donald Advertising, North Hollywood, died Sept. 7 in Los Angeles. He is survived by his wife, Fern, one son and one daughter.

Robert Cavagnaro, 63, general executive of AP, died Sept. 11 while vacationing in Rome, from complications following operation for ruptured appendix and blocked intestine. He was resident of Greenwich, Conn. For most of time after joining AP in 1930, Mr. Cavagnaro has been in AP's membership departments. He was also past president of Sigma Delta Chi, national journalism society.

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As compiled by BROADCASTING, Sept. 3 through Sept. 9 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

Application

■ Norfolk, Va.—Hampton Roads Television Corp. Seeks VHF ch. 3; ERP 100 kw vis., 20 kw aur. Ant. height above average terrain 986 ft., above ground 1,023 ft. P. O. address: Box 1340, Virginia National Bank Building, 1 Commercial Place, Norfolk 23510. Estimated construction cost \$1,722,000; first-year operating cost \$2,750,000; revenue \$3,000,000. Geographic coordinates 36° 49' 07" north lat., 76° 27' 07" west long. Type trans. RCA TT-25 EL, type ant. RCA TF-5CL. Legal counsel Welch & Morgan, Washington; consulting engineer Serge Bergen, Fairfax, Va. 22030. Principals: Gordon E. Campbell, president (70%), and Wayne Lustig, secretary-treasurer (30%). Messrs. Campbell and Lustig are attorneys and own 55% and 30%, respectively, of Campbell, Lustig & Hancock, law firm. Mr. Campbell owns building supply firm, building materials firm, two real estate companies and camp site real estate. Mr. Lustig owns 20% of three quick food drive-ins, 25% of another, 10% of beauty salons and 33 1/3% of military exchange suppliers. Ann. Sept. 3.

Start authorized

■ WKPT-TV Kingsport, Tenn. — Authorized program operation on ch. 19. ERP 447 kw vis., ant. height above average terrain 2,320 ft. Action Sept. 5.

Final action

■ Miami—Florida Christian Broadcasting Inc. Broadcast Bureau granted UHF ch. 45; ERP 1,259 kw vis., 252 kw aur. Ant. height above average terrain 480 ft.; ant. height above ground 538 ft. P.O. address: c/o Thomas I. Monroe, 1730 Southwest 22nd Avenue, Ft. Lauderdale, Fla. 33312. Estimated construction cost \$435,000; first-year operating cost \$148,000; revenue \$160,000. Geographic coordinates 25° 59' 40" north lat., 80° 10' 28" west long. Type trans. RCA TTU-30A. Type ant. RCA TFFU-30JDA. Legal counsel Grover C. Cooper; consulting engineer Commercial Radio Equipment Co., both Washington. Principals: Non-profit-stock corporation. A. J. Musselman Jr., chairman, et al. Mr. Musselman is attorney and director of bank in Deerfield Beach, Fla. Action Aug. 29.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Santa Fe, N. M. (Santa Fe Television Inc.). TV proceeding, granted motion by applicant and continued prehearing conference to Oct. 9; continued hearing to date established at prehearing conference (Doc. 18608). Action Aug. 29.

■ Chief Hearing Examiner Arthur A. Gladstone in Washington (Pacifica Foundation

and National Education Foundation Inc.). Educational TV proceeding, having under consideration notification of withdrawal from case issued by Hearing Examiner Kraushaar, Aug. 26, designated Hearing Examiner James F. Tierney as presiding officer; scheduled prehearing conference for Sept. 30 and hearing for Oct. 30 (Docs. 18634-5). Action Aug. 27.

■ Hearing Examiner David I. Kraushaar in Washington (Pacifica Foundation and National Education Foundation Inc.). Educational TV proceeding, Hearing Examiner considered Aug. 21 order appointing him as presiding officer and deems himself disqualified and desires to withdraw from case (Docs. 18634-5). Action Aug. 26.

Other actions

■ Review board in Newark, N. J., TV proceeding, Docs. 18403-04, 18448, granted joint request for approval of agreement filed July 9, by Vikcom Broadcasting Corp., Atlantic Video Corp. and Ultracasting Inc.; granted petition to dismiss filed July 9, by Vikcom Broadcasting Corp. Action Sept. 9.

■ Review board in Charleston, S. C., TV proceeding, Docs. 18569-72, granted request for extension of time filed Aug. 29 by South Carolina Educational Television Commission, Reeves Telecom Corp. and First Charleston Corp., extended to Sept. 12, time to file joint reply to oppositions to petition to enlarge or clarify issues filed July 28. Action Sept. 2.

Rulemaking action

■ FCC assigned TV ch. 20 to Williamsport, Pa., in place of ch. 66, effective Oct. 13 (Doc. 18431). Action Sept. 4.

Existing TV stations

Final actions

■ KNEW-TV San Francisco, Calif.—Broadcast Bureau granted CP to install new alternate main drive. Action Aug. 29.

■ KKTU-TV Colorado Springs — Broadcast Bureau granted mod. of license covering change in name to Capitol of Colorado Corp. Action Sept. 3.

■ BCU-TV Battle Creek, Mich.—FCC canceled CP granted for new TV on ch. 41; dismissed application for extension of time to construct; deleted call letters; returned as unacceptable for filing applications of BCU-TV for assignment of CP to West Michigan Telecasters Inc., licensee of WZZM-TV Grand Rapids. BCU-TV was given 60 days to amend application for CP. Commission accepted for filing application tendered Oct. 15, 1968, by Channel 41 Inc. for ch. 41 at Battle Creek. Action Sept. 4.

■ KOMU-TV Columbia, Mo.—Broadcast Bureau granted CP to install auxiliary ant. at main trans. location; granted CP to change type ant. Action Aug. 27.

■ KMBC-TV Kansas City, Mo. — Broadcast Bureau granted CP to install alternate main vis. amp. Action Sept. 3.

■ WIBF-TV Philadelphia—Broadcast Bureau granted CP to install auxiliary ant.; Granted CP to change ERP to 825 kw vis., 82.5 kw aur.; change type ant.; make changes in ant. system and transmission line. Action Aug. 28.

■ WAIM-TV Anderson, S. C.—Broadcast Bureau granted mod. of CP to change ERP to 135 kw vis., 26.9 kw aur.; change trans. and studio location; change type ant.; change ant. structure; change type trans.; ant. height to 380 ft.; granted mod. of CP to extend completion date to Feb. 28, 1970. Action Aug. 28.

■ KTRE-TV Lufkin, Tex.—Broadcast Bureau granted CP to change type trans. Action Aug. 27.

■ KAPP-TV Yakima, Wash. — Broadcast Bureau granted mod. of CP to extend completion date to March 3, 1970; granted mod. of CP to change ERP to 255 kw vis., 25.5 kw aur.; change type trans. Action Sept. 3.

Actions on motions

■ Office of Opinions and Review in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.). TV proceeding, granted motion by RKO General and extended to Nov. 12 time to file exceptions to examiner's initial decision in proceeding (Docs. 16679-80). Action Aug. 26.

■ Office of Opinions and Review in Charleston, S. C. (South Carolina Educational Television Commission [WITV] et al.). TV proceeding, granted motion by applicants and extended to Sept. 12 time to file replies to oppositions (Docs. 18569-72). Action Aug. 29.

■ Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (Heart of the Black Hills Station), renewal of licenses of KRSD-TV and KDSJ-TV on examiner's motion, continued to Sept. 26 time for responding to motion to reopen record filed by Heart of the Black Hills Station July 8 (Docs. 18358-9). Action Aug. 27.

■ Chief Hearing Examiner Arthur A. Gladstone in Hutchinson, Kan. (Minneapolis Star and Tribune Co. [transferor] and WKY Television System Inc. [transferee]), voluntary transfer of control Wichita-Hutchinson Co. (KTVH-TV), designated Hearing Examiner Ernest Nash as presiding officer; scheduled prehearing conference for Oct. 17 and hearing for Nov. 17 (Doc. 18631). Action Sept. 4.

■ Chief Hearing Examiner Arthur A. Gladstone in Florence, S. C. (Daily Telegraph Printing Co. [WBTW-TV]). TV proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for Oct. 10 and hearing for Nov. 3 (Doc. 18650). Action Aug. 28.

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■ Hearing Examiner David I. Kraushaar in Waterbury, Conn. (WATR Inc. [WATR-TV]). TV proceeding, granted motion by Broadcast Bureau and extended to Sept. 16 time for filing proposed findings of fact and conclusions; further ordered reply briefs filed by Sept. 30 (Doc. 18376). Action Sept. 2.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE-TV]) and Eastern Idaho Television Corp., TV proceeding, granted petition by Post Co. and extended to Sept. 12 time for filing of responses or oppositions to petition for leave to amend filed by Eastern Idaho Television Corp.; granted motion by Eastern Idaho Television Corp. and continued hearing until ruling is issued on Eastern Idaho Television Corp.'s petition for leave to amend application and on amendment tendered with petition (Docs. 18401-2). Action Aug. 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lynchburg, Va. (WLVA Inc. [WLVA-TV]). TV proceeding, granted motion by WLVA Inc. and extended to Sept. 26 time for filing proposed findings and to Oct. 10 time for filing reply findings (Doc. 18405). Action Aug. 27.

■ Hearing Examiner James F. Tierney in Charleston, S. C. (South Carolina Educational Television Commission [WITV-TV], et al.). TV proceeding, granted motion to produce by applicants to extend examination at deposition session may be held with no one present except parties to this proceeding, their officers or counsel, and witness; and denied opposition to notice to take deposition by Cosmos and deposition will be taken at time and place mutually agreeable to parties (Docs. 18569-72). Action Aug. 29.

■ Hearing Examiner James F. Tierney in Charleston, S. C. Educational Television Commission [WITV-TV], et al.). TV proceeding, on request of applicants, continued prehearing conference to Sept. 26 (Docs. 18569-72). Action Sept. 3.

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.

■ WTVY(TV) Dothan, Ala. (WTVY Inc.). Amendment dated July 4, 1969, amends contract dated Jan. 31, 1966; effective July 1, 1966, to July 1, 1968, and self-renewable for two-year periods thereafter. No first call right. Programs delivered to AT&T testboard. Network rate, \$400 (\$425 as of Jan. 4, 1970); compensation paid at 30% prime time.

■ KETV(TV) Omaha, Neb.-Council Bluffs, Iowa (Herald Corp.). Contract dated July 1, 1969, replaces one dated Aug. 11, 1967; effective Sept. 14, 1969, to Sept. 14, 1971. First call right. Programs delivered to station's control board. Network rate, \$1,050; compensation paid at 30% prime time.

■ KGNS(TV) Laredo, Tex. (Southwest Operating Co.). Contract dated Aug. 12, 1969; effective July 1, 1969, to July 1, 1971. No first call right. Programs delivered to AT&T testboard in San Antonio, Tex., and delivered to station at its expense. Network rate and compensation not indicated.

■ KMOM-TV Monahans, Tex. (Grayson Enterprises Inc.). Contract dated July 2, 1969, replaces one dated Aug. 18, 1967; effective Aug. 18, 1969, to Aug. 18, 1971. First call right. Programs delivered to AT&T testboard in Amarillo, Tex. Network rate, \$200. Compensation paid at 35% prime time.

■ KTXS-TV Sweetwater-Ahluene, Tex. (Texas Key Broadcasters Inc.). Amendment dated July 4, 1969, amend contract dated Nov. 4, 1966; effective March 15, 1969, to March 15, 1971. First call right. Programs delivered to AT&T testboard at Amarillo, Tex. KTXS-TV will provide off-the-air pickup to re-broadcast KLBK-TV Lubbock, Tex. Network rate, \$275 (\$300 as of Jan. 4, 1970); compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ KTEN(TV) Ada, Okla. (Eastern Oklahoma Television Co.). Contract dated Aug. 21,

1969; effective Sept. 1, 1969, to Aug. 31, 1970. No first call right. Programs delivered to station. Network rate, \$130. Compensation paid at 35% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WFGA-TV Jacksonville, Fla. (Florida-Georgia Television Co.). Contract dated April 1, 1968; effective April 1, 1968, to June 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,025. Compensation paid at 33 1/4% of all equivalent hours, multiplied by prime-time rate.

■ WPTV(TV) West Palm Beach, Fla. (Scripps Howard Broadcasting Co.). Amendment dated Aug. 6, 1969, amends contract dated Dec. 1, 1967; effective Jan. 1, 1968, to Aug. 22, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$325 for full-rate periods, (\$375 as of Feb. 1, 1970); compensation paid at 33 1/4% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WRDW-TV Augusta, Ga. (Rust Craft Broadcasting Co.). Contract dated Aug. 26, 1969; effective Sept. 2, 1969, to Sept. 2, 1971. No first call right. Programs delivered to station. Network rate, \$675. Compensation paid at 30% prime time.

■ KMID-TV Midland-Odessa, Tex. (Midland Television Co.). Amendment dated Feb. 3, 1969, amends contract dated Dec. 15, 1967; effective Dec. 15, 1967, to May 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$375 for full-rate periods; compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

New AM stations

Application

■ Orem, Utah—Timothy Thomas Brosnahan Jr. and Warren L. Odekirk. Seeks 1450 kc. 25 w-N. 1 kw-D. LS-U. P.O. address: 665 East 300 South, Orem 84057. Estimated construction cost \$66,590; first-year operating cost \$64,200; revenue \$101,280. Principals: Timothy Thomas Brosnahan Jr. and Warren LeRoy Odekirk (each 50%). Mr. Brosnahan is announcer and account executive with KOVO(AM) Provo, Utah. Mr. Odekirk owns dairy processing, production and sales firm and beauty salon. Ann. June 17.

Final action

■ Vega Baja, P. R.—Vega Baja Broadcasting Corp. Broadcast Bureau granted 1350 kc. 500 W. DA-D. P. O. address: Box 205, KM39, HM3 Road No. 2, Vega Baja 00763. Estimated construction cost \$34,697.40; first-year operating cost \$60,000; revenue \$90,000. Principals: Angel Manuel, Angel Manuel Jr., Manuel Angel, Mrs. Conchita A. Ciordia and Carmela Santiago (each 20%). Angel Manuel Ciordia is attorney. Action Aug. 28.

Actions on motions

■ Office of Opinions and Review in Honolulu (Royal Broadcasting Co. and Radio KHAI Inc.). AM proceeding, granted petition by Broadcast Bureau and extended to Sept. 10 time to file responsive pleadings to joint petition for approval of agreement in proceeding (Docs. 16676-7). Action Aug. 28.

■ Hearing Examiner Basil P. Cooper in Waynesboro, Pa. (TV Cable of Waynesboro Inc.). AM proceeding, pursuant to rationale of Aug. 13 memorandum opinion and order, ordered record reopened; scheduled further prehearing conference for Sept. 15 (Doc. 18493). Action Aug. 27.

■ Hearing Examiner Thomas H. Donahue in Parma and Warren, both Ohio (Sundial Broadcasting Co. and Howard L. Burris). AM proceeding, granted petition by Howard L. Burris for leave to amend engineering

portion of application (Docs. 18368-9). Action Aug. 27.

■ Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.). AM proceeding, continued further hearing to Dec. 8 (Doc. 18413). Action Aug. 28.

■ Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vander Plate, et al.). AM proceeding, granted motion by Somerset Valley Broadcasting Co. for leave to amend application to supply financial information (Docs. 18251-3 and 18256-7). Action Aug. 27.

■ Chief Hearing Examiner Arthur A. Gladstone in Stirling and Freehold, N. J. (K & M Broadcasters Inc. and Molly Pitcher Broadcasting Co.). AM proceeding, ordered parties to prepare written cases in accordance with agreements reached at Aug. 27 prehearing conference; postponed hearing to Nov. 3; set certain procedural dates (Docs. 18292 and 18593). Action Aug. 27.

Other actions

■ Review board in Sumiton, Ala. AM proceedings, Doc. 18204-05, granted petition for extension of time filed Sept. 3, by Sumiton Broadcasting Co., extended to Sept. 17, time to file responsive pleadings to petition to enlarge issues filed by Broadcast Bureau. Action Sept. 4.

■ Tampa, Fla.—FCC denied application by Rust Craft Broadcasting Co. for review of review board decision April 17, granting competing application of WLCY Inc. (Doc. 17943) for new FM. Commission granted motion of WLCY Inc. to amend application to show transfer from N. Joe, Sam G. and Faris M. Rahall to newly-formed holding company in which they are principal officers, directors and stockholders. Action Sept. 4.

■ Review board in Blue Ridge, Ga. AM proceeding, Docs. 18526-27, granted to extent indicated and denied in all other respects petition to enlarge issues filed May 16 by Habersam Broadcasting Co. Action Sept. 2.

■ Las Vegas—FCC ordered application for review filed Jan. 13 by WGN Continental Broadcasting Co. of review board decision granting application of Radio Nevada, for new class II-A AM on 720 kc. 50 kw-D, 10 kw-N, DA (Doc. 16115) held in abeyance by pending termination of proceeding on KTYM and KTYM-FM renewal applications (Doc. 18616). Action Sept. 4.

■ Review board in Bayamon, P. R., AM proceeding, Doc. 16891, petition for stay filed Sept. 2, by Augustine L. Cavallaro Jr., granted to extent that notification requirements of board decision are stayed until Oct. 6. Action Sept. 5.

Rulemaking petition

■ FCC, in combined notice of proposed rulemaking and memorandum opinion and order, proposed rules requiring that applications for daytime AM's, and for major changes in daytime or nighttime facilities, must provide first service to 25% of proposed service area or population; existing AM or FM service would be taken into account in determining area or population to receive primary service; applicants for new facilities (but not major changes) would have to show there is no FM channel available which would serve same unserved area proposed to be served by the AM station. In separate order, FCC amended rules to lift freeze on applications by existing class IV stations for power increases and on applications for new or changed facilities in Alaska. Actions Sept. 4.

Existing AM stations

Final actions

■ Broadcast Bureau granted renewal of licenses for following stations and co-owning auxiliary: WGCB-AM-FM Red Lion, Pa. Action Sept. 4.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KACY Port Hueneme, Calif., to Oct. 15; WHOM New York to Feb. 6, 1970; WDUZ Green Bay, Wis., to Oct. 20. Action Sept. 3.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KOFE St. Maries, Idaho, to Nov. 1; WDCY Minneapolis to Nov. 15; WHER Memphis, to Nov. 23. Action Aug. 28.

■ KYAK Anchorage — Broadcast Bureau granted mod. of license covering change in name to Big Country Radio Inc.; granted

mod. of CP to change name to Big Country Radio Inc. Action Aug. 29.

■ **KLAC Los Angeles**—FCC affirmed fairness complaint decision in letter to Harry Lerner, Southern California campaign manager of "Californians Against the Tax Trap Initiative," rejecting fairness doctrine complaint against KLAC. Action Jan. 22.

■ **WIBB Macon, Ga.**—Broadcast Bureau granted license covering change in ant.-trans. location; granted license covering change in location of auxiliary trans. to main trans. location. Action Aug. 28.

■ **KFXD Nampa, Idaho**—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Sept. 3.

■ **WIFF Auburn, Ind.**—Broadcast Bureau granted CP to increase power from 250 w to 500 w; conditions. Action Sept. 3.

■ **WEKY Richmond, Ky.**—Broadcast Bureau granted license covering change in ant.-trans. location. Action Aug. 28.

■ **WEBB Baltimore**—Broadcast Bureau granted CP to replace expired permit. Action Sept. 3.

■ **WHCU Ithaca, N. Y.**—FCC stayed petition by Cornell University, asking postponement of Sept. 14 presunrise operating deadline until 30 days after final disposition for appeal brought by Cornell in U. S. Court of Appeals of Second Circuit. (Cornell University v. USA and FCC). Action Sept. 4.

■ **WING Dayton, Ohio**—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action Aug. 28.

■ **WBBW Youngstown, Ohio**—Broadcast Bureau granted license covering changes; granted license covering installation of auxiliary trans., using new ant. Action Aug. 28.

■ **WBPZ Lock Haven, Pa.**—Broadcast Bureau granted CP to change ant.-trans. location to rear of 390 Irwan Street, Allison Township, Pa., make changes in ant. and ground system, ant. height 150 ft. Action Sept. 3.

■ **WIBA Madison, Wis.**—Broadcast Bureau granted license covering installation of auxiliary trans. Action Aug. 28.

■ **WAGO Oshkosh, Wis.**—Broadcast Bureau granted license covering new station; specify type trans. Action Aug. 28.

Actions on motions

■ **Office of Opinions and Review in Gaithersburg, Md.** (Nick J. Chaconas), for renewal of license of WHMC, granted petition by Broadcast Bureau and extended to Sept. 3 time to file comments (Doc. 18391). Action Aug. 26.

■ **Office of Opinions and Review in Minneapolis** (Midwest Radio-Television Inc.), renewal of licenses of WCCO and WCCO-TV, granted motion by Hubbard Broadcasting Inc. and extended to Oct. 8 time to respond to petition for reconsideration and grant (Doc. 18499). Action Sept. 4.

■ **Hearing Examiner Basil P. Cooper in Fort Smith and Hot Springs, both Arkansas** (KFPW Broadcasting Co., Christian Broadcasting Co. and Tim Timothy Inc. [KBHS]), AM-FM proceeding, granted motion by Tim Timothy and continued evidentiary hearing to Sept. 25 (Docs. 18241, 18388 and 18591). Action Sept. 2.

■ **Hearing Examiner Thomas H. Donahue in Superior, Wis.** (WWJC Inc. [WWJC]), AM proceeding, granted petition by applicant for waiver of rules and accepted certification of publication attached to pleading; ordered that Sept. 19 application will be dismissed for want of prosecution unless on or before one of following steps is taken by applicant: petition is filed seeking to amend application and have it removed from hearing and returned to commission's processing line; examiner is informed that applicant wishes to proceed to hearing; pleading is filed showing extraordinary cause why first two steps can reasonably be taken (Doc. 18567). Action Sept. 3.

■ **Chief Hearing Examiner Arthur A. Gladstone in Jackson, Mo., and Mattoon, Ill.** (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]), AM proceeding, granted motion by Mattoon Broadcasting Co. and continued without date hearing presently scheduled for Sept. 9 (Docs. 18354-5). Action Sept. 3.

■ **Chief Hearing Examiner Arthur A. Gladstone in Jacksonville, N. C.** (Seaboard Broadcasting Inc.), revocation of license of WLAS, denied motion by Seaboard Broad-

casting to compel answers to interrogatories served upon Broadcast Bureau; by separate action granted motion by Seaboard Broadcasting for production of documents (Doc. 18549). Action Aug. 28.

■ **Hearing Examiner Isadore A. Honig in Henderson, Nev.** (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, granted request by Broadcast Bureau and extended to Sept. 19 time for filing proposed findings of facts and conclusions; examiner's motion, extended to Sept. 29 time for filing replies (Docs. 16813-14). Action Aug. 28.

■ **Hearing Examiner David I. Kraushaar in Medford, Ore., and Alturas, Calif.** (Medford Broadcasters Inc. [KDOV] and R. W. Hansen [KCNO]), AM proceeding, granted petition by Broadcast Bureau, reopened record for receipt of Broadcast Bureau's exhibits 15 and 16 and closed record (Docs. 18349-51). Action Aug. 27.

Fines

■ **KMYC Marysville, Calif.**—FCC notified of apparent liability forfeiture of \$500 for violations including operation with unlicensed operator on duty and in charge of station's trans. equipment. Action Sept. 4.

■ **WSFB Quitman, Ga.**—FCC notified of apparent liability forfeiture of \$500 for failure to have licensed operator in charge of transmitting equipment and for failure to employ fulltime first-class operator or contract in writing for services of a part-time first-class operator. Action Sept. 4.

■ **WEGP Presque Isle, Me.**—FCC notified of apparent liability forfeiture of \$1,200 for violation of station authorization and in that field intensity measurements were not made on weekly basis for last year prior to inspection; failure to provide data concerning equipment performance measurements for failure to make and log trans. and associated monitor readings. Action Sept. 4.

New FM stations

Applications

■ **Normal, Ill.**—Calvary Baptist Church, Seeks 96.7 mc, 3 kw. Ant. height above average terrain 164 ft. P. O. address: 1017 North School Street, Normal 61761. Estimated construction cost \$18,086; first-year cost \$16,500; revenue \$17,000. Principals: Board of Trustees; James E. Finck, chairman, et al. Ann. Sept. 9.

■ **Rochelle, Ill.**—Tilton Publications Inc. Seeks 102.3 mc, 3 kw. Ant. height above average terrain 181 ft. P. O. address: 200 East Fourth Avenue, Rochelle 61068. Estimated construction cost \$27,200; first-year operating cost \$18,000; revenue \$15,000. Principals: John W. and Verdella A. Tilton. (Jointly 100%). Principals own WRHL(AM) Rochelle, and restaurant-motel and health club. Ann. Sept. 3.

■ **Alcona, Iowa**—KLGA Inc. Seeks 92.7 mc, 2.73 kw. Ant. height above average terrain 194 ft. P. O. address: Box 160, Alcona 50511. Estimated construction cost \$22,965.85; first-year operating cost \$10,000; revenue \$10,000. Principals: George Allen, president-general manager (percentage of ownership not indicated). Principals own KLGA-AM-FM Alcona. Ann. Sept. 3.

■ **Cincinnati**—Xavier University. Seeks 91.7 mc, 10 w. Ant. height above average terrain

200 ft. P. O. address: Victory Parkway and Dana Avenue, Cincinnati 45207. Estimated construction cost \$2,056; first-year operating cost \$1,600; revenue none. Principals: Board of Trustees; Very Rev. Paul L. O'Connor, S.J., president, et al. Ann. Sept. 3.

■ **East Stroudsburg, Pa.**—Student Activity Association of East Stroudsburg State College. Seeks 91.5 mc, 10 w. Ant. height above average terrain minus 160 ft. P. O. address: WESS Radio, Box 198, East Stroudsburg 18301. Estimated construction cost \$4,160; first-year operating cost \$2,800; revenue none. Principals: Board of Trustees; Dr. Frank D. Silis, president of college, et al. Ann. Sept. 3.

■ **Roseburg, Ore.**—WRR Inc. Seeks 103.1 mc, 2.7 kw. Ant. height above average terrain minus 218 ft. P. O. address: 837 Southeast Watson Street, Roseburg 97470. Estimated construction cost \$27,387; first-year operating cost \$24,588; revenue \$30,000. Principals: John Thomas Worden, president (31.25%), Charles A. (secretary-treasurer) and Allen L. Ricketts (each 12.50%), Robert Reece, vice president (12.50%) and Ricketts Music Inc. (31.25%). Messrs. Charles and Allen Ricketts and Reece own 67.12%, 12.76% and 10%, respectively, of Ricketts Music. Mr. Worden is employee of Ricketts Music. Mr. Reece is employee of Roseburg Theatres Inc. Ann. Sept. 9.

■ **Virginia Beach, Va.**—Radio Fairfax-Prince William Inc. Seeks 94.9 mc, 50 kw. Ant. height above average terrain 467 ft. P. O. address: 6110 Ox Road, Fairfax 22039. Estimated construction cost \$29,320; first-year operating cost \$50,000; revenue \$58,320. Principals: Arthur Kellar, president (50%), James Draper, vice president (16%), John Sherwood, treasurer (.013%), Frederica Wilson, secretary (.033%), et al. Principals own WEZR(FM) Manassas, Va. Ann. Sept. 9.

Starts authorized

■ **WNLA-FM Indianola, Miss.**—Authorized program operation on 105.5 mc, ERP 3 kw. U. ant. height above average terrain 195 ft. Action Aug. 29.

■ **WDAL-FM Meridian, Miss.**—Authorized program operation on 101.3 mc, ERP 28.5 kw. ant. height above average terrain 105 ft. Action Sept. 3.

■ **KMOT-FM Minot, N. D.**—Authorized program operation on 93.7 mc, ERP 26 kw. ant. height above average terrain 400 ft. Action Aug. 28.

■ **WCHS-FM Charleston, W. Va.**—Authorized program operation on 96.1 mc, ERP 14.5 kw. ant. height above average terrain 830 ft. Action Aug. 28.

Final action

■ **Wingate, N. C.**—Wingate College Inc. Broadcast Bureau granted 89.1 mc, 5.65 kw. Ant. height above average terrain 264.2 ft. P. O. address: c/o Dr. Budd Smith, Wingate 28174. Estimated construction cost \$50,130; first-year operating cost \$15,000; revenue none. Principals: Trustees of Wingate College Inc., 100%. W. T. Harris, president of board, et al. Action Sept. 3.

Actions on motions

■ **Hearing Examiner Basil P. Cooper in Ocean City, N. J.** (Lester H. Allen and Salt-Tee Radio Inc.), FM proceeding, granted petition by Lester H. Allen for leave to

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Summary of broadcasting

Compiled by FCC, Sept. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,249 ¹	3	7	4,259	73	4,332 ¹
Commercial FM	1,996	0	42	2,038	151	2,189
Commercial TV-VHF	495	2	9	506	16	522
Commercial TV-UHF	122	0	55	177	145 ²	322
Total commercial TV	617	2	64	683	161	844
Educational FM	571	0	11	582	43	625
Educational TV-VHF	71	0	6	77	5	83
Educational TV-UHF	89	0	14	103	13	116
Total educational TV	160	0	20	180	19	199

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

amend application to reflect that application he had been prosecuting in his own name for new FM at Leisure City, Fla., had been assigned to Resort Broadcasting Co. of which he will be vice-president-treasurer, and 50% owner, and his son, Ronald A. Allen, is to receive 50% of stock of corporation upon grant of CP (Docs. 18408-9). Action Sept. 2.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grecco Inc.), FM proceeding, on examiner's motion, ordered conference Sept. 2 to discuss applicants' request for further continuance of hearing (Docs. 18264-5). Action Aug. 27.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grecco Inc.), FM proceeding, on motion of Grecco, continued conference to Sept. 9; continued hearing to date determined at Sept. 9 conference (Docs. 18264-5). Action Aug. 29.

■ Hearing Examiner Millard F. French in Murphy, N. C. and Blue Ridge, Ga. (Cherokee Broadcasting Co. and Fannin County Broadcasting Co.), FM proceeding, on examiner's motion, scheduled further prehearing conference for Sept. 8 (Docs. 17086-7). Action Aug. 28.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, on examiner's motion, scheduled further prehearing conference for Sept. 8 (Docs. 18456-7). Action Sept. 2.

■ Chief Hearing Examiner Arthur A. Gladstone in Humboldt, Iowa (Stephen E. Dinkel and Christensen Broadcasting Co.), FM proceeding, designated Hearing Examiner Ernest Nash as presiding officer; scheduled prehearing conference for Oct. 10 and hearing for Nov. 3 (Docs. 18467-8). Action Aug. 28.

■ Hearing Examiner Jay A. Kyle in Sheboygan, Wis. (WHBL Inc.), FM proceeding, granted petition on behalf of Broadcast Bureau and extended to Sept. 29 time for filing proposed findings and conclusions (Doc. 18374). Action Sept. 4.

■ Hearing Examiner James F. Tierney in Middlesboro, Ky. (Cumberland Gap Broadcasting Co.), FM proceeding, on request of Broadcast Bureau, continued hearing to Oct. 7 (Doc. 18520). Action Aug. 26.

■ Review board in Vero Beach, Fla., FM proceedings, Docs. 18399-400, granted petition to enlarge hearing issues filed June 10 by Tropics Inc. Action Sept. 4.

Other action

■ Review board in Port Jervis, N. Y., FM proceeding, Doc. No. 18267, granted Broadcast Bureau's request for extension of time filed Aug. 29, extended to Sept. 17, time to file exceptions to initial decision. Action Sept. 2.

Rulemaking action

■ El Cajon, Calif.—FCC denied petition for rulemaking filed by Andrew Kerr of Lemon Grove, Calif., Jan. 16, seeking additional assignment of FM class B ch. 297. Action Sept. 4.

Existing FM stations

Final actions

■ Broadcast Bureau granted request for SCA on 67 kc for following: KDFM(FM)

Walnut Creek, Calif.: WBZ-FM Boston; WDAF-FM Kansas City, Mo.: KNUE(FM) Tyler, Tex. Actions Sept. 3.

■ WHMA-FM Anniston, Ala.—Broadcast Bureau granted CP to change ant.-trans. location to atop Blue Mountain; install new trans. and ant.; make changes in ant. system, ant. height 800 ft.; ERP 25.5 kw; remote control permitted. Action Sept. 3.

■ KYAK-FM Anchorage—Broadcast Bureau granted mod. of CP to change name to Big Country Radio Inc. Action Aug. 29.

■ KRON-FM-TV San Francisco—Hearing Examiner Chester F. Naumowicz Jr. granted request by Broadcast Bureau in renewal proceeding, (Doc. 18500) requiring Chronicle Broadcasting Co., to produce all contracts for syndicated material and features bought by parent company, Chronicle Publishing Co., in period January 1, 1960, to present. Action Sept. 4.

■ *WHR(FM) Boynton Beach, Fla.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system, ant. height 185 ft.; ERP to 3 kw. Action Sept. 3.

■ WFR(FM) Terre Haute, Ind.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system, ant. height 190 ft.; ERP to 49 kw; remote control permitted. Action Sept. 3.

■ KKWB(FM) Breckenridge, Minn.—Broadcast Bureau accepted data filed July 30 (Doc. 18541) showing proposed operation on 104.9 mc; trans. location at 0.3 mile north of city highway 75; studio location to 605 Dakota Avenue, Wahpeton; remote control permitted; change type trans. and ant. (Doc. 18541). Action Sept. 4.

■ *KANW(FM) Albuquerque, N. M.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Coal Avenue, S.E., and Buena Vista Drive, S. E.; install new trans. and ant.; make changes in ant. system, ant. height -11 ft.; ERP 7.5 kw. Action Sept. 3.

■ KMOD(FM) Tulsa, Okla.—Broadcast Bureau granted license covering changes. Action Sept. 3.

Actions on motions

■ Office of Opinions and Review in San Francisco (Chronicle Broadcasting Co.) renewal of licenses of KRON-FM and KRON-TV, granted petition by Albert Kihn and Blanche Streeter and extended to Sept. 9 time to oppose Chronical Broadcasting Co.'s application for review of interlocutory ruling of review board; by separate action granted motion by Albert Kihn and Blanche Streeter and extended to Sept. 9 time to file opposition to Chronicle Broadcasting Co.'s motion for disqualification of commissioner (Doc. 18500). Action Aug. 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, ordered Chronicle's responses to first interrogatories filed by opposing parties filed by Aug. 29; on that date Chronicle identify replies which it wishes kept in confidence; to those responses Chronicle requests be kept confidential, provisions of examiner's protective order, Aug. 20, shall apply; information may be used for legitimate investigative purpose, but not be made available to news media or general public; on or before September 10 any party believing material which Chronicle wishes held

confidential should not be so held or any other information should be released to news media or general public shall file brief setting forth position; replies to such briefs filed by Sept. 18; any interrogatories to which Chronicle does not reply, briefs in opposition shall be filed by Sept. 10, and replies by Sept. 18; oral argument on all aforesaid pleadings shall be heard Sept. 19; conference now scheduled for Sept. 12, continued to Sept. 19; scheduled for replies to bureau's further interrogatories shall be as set forth on record of conference of Aug. 26; any party wishing to suggest mod. of any aspect of present schedule shall be heard during conference Sept. 19 (Doc. 18500). Action Aug. 26.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following: KFXD Nampa, Idaho; WBZY New Castle, WCBG Chambersburg, WDAF(FM) Lancaster, all Pennsylvania; WFG-AM-FM Atlantic City, N. J.; WGPA-AM-FM Bethlehem and WPTS Pittston, both Pennsylvania; WYSL-AM-FM Buffalo, N. Y. Action Aug. 29.

Other actions, all services

■ Hearing Examiner James F. Tierney in American Broadcasting Co.'s case concerning renewal of authority to deliver network radio and television programs to XETV(TV) in Mexico, denied petition on behalf of Bay City Television Inc. and Radio-Television S. A. for leave to intervene beyond that which is presently enjoyed (Doc. 18606). Action Aug. 29.

■ FCC amended rule requiring FM applicant to file AM application for CP or mod. of CP when proposing to slide-mount an FM ant. on existing AM tower, whether or not installation requires change in tower height of supporting structure effective Sept. 10. Commission amended rules to require filing of AM applications only when overall height of AM tower is changed. Action Sept. 4.

■ FCC denied fairness doctrine complaints filed against American Broadcast Co. and TV members of National Association of Broadcasters, by Anthony R. Martin-Trigona of Champaign, Ill. Mr. Martin-Trigona charged WLS Chicago, owned and operated by ABC, with refusing his request to broadcast views opposed to those expressed in recording made by Red Skelton titled "Pledge of Allegiance." Action Sept. 4.

■ Canada-USA television agreement of 1952 has been amended to reallocate Canadian VHF TV channel assignments as follows:

Alberta: Athabasca, 51; Banff, 51; Barrhead, 21; Blainmore-Coleman, 57; Bonnyville, 78; Brooks, 66, 72; Calgary, 16, 22, 38, 44, 50, 73, 79; Camrose, 20; Cardston, 19; Claresholm, 52; Cold Lake, 65; Drayton Valley, 66; Drumheller, 30; Edmonton, 17, 23, 46, 52, 58, 74, 80; Edson, 73; Fairview, 14; Fort McLeod, 74; Fort McMurray, 16, 80; Fort Saskatchewan, 29; Garde Prairie, 51, 80; Hanna, 78; High Prairie, 81; High River, 56; Hinton, 22; Innisfail, 71; Jasper, 58; Lacombe, 15; Leduc, 64; Lethbridge, 23, 58, 64, 80; Medicine Hat, 49, 65, 71; Olds, 81; Peace River, 73; Pincher Creek, 70; Ponoka, 36; Provost, 24; Raymond, 36; Red Deer, 31, 59, 65; Rocky Mountain House, 37; St. Paul, 73; Slave Lake, 15; Stettler, 67; Tabor, 42; Valleyview, 29; Vegreville, 70; Vermilion, 79; Vulcan, 25; Wainwright, 45, 56; Westlock, 27; Wetaskiwin, 42; Whitecourt, 44, 50.

British Columbia: Campbell River, 49; Castlegar, 81; Chilliwack, 14, 36; Courtenay, 79; Cranbrook, 65; Creston, 42; Dawson Creek, 15, 21; Duncan, 51; Enderby, 72, 78; Fernie, 21; Fort Nelson, 14, 20; Fort St. John, 17, 23; Golden, 64; Grand Forks, 57; Hope, 65; Kamloops, 50, 74, 80; Kelowna, 21, 43; Kimberley, 71; Kinnaird, 63; Kitimat, 21; Ladysmith, 29; Merritt, 20; Mission City, 81; Nanaimo, 23, 63; Nelson, 14, 23; Oliver, 41; Penticton, 73, 79; Port Alberni, 27, 71; Powell River, 15, 43; Prince George, 14, 20, 26; Prince Rupert, 14, 20; Princeton, 71; Quesnel, 43; Revelstoke, 66; Rossland, 19; Salmon Arm, 56; Smithers, 28; Squamish, 35; Summerland, 49; Terrace, 19; Trail, 36, 52; Vancouver, 26, 32, 45, 55, 61, 72, 83; Vanderhoof, 18; Vernon, 18, 27; Victoria, 42, 53, 74, 80; Warfield, 25; Williams Lake, 21.

Manitoba: Altona, 79; Beausejour, 65; Boissevain, 47; Brandon, 19, 25, 78; Carberry, 70; Carman, 61; Churchill, 14, 20; Dauphin, 32, 50; Fisher Branch, 34; Flin

(continued on page 105)

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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

Wanted—Internal Auditor and assistant controller to audit and supervise bookkeeping of broadcast stations and affiliated companies. Required traveling about 25% of time. Headquartered in New York. Box J-109, BROADCASTING.

General manager-Sales manager—single market, northeast, station well-established. Box J-130, BROADCASTING.

Wanted; manager-salesman for small market day-time near Pittsburgh. Stock options available. Box J-174, BROADCASTING.

Make midwest single, small market station go. You'll make it, too, including an interest. Box J-244, BROADCASTING.

Small market, well equipped money making station needs experienced manager with proven sales record and leader ability. Outstanding opportunity for ambitious family man . . . good salary and profit sharing. For information phone Mr. Erway . . . WGMF . . . 607-535-2770. Watkins Glen, New York.

Columbia School of Broadcasting (Not affiliated with CBS, Inc. or any other institution) is seeking 2 outstanding counselors. Work in one of our beautiful Midwest studios and earn between \$18M and \$30M a year. Will show you pay records. No teaching required—just explain professional broadcasting to prospective students. Must have outstanding broadcast background. Prefer ex-announcer salesman with drive and enthusiasm. (One of our men makes \$40,000 a year.) Prefer: Married, age 27 to 40. Send resume & snapshot: Wm. Anderson, Columbia School of Broadcasting, 4444 Geary Boulevard, San Francisco. Calif. 94118.

Sales

Sales-manager. Eastern single station seeks general-sales manager. Strong community-accepted facility. Box J-133, BROADCASTING.

Salesman: Single station market . . . north of NYC . . . wants experienced salesman for general manager's position now open. Outstanding operation. Box J-143, BROADCASTING.

Major midwest market needs the right man. Percentage of station gross a possibility. Outstanding opportunity. Box J-145, BROADCASTING.

Winter soon. Florida beckons. Fulltime, MOR, network, Gulf coast, large market. Aggressive, productive salesman needed now. Excellent future potential with large, rapidly expanding company. Our man must be creative, make calls, and work with excellent group young radio pros. Box J-152, BROADCASTING.

Salesman wanted for Central Florida growing market station. Box J-179, BROADCASTING.

Ames, Iowa. Creative, experienced, self-starter. Established account list. Good draw against 15%. Unlimited potential. University community. Contact Dale Cowie. KASI. 515-232-1430.

Prestige station, prestige market, looking for ambitious young salesman with good track record. Attractive income opportunity in fabulous Monterey, California. Complete information to Robert Sherry, P. O. Box KIDD, Monterey, California.

Opportunity for experienced radioman to enter sales. Send resume, photo. WSM, Litchfield, Illinois.

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.

Adding to our staff . . . copywriter-salesman. 25% copy . . . 75% sales. Prefer experienced . . . salary plus commission. Excellent opportunity. Contact Art Simmons, station manager . . . WIPS . . . Ticonderoga, New York. 518-585-2868.

Sales continued

Are you successful in your present radio sales position, but unhappy with the financial return because you can go no further in your present market: Do you see yourself in the same position 5 or maybe 10 years from now? Are you ready for a major market? If this is you, then now is the time to investigate this outstanding opportunity to become a part of a young aggressive company with 5-AM and 5-FM stations throughout Mid-America. We have an opening for an ambitious and creative young man at our top-rated Mpls.-St. Paul station, WMIN. Salary plus commission can put you far above your present income. Call 612-645-7757, David Millan.

Ground floor opportunity with #1 Drake rocker on Delmarva peninsula. Salary commensurate with experience, plus your sales commission. Stable, aggressive individuals only need apply. Immediate. Call Mr. Marzosa, 302-856-2567.

Nationally-syndicated radio program sponsored in cities across U. S. needs representative in several areas. Large potential & continuing income working on commission basis. 1801 NE. 6th Court, Fort Lauderdale, Florida 33304.

Announcers

Rocky mountain 5 kw needs two first phones immediately. Good pay, community, benefits, crew, and equipment. Send resume and references first letter. Box J-54, BROADCASTING.

Central Florida fulltime needs dj with first phone and production experience. Box J-97, BROADCASTING.

7-midnight rock jock for top 10 market. East coast giant. Outstanding opportunity for man who has what it takes to join one of the country's top rock stations. Experienced djs only. Send current tape, resume and pic to Box J-113, BROADCASTING.

Announcer—Midwest MOR giant seeks dependable all-around announcer. Very stable operation. Salary open. Good benefits. Only those desiring a permanent position in a growing organization need apply. Send tape, with complete resume and photo. Box J-124, BROADCASTING.

MOR announcer with 1st . . . Great Lakes area . . . best working conditions . . . \$7,000.00 year to start . . . Box J-147, BROADCASTING.

One half of very successful two-man morning show open. Unusual opportunity for intelligent music host with professional production know-how, good MOR music tastes, news background helpful to interrelate with warm-humored news host. Diversified format requires professional disciplines and broad creative flexibility. Rich eastern market, real opportunity for comer or seasoned pro. Job available in mid-October. Good company benefits. Send tape, resume to Box J-148, BROADCASTING.

Central Penna. Immediate opening for experienced top-40 personality strong on production. Regular raises, paid insurance, part of group. Send tape, resume with first letter. Box J-175, BROADCASTING.

Announcer-newsman for south Texas network station. Box J-178, BROADCASTING.

Announcer for middle-music network station in Texas resort city. No tapes, please Box J-184, BROADCASTING.

Wanted—bright, happy, fast-paced afternoon drive man for #1 rocker in south Florida medium market. Must be very strong on production. No straight time & temp man. Creativity a must in the production room. Sound like you? Send tape & resume to Box J-190, BROADCASTING.

Announcer—first phone capable of handling maintenance. If you are better than average, modern C&W station will pay you up to \$600.00 to start. Air check, references. Box J-201, BROADCASTING.

Personality air man who understands modern C&W, funny or cheery or something special, Rockies. Box J-202, BROADCASTING.

Announcers continued

First phone announcer, country-politain—excellent opportunity and good working conditions. Box J-210, BROADCASTING.

First opening in four years at southeast Pennsylvania station. To qualify: need five years experience and good references. Short on air hours, good salary, guaranteed raises, profit sharing, fringe benefits. Box J-220, BROADCASTING.

Attention contemporary DJ's. Small market station with professional staff and sound has opening. Willing to take person with a little experience and lots of desire to learn. More experience gets more money. Stability and advancement in chain offered to right person. Send tape, resume and pic to Box J-222, BROADCASTING.

South-central Indiana 500 watt in market of 60,000 is looking for a morning man who can communicate and be as bright as our up-tempo MOR format. Some experience necessary. Preferably one year, and a third class ticket. Send tape and complete resume to Box J-225, BROADCASTING.

Major market West Coast MOR looking for experienced personality jock for drivetime slot. Send tape and resume to Box J-226, BROADCASTING.

Penna. 10,000 watt station needs two experienced, upbeat, happy MOR announcers . . . strong on news and commercials. Excellent working conditions and complete fringe benefits. Salary based on ability and experience. Send tape, resume and salary requirement to Box J-246, BROADCASTING.

Nightman for progressive up-tempo MOR station. Must have experience in running a tight announce shift and production. Plenty of opportunities with this "Home-station" of a six-station group. Please send tape and resume to Operations Manager, KFOR, Lincoln, Nebraska.

Wanted: Happy sounding early morning C&W dj—who can swing for three hours, then sell for the remainder of the day . . . this must be a man with at least two years experience who loves radio enough to work, work, and then work some more. Prefer married man who would like to work up to sales manager . . . if you think you can cut it, then immediately call Bob Lunningham, General Manager, Radio Station KRSY, Roswell, New Mexico, 88201. Phone 505-622-0290.

Enjoy excellent salary and be a radio personality in beautiful vacationland where there are no big city problems in raising a family. No rigid big city format. You have freedom to display your talent and learn all phases of broadcasting. Combination sales and announcing. Contact: Charles B. Persons, Manager, KVBR, Brainerd, Minn. 56401.

Morning-man, chief-engineer. There is an unusual opportunity for man with this combination of talents. Tape, details, KVOC, Casper, Wyoming.

Wisconsin AM/FM in Milwaukee metro area. Combo. MOR. News or sales an asset. Mature voice. Midwest background. WBKV, West Bend.

Immediate opening at WDAK, leader in Georgia's second market, first ticket for midnight to five AM, top forty, call Alan Boyd, 404-322-5447.

Excellent opportunity for announcer on our FM station. Six days a week, 5 p.m. to 12:30 a.m. shift. Salary according to background and ability, maximum \$120 per week. Telephone Harry M. Thayer, WCHQ, Kingston, New York.

WINH, in Georgetown, S.C. is seeking a staff announcer. Mail tape, resume and salary requirements to Tad Fogel, WINH, P.O. Drawer W, Georgetown, South Carolina 29440.

We need a young guy, preferably unmarried, for an all-night show. We're looking for someone who can be a top innovator with eyes for better things! If the shoe fits, send tapes and resume to Jeff Kaye, WKBW Radio, 1430 Main St., Buffalo, New York 14209. Hurry!

MOR announcer with 1st phone (no maintenance) wanted for allnight show. Ideal location in central Florida, one of nation's fastest growing and most beautiful areas. Send tape and resume to Glenn Smith, P.D., WKIS Radio, P.O. Box 1353, Orlando, Florida.

Announcers continued

University community—round the clock station is looking for a creative and talented announcer for afternoon shift. Call Tod Jeffers, WMAJ, State College, Pa.

Immediate opening—1st phone-announcer, WMIC—Sandusky, Michigan.

Morning shift. Quality Cleveland, Ohio suburb station. Major market manners minus meele. Substantial future for believable announcer who puts more into his work than asked. Stability plus. More than a stepping stone. Send tape, resume to WPVL, Painesville, Ohio.

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.

Immediate opening. Enthusiastic, bright sounding morning announcer. Must have first phone and know MOR music. Near Albuquerque, Call 505-863-4444.

Where is all the good guys at? Beautiful northeastern Michigan resort area looking for a do-it-all guy . . . announce, write, production, 1st phone . . . if you've got the goods we've got the job, age no barrier. Easy listening daytime . . . lots of playtime, fringe benefits. Call us collect for full info . . . 517-362-3417.

Wanted: First phone announcer, no maintenance, modern CGW. Phone immediately—area code 717-273-1811 daytime or 397-4229 evenings.

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.

Chief Engineer wanted. New England Network Station. Write Box J-11, BROADCASTING.

Southeastern AM-FM-TV station offers above average salaries for experienced engineers. First class license necessary. Must have TV experience, AM-FM experience desired. Reply must be complete with references, photograph & salary requirement. Reply Box J-19, BROADCASTING.

1st class responsible engineer needed immediately to maintain well established class IV Virginia AM station. This operation has recently been moved into new facilities. Hospitalization and pension plans; send resume, references, and other details to Box J-86, BROADCASTING.

Chief Engineer: If you're a perfectionist, there's a chance of a lifetime for you now as chief engineer of our AM-FM stations. We'll give you full responsibility for operation and maintenance of our DA system, high power FM stereo station as well as one of the most modern recording studio setups in the country. Since we expect top results, you'll have an ample budget for personnel, parts, etc. Our stations are located in a major western market in a great vacation area where the air is clean and the weather is good year round. Good schools, good housing conditions . . . a great place to live. If you're looking for a permanent opportunity with a top quality station and a five figure salary to start, send us your resume in confidence. Box J-128, BROADCASTING.

Chief engineer. Mid-west 5kw daytimer. Solid operation. Great town. Wonderful opportunity for right man. Box J-177, BROADCASTING.

Qualified engineer for network station in South Texas. Box J-181, BROADCASTING.

Chief engineer for outstanding Wyoming station in brand new building. Announcing most helpful. Box J-200, BROADCASTING.

Opening for engineer-announcer with 1st class license, northern New York State. Box J-213, BROADCASTING.

Ohio stations need chief engineer. Five kw directional AM—full time FM station. Strong maintenance. Must take charge of technical operations. Excellent salary. Contact Gary W. Hagerich, WCWV, Fairfield, Ohio 45014.

First class licensed engineer, afternoon shift, for automated good music station. Announcing ability helpful but not essential. Fringe benefits. Send resume with first reply. No collect phone calls to Irv Laing, WQTE, P.O. Box 306, Monroe, Mich. 48161.

Technical continued

Chief engineer for 5 kw AM and FM station in central Ill. Must have experience in broadcast equipment maintenance. Excellent working conditions and great opportunity for the right person. Send resume or call Kent Davis, WSIV, Pekin, Ill. 61554. 309-346-2134.

NEWS

Challenge: Rebuild news department at top rated midwest swinger. Send tape, resume and picture to Box H-146, BROADCASTING.

News director needed at once for metro area 5 kw net affiliate. Head 3-man local news department. All facilities, equipment; unusual opportunity. Top salary plus benefits. Send air-check including writing samples and include salary needs in first reply to Box J-107, BROADCASTING.

News director. Air a.m. and noon news, direct staff. Experience necessary. Send air check and resume to Box J-118, BROADCASTING.

Station in midwest metro area of 130,000 needs aggressive, creative newsmen with responsibility for developing strong local image as well as delivering principal newscasts. First phone desirable but not necessary. Send tape and resume. Completely confidential. Box J-137, BROADCASTING.

News director with authoritative voice. Background must stand investigation. Prefer over thirty years age. One of top twenty markets. Bright future. Tape, picture, send resume, Box J-160, BROADCASTING.

Wanted professional newsmen for leading midwestern contemporary station. Box J-161, BROADCASTING.

Writer-editor—for award-winning Boston radio newsmen. Seek sharp young man. Prefer broadcast news writing experience, but will accept bright beginner. On-air background optional. Salary commensurate with experience. Send resume to Box J-239, BROADCASTING.

Aggressive newsmen outside and inside work. Must be experienced professional, good remuneration and bright future. UT staff aware of this ad. Send picture, tape, etc. to Box J-247, BROADCASTING.

First phone, MOR station, no maintenance, experience not as important as ability to do news and board. All details, requirements first letter. WINU, P.O. Box 303, Highland, Ill.

Newsmen-announcer needed for medium midwestern station. Experience required. Second man. All benefits. Send resume and tape to radio station WRJN, 420i Victory Ave., Racine, Wis. 53405.

Unusual opportunity to combine sales and local news. Send resume, photo. WSMI, Litchfield, Illinois.

News director . . . To take charge of New Jersey's most successful news staff. Minimum four years experience . . . and news man . . . first timers need not apply. Also relaxed personality who can relate to his listeners. Minimum two years experience. Join the success story of the east coast, send tape and resume and salary needs to Box 927, Toms River, New Jersey 08753.

News director for 5,000 watt fulltime suburban station near Philadelphia. Dig, write and deliver local news and supervise stringers. Challenging position in growing market. 215-394-2100.

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.

Faculty position at major eastern university opening Feb. 1, 1970. Ph.D. and experience in broadcast media essential. Box J-240, BROADCASTING.

Traffic director experienced for high volume contemporary station in beautiful eastern medium market, contact Burt Levine, WROV, Roanoke, Va.

Situations Wanted Management

Position programing "proven" good music format, \$15,000. 618-451-7511. Box J-3, BROADCASTING.

Seeking small-medium market managership. Eleven years diversified experience. Sales know-how, programing, administration. Young (31) family. Mature, trustworthy, capable. Excellent references. Prefer Southeastern opportunity. Box J-12, BROADCASTING.

Top five eastern market manager, 30, married; seeks FM-stereo good music or classical AM/FM operations and programing position. 5 figures. Box J-146, BROADCASTING.

Situations Wanted

Management continued

Aggressive manager. 33, experienced in AM and FM administration, sales, programing and automation. Full knowledge of FCC regulations and budget control. Solid background in programing with an outstanding record of rating accomplishments (both AM and FM). Strong sales record. Fifteen years broadcast experience, seven with present company. Desire association with responsible expanding organization which demands excellence and responds with commensurate compensation. Medium or large markets only. Strictly confidential. Box J-155, BROADCASTING.

Experienced . . . proven . . . dedicated . . . 14 years radio . . . 7 years sales in small and large markets. Presently in market of 250,000. Seek management or opportunity to work toward part ownership. Any size market . . . south. Box J-156, BROADCASTING.

Manager — small-medium market — midwest, SW, west—14 years-first phone. Box J-194, BROADCASTING.

Available May, 1970 . . . Chicagoland broadcaster seeks single market management. Box J-195, BROADCASTING.

Somewhere in Miss.; Ala.; La.; Ark.; Texas, there is an owner who needs a creative general manager; willing to sell him stock. Top salesman, doubled present station billings, highest ratings, from last to first, promotional minded, ideas used RAB regional meetings, best references, no rush, compatibly employed, small and large market sales background, all inquiries answered. Box J-199, BROADCASTING.

Looking!!! First class radio man looking for managers position in area 400 miles from Denver, any direction. If you're looking for a dedicated, experienced, radio man with record to prove it, write Box J-207, BROADCASTING.

Manager/sales. 6 years experience. Built loser into profitable operation. Would like to try again. First phone. Box J-230, BROADCASTING.

Sales

Pilot—1st phone — dependable — 27 — married — PD past 5 years. Seeking sales opportunity, Box J-115, BROADCASTING.

Established medium market salesman seeking change . . . wants sales & sports play by play personal billings over \$100,000, willing to accept challenge if chance for advancement to management. Box J-208, BROADCASTING.

Sales manager with 13 years experience desires job with growing small market station. Five years with leading Florida MOR station. Married, 37, with excellent references. Box J-233, BROADCASTING.

Announcers

Beginner. Third endorsed. College degree. Creative. Flexible. Ambitious. Can write news and commercials. East coast preferred. Box J-1, BROADCASTING.

Announcer; Seeks position with non-rock station. Prefer east coast location. Interested in news reporting. 3rd endorsed. Box J-121, BROADCASTING.

Young, experienced broadcast school grad wants midwest rock station. Available in October. Box J-154, BROADCASTING.

Attention Florida. Jock Newsman 10 years experience, married, 35, veteran, 3rd endorsed. Have done top 40 and MOR shows successfully in morning, afternoon, and night time slots. Strong on production also experienced as newsmen digging, gathering and reporting same. Have also hosted talk shows, telephone open liners, live remotes, etc. Wish to settle in mid or southern Florida. Call (212) 372-1783 after 6 P.M. Box J-158, BROADCASTING.

Soul man, 10 years experience and 6 years 1st phone. News-director available immediately. Box J-165, BROADCASTING.

Have first phone for good music only! Smooth bands, concertos, Broadway, lush vocals, strings, etc. Nights. Married. Age 47. Twenty years experience. Moving expenses or contract requested. Box J-166, BROADCASTING.

Major market sportscaster wants basketball pro or college. Box J-168, BROADCASTING.

First phone announcer, 1 yr. experience, wants to stay in midwest, 23, draft exempt, willing to do news, TV, DJ. Box J-172, BROADCASTING.

Announcers continued

Handicapped announcer with BA & 3rd desires small to medium southeastern market. Trained on present job. Good board, good voice, sober, reliable. Prefer MOR. Excellent references. Box J-186, BROADCASTING.

That extra margin that makes the difference between just an announcer and a personality. Exceptional voice, 8 yrs. Exp. Morning drive-time. My forte. Major market only. Preferably MOR. Box J-187, BROADCASTING.

DJ announcer reliable, experienced, 3rd phone, will relocate. Box J-188, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box J-196, BROADCASTING.

Young pro, for personality station . . . medium, metro market . . . geared to MOR sound . . . 3rd . . . production . . . veteran. Box J-203, BROADCASTING.

Two years experience, third, some college, draft deferred. Box J-204, BROADCASTING.

Eight years experience mainly in MOR formats. News. DJ, some production—versatile. can do many things. Looking for the right kind of job; one that suits my talents. Am interested in being associated with bright, alert, progressive people and an ideas and personality oriented station. Anxious to make right move. Box J-206, BROADCASTING.

Announcer-production man wants to move to more urban area. Experienced. College degree. Box J-211, BROADCASTING.

Soul jock, 1st phone, willing worker, east coast preferred. Box J-212, BROADCASTING.

Northeast—youth, assiduous, smooth, bright delivery. Agency calibre production. Medium, major market background. Top references. 215-455-4625 or Box J-219, BROADCASTING.

Hip jock-PD & MD of 3 yrs. experience; need more money and stronger market. Just married, will relocate. I do it too! Call 603-669-5986 or Box J-223, BROADCASTING.

Announcer/DJ—3 years experience, personable, upbeat tight board. Top 40 format. Not floater or prima donna. Willing to relocate. Box J-224, BROADCASTING.

1st phone jock desires position with station in So. California or surrounding area, experience in news and production, plus sales experience, service completed, salary open. Type of music format not important, presently working as a newspaper advertising representative. Box J-227, BROADCASTING.

Great play by play . . . experienced . . . 1st phone seek immediate opening. Box J-228, BROADCASTING.

A young energetic swinger has a fantastic new personality concept in contemporary radio. let's get together. 1st phone. Box J-231, BROADCASTING.

DJ/announcer, beginner. broadcasting school grad. 3rd endorsed, vet. available now. Box J-234, BROADCASTING.

Top 100 and top 40 stations only! Personality dj, four years college, four years experience in broadcasting and contemporary music. Third ticket endorsed. Tape available Box J-235, BROADCASTING.

First phone, married, draft exempt, five years experience. Presently vacationing in Montana. Phone 406-453-9143. Will be here until September 30th. Box J-236, BROADCASTING.

Fifteen years—solid references. Finest background. College. Veteran. Know music and news. Good production. Third ticket with endorsement. Open to any type check. Box J-241, BROADCASTING.

Negro jock, hard worker, dependable, third, relocate anywhere. Picture, resume, tape. Box J-242, BROADCASTING.

I am an August 14, 1969 graduate of the Connecticut School of Broadcasting, Hartford, Conn. My military obligation is complete. I have one dependent (wife) who is a skilled secretary. I have my radio telephone operator third license w/broadcast endorsement. I (we) are ready to go to work, will travel, if accepted. Call anytime (203) 822-8007.

Assiduous with smooth, bright delivery, agency caliber production. Medium, major market background. Top references. 25. Philadelphia, 215-455-4625.

Announcers continued

Experienced top forty-CW jock, tight board, single, draft-exempt. Willing to relocate. Contact: Dan Marks, 511 So. Ray St., New Castle, Penna. (412) 654-1478.

1st phone 4 solid years radio and television experience. Interviewing, production, announcing. Broadcast school graduate. Retired military, medical discharge. 24 years old. Prefer California. Dependable, excellent references. Resume and tape. Top 40, MOR news or TV. Troy Stephens, 1552 La Playa Ave., San Diego, Calif. 92109. 714-272-2554.

Rock jock, 1st phone, some maintenance, 4 years experience, contemporary sound, married, family, 26, military complete. Now doing 6-11 PM bag, likes nite work. Tight board, presently \$7,800. Wisconsin preferred. Tim Grant, #13 Stockton Mobile Court, Stevens Point, Wisconsin, Call 717-344-0711.

Announcer: Good voice, 3rd endorsed, available 2 weeks. Prefer MOR. Picture, tape, and resume on request. Tim Houck, P.O. Box 482, Defiance, Ohio 43512.

Deejay placement desired, 3rd endorsement, write good copy, some FM experience, service recently completed, will go all out . . . Kenneth Kopec, 57 Clayton St., Buffalo, New York 14207.

Career academy graduate, 3rd class endorsed. College graduate, Brian Ward, 1570 Sutter, San Francisco, Calif. 94109

First phone, five years experience .29, married, college. Currently nightman @ Music Director at WCMB, Harrisburg, but ready for daytime exposure. Do humorous fast paced show & interviews. Bob For, 6 Richland Lane, Camp Hill, Penna.

Sportscaster—extensive play-by-play experience; college, high school football, basketball, baseball, professional golf. College graduate, draft exempt. Stan Savran, 1344 West Miner Rd., Cleveland, Ohio 44124.

Aggressive DJ, draft exempt, age 23, radio school graduate, 9 months full time experience. 3rd phone. Tight board, production work. Excellent references. Available immediately. W. N. Poindexter, (703) 722-0289.

Technical

Stable chief, directional AM, wants more of same. Desires NW major market. State salary. Box J-217, BROADCASTING.

First phone, radio TV engineer, ham and marine transmitter experience. No previous broadcast, but eager to learn. Stable family man. Prefer NYC or vicinity. For resume: Fred Schwartz (212) 646-1171.

Got job for engineer experienced as chief, combo—starting \$140? Call 215-386-2550.

NEWS

Young pro—authoritative news voice, imaginative board style. Married, draft exempt, third phone. Box J-163, BROADCASTING.

San Francisco bound. Newsman-announcer, six years major market experience with all news and quality music operations. College graduate. Dedicated, dependable. Box J-193, BROADCASTING.

Professional. Eight years experience, news director, adult music, interviews. Married, 28, veteran, permanent, dedicated, great references. Seek advancement, Midwest. Box J-193, BROADCASTING.

Award winning news director now with wire service seeks position as reporter-correspondent in middle east. MA broadcast journalism, grad studies in middle eastern history and languages—fluent Hebrew, some French, Spanish. Excellent knowledge of area and peoples—prefer net or large group. Box J-205, BROADCASTING.

Currently news director and part-time dj at a top 40 station. First phone, will relocate. Box J-229, BROADCASTING.

Beginner desires news position in or near Mpls.-St. Paul. 16 weeks broadcast school. BA degree. Have broad, in-depth experience with local govt. 612-825-3803.

Programing, Production, Others

Top 40 program director for 100,000 to 250,000 market. Is your station currently less than number one? I will welcome that challenge. Now assistant PD, major market and ready to move up. Box J-149, BROADCASTING.

Programing, Production, Others

continued

Manager/chief engineer VHF and some staff members would like positions in non-union station. Includes network programing, photographer, switchers, with maintenance experience. If you have need for conservative, efficient and loyal people, we would like to talk to you. Please write Box J-157, BROADCASTING.

Director, 7 yrs. experience, away for 2 yrs now wishes to return to business, 26, mature—married—creative—hard working—all phases radio/TV—resume on request Box J-197, BROADCASTING.

Program director/operations manager. Experienced all phases management Documented success. 31, married, military complete. Box J-221, BROADCASTING.

Production/copy. Experienced copywriter looking for a permanent home with adult MOR station. Excellent production skills and musical background. Versatile: "Laugh-In" to straight copy. Prefer Midwest or Pacific Coast. References Aze 27, married. Third phone. \$550-600. Box J-238, BROADCASTING.

2,028 FM Stations, but one proven major market programmer. 215-324-4125.

TELEVISION—Help Wanted

Sales

Are you a good, small market radio salesman looking for a move up? The exciting world of television is waiting for you! Earnings and opportunities are unlimited! Phone (312) 597-0466. Hear the scoop from Jay Holloway.

Announcers

Personable, dependable, announcer for South Texas station. Box J-176, BROADCASTING.

Illinois CBS affiliate needs strong, mature, on camera commercial announcer. Must have better than average knowledge and interest in sports for daily sports show. Right radio man might also have a chance for this slot. Resume, VTR, photo, salary requirements to Box J-215, BROADCASTING

Technical

Need three engineers, first class license—experience desirable. Radio and TV. Studio and transmitter. Please send resume, telephone number and salary requirements. Box J-10, BROADCASTING.

Two first class engineers for radio-TV operation in medium Wisconsin market. Will train new man. Good salary and fringe benefits. Send resume and phone number. Box J-69, BROADCASTING.

Qualified, reliable transmitter engineer for VHF. Texas resort city. Box J-167, BROADCASTING.

Opportunity for qualified assistant chief engineer. Southwest VHF. Box J-173, BROADCASTING.

Assistant TV engineer—new southern university CCTV, kinescope and soon FM radio facility. 1st phone and VTR experience required. Send resume. Box J-191, BROADCASTING.

Experienced TV studio control maintenance man who can keep RCA cameras, projectors, sync generators in top operating condition. Small station, big station wages. Contact William C. Grove, General Manager, KFBC-TV, 2023 E. Lincolnway, Cheyenne, Wyoming 82001.

Midwest native with 1st phone for video switching and light maintenance. Full color operation. Good fringe benefits. Also nice place to raise a family. Rush to Chief Engineer, KULR-TV, Billings, Montana 406-252-4676

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

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.

First class license. Immediate opening. Car necessary. Soon to start installation in a new radio-TV center. Union Operating and some maintenance. Company benefits. Send resume and salary requirements to Glenn Hall, WNNY-TV, Watertown, N.Y.

First phone technician—Operation and maintenance. New full color UHF. Big market area. Call 313-951-3444.

Technical continued

Chief engineer—entirely responsible for the design, maintenance and operation of io and vidicon cameras, quad and helical vtr's, film projectors, cable distribution systems, audio systems and technical personnel. \$10,000 to start. Technician—will operate and help maintain above. \$6,000 to start. Wendell Ford, College of the Desert, 45-500 Monterey Ave., Palm Desert, Calif. 92260. 714-346-5041.

NEWS

Experienced newsman with editorial skills for station in Texas Gulf Coast city. Box J-164, BROADCASTING.

News-writer-editor. Experienced only. Major midwest station. Applicants from all races desired. Box J-165, BROADCASTING.

Top 20 market network station, needs experienced sportscaster for two shows daily, Monday thru Friday. Some special event coverage possible. Send resume and VTR air-check to Box J-159, BROADCASTING.

News-photographers—All with journalism degrees or comparable experience, for expanded news-documentary department. Contact: Gene Strul, WKCT-TV, Miami, Fla. PL 1-6692. An equal opportunity employer.

Programing, Production, Others

Resort seacoast city TV station needs top quality promotion and continuity director. Salary to match talent. Send resume, photo, samples of work and salary requirements in first letter. Box J-28, BROADCASTING.

Artist—experienced, all station graphics—on air—sales—newspapers—top ten market. Box J-77, BROADCASTING.

Experienced broadcast promotion executive—West coast VHF station needs take-charge executive to head station advertising-promotion department. Must be experienced, creative and imaginative with ability to direct staff and work with advertising agency in creation of unusual and effective program promotion, station advertising, sales promotion, research and merchandising. Send complete resume to Box J-134, BROADCASTING.

Man with directing and production experience to develop commercials for retail accounts. Not a sales job. Excellent working conditions in a fine midwest medium TV market. Send complete personal and business background and recent picture to Box J-150, BROADCASTING.

Director-announcer with dependability and originality who can handle board with accuracy and judgment. South Texas VHF. Box J-170, BROADCASTING.

Production director, new Florida University, CCTV programming, supervise audio service. May develop FM, chance to manage. Some teaching. Masters plus experience. minimum. Box J-122, BROADCASTING.

Exciting, challenging new opportunity for capable producer to head program department of established cable TV system soon to begin local origination. Must have educational or commercial TV program experience. Salary depends on experience, ability. Send voice tape, resume listing edu, education, marital and draft status, experience in detail, references. Box J-245, BROADCASTING.

TELEVISION

Situations Wanted

Management

BSEE, seven years experience. Sharp. Seeks supervisory/management position, small-medium market TV. Box J-82, BROADCASTING.

Technical

Want foreign assignment—Currently chief engineer VHF television, experience included: Installation and maintenance of color cameras, VTR's and other studio equipment. Extensive knowledge of transmitters. Want position as chief or transmitter or studio supervisor—in any part of the world. Box J-135, BROADCASTING.

Do you ask yourself: "Where are all the good engineers?" Well I'm finally available! Experienced TV chief engineer, transmitters, color cameras, VTR's, installation, maintenance, supervision and first class work. Reason for change—money. Box J-136, BROADCASTING.

Fifteen years experience including network and four years radio navigation in the far east playing colonialist. Box J-162, BROADCASTING.

Technical continued

1st class Eng. desires transmitter watch, in TV or AM. Twelve years experience in AM and TV stations. No studio work. Licensed since 1941. Prefer Western states, will consider other locale. J. Taylor, P.O. Box 34, Mt. Wilson, Calif. 91023.

News

4th market TV newsman seeks change. Will consider medium market news directorship. Box J-152, BROADCASTING.

Major market TV newsman, over 30, seeking news director's post in Western U.S. Can handle assignments, sil., SOF, interviews. Newspaper background. Other offers considered. Box J-214, BROADCASTING.

West coast TV news position wanted by former Californian. Major market VHF NBC affiliate experience. Strong background 16mm silent-SOF, special in-depth air reports, some producing. Under 30 years, also newspaper background. Salary flexible. Aging relatives require return. Available time this ad appears. Excellent references. Box J-215, BROADCASTING.

Programing, Production, Others

Competitive, young executive with proven record for top 10 market. Coordinates, trains and organizes strong departments. Box J-30, BROADCASTING.

Award winning public affairs, documentary producer and host seeks opportunity as public affairs, or program director. Midwest, will relocate. Box J-171, BROADCASTING.

Top 10 TV producer seeks greener pastures, possibly with independent production company. Box J-153, BROADCASTING.

I'm looking for a west coast position that includes directing, announcing, and writing responsibilities. Experience in all three, young, married, degree, awards, references. This may sound like a's above and below. It isn't. Box J-209, BROADCASTING.

Producer, director, writer who believes in TV's responsibility for leadership, seeks a station eager to create enlightened, effective community-oriented programming. A proven performer with impeccable credentials. Imaginative, dedicated, mature, a master of film and tape. Brilliant with tight budgets. Box J-212, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw G 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Stereo-Automation equipment—late model ATC, complete system delivery 2 weeks, call 1-801-262-2431, Mr. Carlson.

Used 1 kw AM—CCA Electronics has obtained in trade several 1 kw AM transmitters. Now available on a first come basis, continental type 314D at \$3,500.00, 5 to 7 years old, mint-condition, located at WMIN, St. Paul, Minnesota. Gates Vanguard 1, \$3,000.00 located in Elkhart, Indiana and at CCA plant. Contact CCA Electronics, 716 Jersey Avenue, Gloucester City, New Jersey 08030, Telephone: (609) 456-1716.

Used Equipment for sale (returned from nationally known concern) 1—EP1102 Ampex AM recorder s/n 12552 \$550.00; 1—1005-10 beta electric high voltage power supply \$195.00 s/n 43474; 1—125 a Fisher amplifier s/n 10135A \$363.00; 1—KMC Kay electric meza switch s/n LA-040 \$115.00; 1—1005 Sorenson A.C. voltage regulator s/n 1-7356 \$95.00; 1—model 322-local oscillator with 1—model 321-Wilton company phase readout \$550.00 complete American National Leasing Corp. 1593 N. Longwood St., Baltimore, Md. 21216 301 945-6105.

Will Lease—Ampex 660 B Video tape recorder, Marconi-Ampex 350 Videcon Camera with zoom lens, tripod, cables, etc. Perfect for CATV news, schools 219-574-5245. Sync generator and process amp if desired. WIMS, Old Chicago Rd., Michigan City, Indiana 46360.

For Sale—ITA 5 kw FM transmitter, 250 driving, 5 kw. Bay. Complete with solid state rectifiers. Harmonic filter, and directional coupler. Tuned to 97.7 mhz. Call Dave Jordan. 703-955-2516.

Electronic research type 425 25 kw isolation transformer used one year on 97.1 mc. Factory will convert to your FM frequency. Make reasonable offer. Frank Carman, KLUW-KWIC, Box 359, Salt Lake City, Utah 84112.

FOR SALE—Equipment

continued

Two Ampex 351s rack mounts at \$500.00 each. Also complete Schafer Automation unit with six 6" tape machines, logger, two time machines, brain and spotter, asking in high 20. WAFT, (616) 543-6397.

McKenzie recorder repeater. McKenzie five cartridge repeater, 200 cartridges . . . cost \$2800.00 new. Now \$400.00 or make an offer . . . KRDU, Dinuba, Calif. 209-591-1130.

One (1) G-15 Stainless Tower, 190 feet: WTYM, East Longmeadow, Massachusetts; you disassemble. Call Don Wilks, (413) 525-4141 or write WTYM, Box 545, East Longmeadow, Mass.

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 Debs, 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.

Current comedy—65-70 original, topical one liners each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

Get your ticket. Memorize, study—Command's "1969 Tests-Answers" for FCC first Class License. +plus—Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

Deejay lines by top comedy writers. 3 recent samples—\$3.00. Humor Originals, Box 86, East Meadow, N.Y. 11554.

89 albums, 16 inch. MM Cole transcription library of folk music. Box J-151, BROADCASTING.

The Feminine Touch . . . for your commercials, promos, intros, station ID's etc. Warm, versatile, professional female voice. Send copy, get broadcast-ready tapes by return mail. Prices, audition tape on request. Reynolds Production Company, P.O. Box 454, Pacific Palisades, California 90272.

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.

INSTRUCTIONS—continued

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)

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TIB/Music City . . . Veteran approved classes start Sept. 29, Oct. 27th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee 37204 1615-297-8084).

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Send resume to: Allen Shaw, Director
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Management

ASSISTANT TO THE PRESIDENT

Midwest broadcasting corporation has an excellent opportunity for a bright young college graduate with 3 to 5 years of radio or television experience and who has demonstrated management potential. Tremendous future for sales-oriented individual interested in becoming a corporate executive after learning to evaluate and solve station problems. Send complete resume and salary requirements in confidence to

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Here is an exceptional opportunity for an executive capable of managing a 4 million annual gross station. Our present General Manager has been promoted to a new assignment within the corporation. We are ready to interview qualified candidates immediately in order to fill the opening as soon as possible. Base salary up to \$60,000 with excellent incentive arrangement. Total compensation should exceed \$75,000 first year. Rush resume to Box J-129, Broadcasting.

We are not a major group and all replies will be held in confidence.

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Immediate opening for general sales manager or station manager with strong personal track record in local regional and national sales. Experienced in RAB and research selling techniques must enjoy on-street selling, be capable of building up sales from ground zero to potential of \$500,000 dollars within next four years. Explosive high powered station in big northeast market near NYC. Exciting growth company for knowledgeable management oriented man ready for break through. Right man must love to sell, have proven record managing people, minimum guarantee twelve to fifteen thousand, excellent incentives. Send all first letter.

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**Production Man Opening
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Management continued

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to operate in conjunction with a large conglomerate. Knowledgeable in all phases of the television and radio industry who can coordinate and centralize operations. Must have a solid record of previous accomplishments, heavy management experience, also to be able to train and develop qualified people for future expansion. Must have the ability to earn from \$50,000.00 to \$100,000.00 per year. Please send complete resume, and income history and other pertinent information. Enclose a recent photo. All replies will be held in strict confidence.

Box H-247, Broadcasting.

TELEVISION—Help Wanted

Management continued

Management Placement

We are accepting applications from a limited number of executives and salesmen for placement with our radio and TV clients. College graduates currently earning under \$20,000 per year are invited to send a resume to be considered for these management openings in medium and large markets. Send background to:

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Sales continued

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Progressive Ohio independent in Springfield/Dayton market seeking leader for sales staff. Excellent opportunity for man with UHF TV sales experience. Salary open. Send complete details to:

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TELEVISION—Help Wanted Technical

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continued

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Experienced only need apply. Strong delivery . . . authoritative . . . good eye contact: Dig. write, interview. Send resume, salary requirements.

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Penn	Small	FM	160M	29%	Wyo	Small	Fulltime	70M	Nego
East	Med.	AM & FM	700M	Nego	Ky	Med.	TV	1.5MM	Nego
South	Med.	Daytime	120M	CASH	Wash	Metro	Fulltime	275M	CASH
Ks	Metro	FM	65M	50%	Ore	Small	CATV	16M	CASH



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continued

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(continued from page 96)

Flon. 17. 23: Gimli. 14: Killarney. 41: Lac du Bonnet. 75: Lynn Lake. 14: Melita. 76: Minnedosa. 49: Morden-Winkler. 39: Neepawa. 27: Portage la Prairie. 18. 58: Roblin. 55: Russell. 63: Selkirk. 54: Snow Lake. 15: Steinbach. 17: Swan River. 77: The Pas. 18: Thompson. 16: Virden. 17: Winnipeg. 20. 26. 36. 42. 48. 71. 77. 83.

New Brunswick: Bathurst. 54. 82: Buc-touche. 27: Campbellton. 38. 78: Caraquet. 64: Chipman. 67: Chatham. 62: Dalhousie. 60: Dorchester. 18: Edmundston. 18. 68: Fredericton. 15. 45. 61: Grand Falls. 20: McAdam. 71. 77: Milltown. 33: Moncton. 24. 30. 70. 83: Newcastle. 35: Oromocto. 21. 51: Perth. 37: Richibucto. 40: Sackville. 53: St. Andrews. 82: Saint John. 17. 23. 39. 69. 78: St. Leonard. 50: St. Quentin. 42: St. Stephens. 49: Salisbury. 14: Shediac. 36: Sheppagan. 46: Sussex. 48: Tracadie. 52: Woodstock. 55.

Newfoundland: Argentea-Placentia. 55: Bale Verte. 27: Bay Roberts. 16: Bishop Falls. 64: Conavista. 34: Botwood. 19: Buchans. 26: Burgeo. 34: Carbonear. 79: Clarenville. 63: Corner Brook. 14. 20. 42: Deer Lake. 71: Gander. 72: Goose Bay. 14. 20: Grand Bank. 49: Grand Falls. 35. 70: Labrador City. 14. 20: Lewisport. 41: Port aux Basques. 27: St. Albans. 57: St. Anthony. 14. 20: St. Georges. 79: St. John's. 14. 20. 42: St. Lawrence. 78: Springdale. 23: Stephenville. 50: Wabana. 36.

North West Territories: Yellowknife. 14.

Nova Scotia: Amherst. 47. 79: Annapolis Royal. 42: Antigonish. 23: Bridgetown. 29: Bridgewater. 54: Canso. 28: Cheticamp. 72: Digby. 52: Glace Bay. 14. 26. 64: Halifax-Dartmouth. 22. 32. 38. 44. 63. 74: Kentville. 76: Liverpool. 62: Louisburg. 58: Lunenburg. 41: Middleton. 60: Mulgrave. 78: New Glasgow. 15. 43. 65: New Waterford. 76: North Sydney. 36: Parrsboro. 20: Pictou. 25: Sheet Harbour. 35: Shelburne. 75: Springhill. 26: Sydney. 20. 42. 70: Sydney Mines. 54: Tatamagouche. 49. 77: Truro. 55. 71: Windsor. 16: Wolfville. 50: Yarmouth. 40.

Ontario: Arnprior. 20: Atikokan. 39: Barrie. 55. 74. 83: Belleville. 16: Blind River. 40: Brantford. 63: Brockville. 27. 75: Chappell. 33: Chatham. 48: Cobourg-Port Hope. 67. 80: Collingwood. 78: Cornwall. 36. 77. 83: Deep River. 25: Dryden. 20: Elliot Lake. 18: Espanola. 77: Fort Frances. 25: Ft. William. Pt. Arthur. 20. 26. 32. 38. 44: Gananoque. 19: Goderich. 34: Guelph. 16: Hamilton. 41. 47. 53: Kapuskasing. 77. 83: Kenora. 21. 32: Kingston. 32. 38. 73: Kitchener-Waterloo. 76. 82: Leamington. 80: London. 40. 52. 71: Midland. 58: Niagara Falls. 81: North Bay. 48. 70. 76: Oakville. 73: Orillia. 24. 46: Oshawa. 22. 77: Ottawa. 14. 24. 30. 40. 46. 52. 58: Owen Sound. 26. 32: Parry Sound. 62: Pembroke. 41. 47. 53: Peterborough. 33. 44. 54: Picton. 69: Prescott. 48: Preston. 28: Renfrew. 56: St. Catharines. 69: St. Thomas. 65: Sarnia. 74. 83: Sault Ste. Marie. 20. 26. 48. 54. 83: Smith Falls. 71. 81: Stratford. 36: Sturgeon Falls. 62: Sudbury. 19. 25. 41. 47. 69: Thessalon. 70: Timmins. 62. 68. 78: Toronto. 19. 25. 45. 51. 57. 79: Trenton. 35: Welland. 75: Windsor. 26. 32. 78: Woodstock. 18.

Prince Edward Island: Charlottetown. 31. 37. 81: Summerside. 57. 75: Souris. 21.

Quebec: Alma. 48. 74. 80: Amos. 22: Asbestos. 53: Baie Comeau-Hauterive. 28. 57. 79: Baie St. Paul. 75: Buckingham. 80: Cabano. 63: Chicoutimi-Arvida. 36. 58. 70. 82: Clermont-La Malbaie. 23: Cowansville. 79: Coaticook. 75: Dolbeau. 78: Donnacona. 24: Drummondville. 19. 41: Estcourt. 43: Forestville. 77: Granby. 73: Iles-de-la Madeleine. 16. 22: Jonquiere-Kenogami. 14. 20. 30. 42: Joliet. 65: Lav Megantic. 42: La Sarre. 33: La Tuque. 34. 66: Magog. 81: Matane. 24. 49: Mont Joli. 22: Mont Laurier. 68: Montmagny. 49. 67: Montreal. 17. 23. 29. 35. 60. 76. 82: New Carlisle. 17: Perce. 15: Plessisville. 61: Port Alfred-Bagotville. 52. 64: Quebec-Levis. 15. 21. 27. 45. 51. 77. 83: Rimouski. 16. 51: Riviere-du Loup. 35. 71: Roberval. 26: Rouyn-Noranda. 14. 20. 61: Ste. Agathe-des-Monts. 56: Ste. Anne-de-la Pocatiere. 65: St. Felicien. 72: St. Georges de Beauce. 72: St. Hyacinthe. 47: St. Jean-Iberville. 70: St. Jerome. 78: Senneterre. 19: Sept-Isles. 14. 20: Shawinigan. 16. 43. 63: Sherbrooke. 14. 30. 50: Sorel-Tracy. 25: Thetford Mines. 32. 74. 80: Trois Pistoies. 77: Trois Rivières. 37. 69: Val d'Or-Malartic. 77. 83: Valleyfield. 26. 66: Victoriaville. 71.

Saskatchewan: Assiniboia. 61: Biggar. 41: Broadview. 62: Canora. 64: Creighton. 63: Esterhazy. 83: Estevan. 40: Eston. 32: Fort Qu'Appelle. 41: Gravelbourg. 39: Hudson Bay. 70: Humboldt. 25: Indian Head. 75: Kamsack. 42: Kindersley. 38: Lloydminster.

16: Maple Creek. 53: Meadow Lake. 64: Melfort. 48: Melville. 46: Moose Jaw. 16. 26. 55: Moosomin. 54: Nipawin. 32: North Battleford. 39. 71: Oxbow. 56: Prince Albert. 18. 24. 77: Regina. 18. 24. 47. 53. 71. 77: Rosetown. 63: Rosthern. 46: Saskatoon. 17. 23. 33. 54. 70. 76: Shaunavon. 78: Shellbrook. 40: Swift Current. 40. 56: Tisdale. 69: Unity. 80: Watrous. 78: Weyburn. 48: Wilkie. 31: Wynyard. 31: Yorkton. 20. 33.

Yukon: Dawson and Whitehorse. 14. 20.

Zone I will be between Windsor and Quebec, located within the confines of USA-Canadian border and following lines: beginning from west at intersection of the common border and latitude 44° 10': straight line northeast to point of intersection of 77° longitude and 46° latitude; following 46° latitude until 75° longitude; straight line northeastward to point of intersection of 72° longitude and 47° latitude; following 47° latitude to point of intersection with 71° longitude; following the 71° longitude southwards to common border.

Remainder of Canada will be considered Zone II. All minimum mileage separations will be same as domestic AM's contained in rules for U.S. Zones I and II. Actions Sept. 4.

■ FCC informed ABC, CBS and NBC that further action is not warranted following submission of reports by networks in response to complaints of alleged staging of news events during coverage of Democratic National Convention in Chicago, August, 1968. Action Sept. 4.

Translator actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following UHF and VHF translators: K70EV Fayetteville, Ark.: K79EZ Monterey and Salinas, both California: K02FM Good Springs, Nev.: K02FN Mesquite, Nev.: K02FL Searchlight, Nev.: K02FK Indian Springs, Nev.: K07IO, K09JA, K12HG and K06GA, all Searchlight, Nev., all to March 4, 1970. Actions Sept. 4.

■ Broadcast Bureau granted CP's to replace expired permits for following new UHF and VHF translators: K83BT Alturas. K13IT Canby and Alturas. K13IU Eagleville and Cedarville. K06FF Lake City and Fort Bidwell. K13IV Tule Lake, all California. Actions Sept. 3.

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K07EK Terry, Rock Springs, Cohagen and Custer Creek. K07EJ and K10CQ, both Townsend. K05CZ Del Bonita, and K11CH Birney, all Montana: K13BJ and K07BZ, both Upton, Wyo. Actions Sept. 4.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K75CL rural area around Forsyth. K74BL Lewiston. K08EP Warm Springs. K11HT Anaconda. K10BK and K12BJ, both Big Sandy. K10AH Paradise Valley, Miner Basin and Emigrant. K09EN Eagleton, Illad, Hopp and Spring Coulee. K07AL and K13AC, both Fort Benton. K06EZ Evaro. K08FD Missoula. K09HZ Havre. K08CE Jackson and rural area northwest of Jackson. K06EA Butte. K11J East Missoula and upper Rattlesnake area. K07GH Geraldine. K05BL and K13DF, both Lame Deer. K07AM and K11AD, both Loma, K13IX Lewiston. K09CP. K11CW and K13DJ, all Livingston. K07CH and K09BN, both Plains. K07FS Plevna. Fallon Creek area. Lame Jones area and Willard area. K10 AB Sidney. K13IG Sidney and Fairview, all Montana: K06CD Sayle. Quietus and Otter, all Montana, and Pasaic, Wyo. Actions July 31.

■ Four Corners TV Club, Mancos, Colo.—Broadcast Bureau granted CP for new UHF translator to serve Cortez on ch. 77 by rebroadcasting KNME-TV Albuquerque, N. M. Action Sept. 2.

■ Bond-McCoy TV Association, McCoy, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Bond, McCoy and adjoining territory on ch. 2 by rebroadcasting KBTB(TV) Denver. Action Aug. 25.

■ K09HK, K11HM and K13HO all Bonners Ferry and Naples, Idaho—Broadcast Bureau granted assignment of licenses of VHF translators to Boundary County TV Translator District. Action Sept. 3.

■ Colby-Bates-Bowdoin Educational Telecasting Corp., Sanford, Me.—Broadcast Bureau granted CP for new UHF translator to serve Sanford and Springvale, both Maine, on ch. 4 by rebroadcasting WCBB(TV) Augusta, Me. Action Aug. 28.

■ K70FB Alamogordo and Holloman Air Force Base, both New Mexico—Broadcast

Bureau granted mod. of CP to change frequency of UHF translator from ch. 70 to ch. 71; change call sign to K71CH. Action Sept. 3.

■ **K11GH Tri-City.** Riddle and Canyonville, all Oregon.—Broadcast Bureau granted CP to add amplifier for VHF translator. Action Sept. 3.

■ **W09AT Ceiba and Fajardo.** both Puerto Rico.—Broadcast Bureau granted mod. of CP to change principal community of VHF translator to Fajardo; change trans. location to Point Robinson, northeast of Fajardo; change type of trans.; make changes in ant. system. Action Sept. 3.

■ **Shenandoah Valley Educational Television Corp., Luray, Va.**—Broadcast Bureau granted CP for a new UHF Translator to serve Luray on Ch. 75 by rebroadcasting WVPT(TV) Staunton, Va. Action Aug. 25.

■ **Short Gap TV Association, Short Gap, W. Va.**—Broadcast Bureau granted CP for new VHF translator to serve Georges Run Road on ch. 13 by rebroadcasting WJAC-TV Johnstown, Pa. Action Aug. 25.

■ **K04AB Gillette, Wyo.**—Broadcast Bureau granted license covering VHF translator. Action Sept. 3.

■ **Frontier Broadcasting Co., Laramie, Wyo.**—Broadcast Bureau granted CP for new UHF translator on ch. 70 by rebroadcasting KFBC-TV Cheyenne, Wyo. Action Sept. 2.

■ **K08AA Wyodak, Wyo.**—Broadcast Bureau granted license covering VHF translator. Action Sept. 3.

CATV

Final action

■ **Bloomington and Normal, both Illinois.**—FCC ordered General Telephone Co. of Illinois, General Telephone and Electronics Corp., and GT&E Communications Inc. to cease and desist from construction or operation of CATV distribution facilities until certificate of public convenience and necessity is obtained. Action Sept. 4.

Actions on motions

■ **Office of Opinions and Review in Wheeling, W. Va.** (Wheeling Antenna Co.). CATV proceeding, granted motion by Wheeling Antenna Co. and extended through Sept. 9 time to reply to pending oppositions to petition for reconsideration (Doc. 18612). Action Aug. 28.

■ **Hearing Examiner David I. Kraushaar in Manatee county, Fla.** (petition by Manatee Cablevision Inc. to stay construction and operation of CATV distribution facilities by General Telephone System, General Telephone Co. of Florida and GT&E Communications Inc.), granted motion by Manatee Cablevision to extent that General Telephone Co. of Florida, General Telephone & Electronic Corp. and GT&E Communications Inc. are directed to produce and permit Manatee to inspect certain described documents not later than Sept. 9 (Doc. 18610). Action Aug. 27.

Ownership changes

Applications

■ **WBLO(AM) Evergreen, Ala.**—Seeks assignment of license from Haskew Radio Inc. to Vogel-Moody Corp. for \$30,000. Sellers: George B. Haskew and Carl E. Jones (each 50%). Sellers own WTCB(AM) Flomaton, Ala. Buyers: William R. Vogel, president (67.98%), John D. Swartzbaugh, secretary (15.99%), John R. Rucker, Kenneth P. Pilkerton (each 8%) and Billy J. Moody, vice president (.03%). Mr. Vogel owns 65% of WGN(AM) Murfreesboro, Tenn. Messrs. Swartzbaugh, Vogel, Rucker and Pilkerton own 16%, 70%, .08% and .08%, respectively, of WHOD-AM-FM Jackson, Ala. Messrs. Swartzbaugh and Vogel own 32% and 72%, respectively, of WAMA(AM) Selma, Ala. Mr. Pilkerton owns auto supply store. Mr. Rucker is attorney. Mr. Moody is WBLO station manager. Ann. Sept. 5.

■ **KPRB(AM) Redmond, Ore.**—Seeks assignment of license from Radio Station KPRB to Richard E. Combs for \$75,000. Sellers: Donald S. and Rita M. Anderson (jointly 100%). Buyer: Richard E. Combs, sole owner. Mr. Combs is manager of various Sears Roebuck & Co. stores. Ann. Sept. 4.

■ **KXAB-TV Aberdeen, S.D.**—Seeks assignment of CP from South Dakota Television Inc. to KSOO-TV Inc. for \$700,000. Sellers:

North Dakota Broadcasting Co. (97.9%) and John W. Boler. Constance Blackstead, Stanley Voas and Helga M. Sjue (as a group, 2.1%). Mr. Boler votes stock for North Dakota Broadcasting and controls KXMB-TV Bismarck and KXJB-TV Valley City-Fargo, both North Dakota. Buyers: Gordon H. Ritz, president, et al. Buyers own KSOO-AM-TV Sioux Falls, S. D., and have CP for KSOO-FM that city. Ann. Aug. 27.

Actions

■ **WPXC(AM) Prattville, Ala.**—Broadcast Bureau granted transfer of control of Prattville Radio Inc. from Phillip S. Gidlere (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. Action Aug. 29.

■ **WILZ(AM) St. Petersburg Beach, Fla.**—Broadcast Bureau granted assignment of license from Holiday Isles Broadcasting Co. to Millbeck Broadcasters Inc. for \$180,000. Sellers: C. W. Mackey, president, et al. Buyers: Arthur Neil Millman, president (85%), et al. Mr. Millman is manager of furniture, paint and wallpaper business. Action Aug. 29.

■ **WMRO(AM) Aurora, Ill.**—Broadcast Bureau granted transfer of control of Stevens Broadcasting Corp. from Richard W. Hakanson (50% before, 25% after) to Harold L. Brokaw (none before, 25% after). Consideration: \$20,000. Principals: Mr. Brokaw is WMRO(AM) station manager. Action Aug. 28.

■ **WQXY-FM Baton Rouge, La.**—FCC granted transfer of control of Sound Dimensions Inc. from Charles K. Winstanley, Donald G. Welsh, Leonard E. Benson and Felix Martin Goddum (as a group 100% before, 20% after) to Gulf Union Corp. (none before, 80% after). Consideration: \$115,000 including assumption of liabilities. Principals of Gulf Union: Allison Ray Kolb, president (1.83%), et al. Mr. Kolb is attorney and CPA. Action Sept. 4.

■ **KGGM-AM-TV Albuquerque and KVSF-**

TV Santa Fe, both New Mexico—Broadcast Bureau granted transfers of control of New Mexico Broadcasting Co. from A. R. Hebenstreit, deceased (51.89% before, none after), to Goldie Hebenstreit (none before, 51.89% after). No consideration involved. Action Aug. 29.

■ **WPGF-AM-FM Burgaw, N. C.**—Broadcast Bureau granted transfer of control of Pender Broadcasting Co. from Raymond W. Fields (33 1/3% before, none after) to W. Cecil Worsley (none before, 33 1/3% after). Consideration: \$15,000. Principals: W. Cecil Worsley owns all company, various interests in other oil firms and related products companies and 20% of insurance firm. Action Sept. 2.

■ **WHEO(AM) Stuart, Va.**—Broadcast Bureau granted assignment of license from Gray Broadcasting Corp. to Community Broadcasting Inc. for \$61,500. Sellers: Theodore J. Gray Jr., president, et al. Sellers own WAKS(AM) Fuquay Springs, N. C. Mr. Gray has interest in WDKE-AM-FM Altavista, Va., and owns 50% of WDAR-AM-FM Darlington, S. C. Buyers: James E. Litten, president, French A. See, vice president, and Ann C. Litten, secretary-treasurer (each 33 1/3%). Mr. Litten is salesman for WHYL-AM Carlisle, Pa. Mr. See has interests in live stock sales and auction firms and is vice president of West Virginia bank. Action Aug. 28.

■ **KULE(AM) Ephrata, Wash.**—Broadcast Bureau granted assignment of license from Coulee Broadcasting Corp. to D. & W. Partnership for \$97,750. Sellers: Donald P. Berry, sole owner. Buyers: Walter Bednark and David M. Sands (each 50%). Mr. Bednark owns liquor dispensary. Mr. Sands owns 50% of KEYD(AM) Oakes, N. D. Action Aug. 29.

■ **WWVU-TV Morgantown, W. Va.**—Broadcast Bureau granted assignment of CP from Board of Governors of West Virginia University to West Virginia Board of Regents for purpose of reorganization. No consideration involved. Principals: C. Gregory Van Camp, director of radio-TV and motion pictures, et al. Action Aug. 29.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Sept. 9. 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*.

■ **Sonora, Calif.**—Andre's Radio and Television Service of San Francisco has applied for a 20-year franchise. The company would pay 2% of its gross profits.

■ **Eustis, Fla.**—Leesburg Cablevision has been granted a 15-year franchise. The firm must construct at least 75% of the system within the next two years. The company will make an initial payment of \$1,000 for the franchise.

■ **Wauchula, Fla.**—Two firms have applied for a franchise: W. A. Brown Associates and Micanopy Inc. Brown Associates would pay an initial fee of \$5,000 and then 8% of the profits. Micanopy Inc. would pay 3% of its revenues.

■ **Joliet, Ill.**—Three companies have applied for a nonexclusive franchise: Consolidated Cable Utilities Inc., Community Electronics System Inc., and Joliet Cable TV Co.

■ **Centerville, Iowa**—Centerville Cablevision has applied for a franchise. The firm is a co-partnership consisting of Robert Faust and John Carl of Centerville, partial owners of KCOG(AM) Centerville, E. G. Faust of Atlantic, Iowa, William B. Quanton, Robert Einhaus, Franklin D. Miller and Lewis W. Van Nostrand.

■ **St. Charles, Mo.**—St. Charles Community Cablevision Inc. has applied for a franchise. The company would pay 5% of its annual gross receipts. Subscribers would pay \$25 for installation and \$6 monthly.

■ **Sikeston, Mo.**—See-Mor, Topeka, Kan., has applied for a 20-year franchise. The city would have an option to purchase the system after 20 years. The company would charge \$10 for installation and \$5 monthly. The company would pay \$5,000 initially and 5% of its gross revenue annually.

■ **Derry, N. H.**—Northeast Cablevision, rep-

resented by Joseph Welton, Manny Agron and Donald Lemire, has applied for a franchise.

■ **Mineola, N. Y.**—Inter-City Television Enterprise, represented by David W. Smith, has applied for a nonexclusive 25-year franchise. The company is a joint venture of Community Communications of Nassau County Inc., Inter-County Television Corp. and Sterling Information Service Ltd., New York. The firm would pay 3% of its annual gross receipts. Subscribers would pay \$9.95 for installation and \$5 monthly.

■ **Saratoga Springs, N. Y.**—Champlain Cablevision Corp., Troy, N. Y., represented by Lee Ehrlich, has applied for a franchise. The firm already operates systems in Ticonderoga and Whitehall, both New York.

■ **Point Pleasant, Ohio**—Paul Crabtree and Associates Inc., represented by Paul Crabtree of Point Pleasant, has applied for a franchise. The firm would charge approximately \$5 to \$5.50 per month.

■ **Brentwood, Pa.**—Centre Video has applied for a nonexclusive franchise. The firm would pay 3% of its profits from the system. Schools would receive free outlets.

■ **Wilkes-Barre, Pa.**—Three firms have applied for a franchise: Telecable Corp., Norfolk, Va. (multiple CATV owner), represented by James Keyes; TeleService Co. of Wyoming Valley, represented by attorney Martin Cohn of Hazleton, Pa.; and WYZZ-(FM) Wilkes-Barre. TeleService Co. of Wyoming Valley already operates a system in Wilkes-Barre.

■ **Abbeville, S. C.**—Allen Savitz has applied for a franchise. The system would provide 10 channels.

■ **Danville, Va.**—Three firms have applied for a franchise: Danville Cablevision Co., Booth Communications Co. and Piedmont Cablevision Co., a newly formed subsidiary of Piedmont Broadcasting Corp., owner of WBTFM-AM-FM Danville. Danville Cablevision would make an initial payment of \$15,000 for the franchise with 5 1/2% of the first \$100,000 in gross annual revenues and 6 1/2% of all revenues in excess of \$100,000. Booth Communications would pay \$5,000 for the franchise, 1% of the first \$100,000 gross annual revenues and 2% in excess of \$100,000. Piedmont would pay \$10,000 for the franchise, 2% in excess of \$100,000, in gross annual revenues and 3% of the gross annual revenue in excess of \$100,000.

When the ninth annual conference of the Institute of Broadcasting Financial Management opens in San Diego today (Sept. 15), a proud onlooker and active participant will be Henry W. (Hank) Dornseif, executive vice president of Midwest Radio-Television Inc. (WCCO-AM-FM-TV Minneapolis).

Mr. Dornseif might be called the founding father of IBFM, which is composed of a wide cross-section of broadcast executives involved in financial management. In 1961, he was the catalyst for the first informal meeting of financial broadcast officials in Chicago that attracted about 30 executives. More than 300 are expected to attend the San Diego conference.

Mr. Dornseif is a tall (6 feet, 5 inches), solidly built man of 47 who rose to the number-two position at Midwest Radio-Television through the accounting and financial-management route. He projects the image of the friendly, dependable and hard-working individual who gets things done without fuss or fanfare.

He would be the first to acknowledge that he was uncertain in 1961 whether there would be sufficient interest in an organization that would attempt to solve financial problems common to all broadcasters. But with characteristic diligence, he framed a letter and sent it to various TV-radio stations throughout the country. The response, he recalled, was "most enthusiastic."

Mr. Dornseif, who became the first president of IBFM, pointed out that the objective of the organization is to tackle industry problems through a free exchange of ideas and cooperative effort. Prior to the formation of IBFM, he noted the local station financial executive had to cope with various problems himself and often had neither the required time nor the advantage of pooled knowledge.

"We have in our group today such diverse professionals as accountants, attorneys, educators, business journalists, station representatives and major certified public accountants," he reported. "They are highly qualified individuals whose collective talents may not always solve difficult financial problems, but they manage to devise practical and workable approaches."

The three areas that continue to test the ingenuity of the financial TV-radio officials, according to Mr. Dornseif, are paperwork, music licensing and taxation. He conceded there are "no quick and easy answers" to the problems raised in these and related spheres, but said IBFM has assisted the industry as a whole through the publication of manuals on such topics as accounting, budgets, CATV, music licensing, record retention and profitability accounting.

Mr. Dornseif considers the annual conference "probably the most reward-

Dornseif sees profit in a group approach to money problems

ing" requisite of membership in the IBFM, and adds:

"In my opinion, this is the place where the doors of communication are really thrown open and fresh ideas offered for consideration."

He noted that the conference will center around such broad subject areas as wage and hour regulations and administration; CATV; insurance; group and public corporations; tax records for owners and executives, and music licensing.

Mr. Dornseif ventured that the industry has "barely scratched the sur-

face in cost accounting and paperwork simplification." He believes the latter problem will be resolved ultimately by the computer.

"In an industry whose history has been one of electronic transmission," Mr. Dornseif observed, "it is strange that we are still in the 19th century by comparative standards. The pooling of costs and the sharing of facilities, once the problem is laid out, could make the feasibility a practical one not only for broadcasters but also for station reps and agencies."

As a youngster, Mr. Dornseif had a penchant for figures and he thought initially of training for a career in statistics. But when he began his studies at the University of Minnesota in 1950, he decided to major in accounting, believing that skill would provide more expanded opportunities than statistics.

As with many young men coming of age during the years of World War II, Mr. Dornseif's studies were interrupted for a tour of duty with the U.S. Air Force that he describes as "nothing spectacular." In 1946, he returned to Minnesota to complete the course for his degree in business administration, with a major in accounting.

"After college I worked for the Internal Revenue Service in Minneapolis for two years," he recalled. "I gained valuable experience, but I wondered if I should settle for the security of the job. I looked around me and saw many talented accountants working there and I didn't want to remain in a comfortable rut. I left and became a partner in a public accounting firm."

Through his work in public accounting, he became acquainted with the management of WCCO-AM-FM-TV. When he was offered the post of controller in 1952, he accepted. Mr. Dornseif says he has enjoyed his association with broadcasting but, beyond that, he finds the world of business in general "an exciting experience."

At WCCO-AM-FM-TV, Mr. Dornseif follows a policy of delegating responsibility to his staff heads, particularly in the areas of sales, programming and advertising. He explains:

"We feel people can do a more effective job if they are given clear-cut responsibilities. Of course, I do try to be informed on what is going on in all areas of our operation, and I find this approach works well."

He believes the role of the financial executive in the broadcast field is becoming increasingly more important, though he realizes that his contribution may not be so visibly spectacular as that of the programming or sales head. He also rejects the prevailing notion that financial officers are "restricted in their ideas," pointing out they provide a needed and effective complement to creative and sales personnel.

Week's Profile



Henry William Dornseif—executive vice president, Midwest Radio-Television Inc. (WCCO-AM-FM-TV Minneapolis); b. Nov. 22, 1921, St. Paul; U. S. Air Corps, 1942-46; BA in business administration, University of Minnesota, 1948; agent, Internal Revenue Service, 1948-50; partner in public accounting firm, Hudson, Wis., 1950-52; controller, Midwest Radio-Television Inc., 1952-55; treasurer, 1955-1967; vice president, finance, 1967-69; executive vice president since July 1969; co-founder and first president, Institute of Broadcasting Financial Management, 1961; member of Hazeltine National Golf Club, Chaska, Minn.; vice president, Twin Cities chapter, Financial Executives Institute; m. Dorothy Wallin of St. Paul, 1949; children—Henry W. Jr. (Skip), 19; Dan, 15; Dave, 13, and Doug, 9.

Piling on

That dull thud last week was the bill dropped into the legislative hopper that would force television stations to sell time to candidates for Senate and House at reduced rates. This wholly indefensible measure would provide candidates for Congress but for no other offices time at discounts up to 80% for no other reason than the high cost of running for public office today compared to the good old days.

This venture is in cadence with the abuses heaped upon television under siege. Politicians have seen broadcasters cringe under less formidable pressures.

What the bill proposes is obviously discriminatory. Congress in the Communications Act of 1934 did not attempt to fix rates for broadcast time or delegate that authority to the FCC. That would have been an interference with the business affairs and programing of a free and independent medium—an interference, if you please, with freedom of speech and of the press. Congress did delegate rate-making authority over the public utilities and the common carriers, however.

Congress, even with the liberties that already have been taken, is fully aware of the discrimination implicit in this new legislative affront. Several years ago it amended the political section (315) to provide that broadcasters cannot charge premium rates for political business. It did not attempt to specify a discount structure or to decree that time should be set aside for use by candidates.

There are signs that this same Congress is having second thoughts about the grossly mishandled cigarette-advertising embargo precisely because it discriminates against broadcasters in favor of other media. It just might happen that Congress will drop any notion of a legislative stand on cigarette advertising, leaving the phasing-out of broadcast advertising to the voluntary deeds of broadcaster and tobacco interests, the latter obviously hurting because of unusual effectiveness of anticigarette spots.

Far-sighted legislators, unless broadcasters completely surrender, will realize that a political time chisel is an interference with free competition, that it discriminates against TV and that the most wholesome results would be achieved by repealing the restrictive Section 315, leaving the allocation of political time to the editorial discretion of seasoned broadcasters who are at least as reputable and as professional as the proprietors of print.

Politicians would feel better; they would keep their self-respect. And most significant, they would get equitable treatment and equal time voluntarily and freely. That would serve the public interest far better than playing Mickey Mouse with rate structures and unconstitutional program mandates.

Invitation to abuse

The extent to which the FCC's powers have been enlarged by recent court decisions and the commission's own lurches toward authoritarianism is made strikingly apparent by a re-reading of the policy by which the FCC has been tampering with programing for the past nine years. The re-reading is occasioned by a new opinion of the FCC's chief counsel, Henry Geller, suggesting that the policy adopted nine years ago is much less stringent than the commission is now empowered to adopt. Mr. Geller has taken as his text the Supreme Court's decision in the Red Lion case a few months ago.

It is Mr. Geller's opinion that the Red Lion decision so

diluted the protection given broadcasters by the First Amendment that the FCC is now free to fix the minimum percentages of time to be devoted to various categories of programing. According to this theory, it is fully within the FCC's power to decree that, say, no more than 50% of a station's schedule may consist of sports and entertainment. The only stipulation is that the FCC must justify whatever percentages it might choose by a finding that they are in the public interest—a standard of almost limitless flexibility, as has been shown repeatedly.

This takes the FCC much farther toward true dictatorship than it dared to think of going on July 29, 1960, when it adopted its programing policy. At that time it was still feeling somewhat inhibited by the First Amendment. It refrained from imposing precise standards but listed 14 program categories that it said were "usually necessary" to be included in a station's schedule if the public interest were to be served. It also required applicants for new permits and license renewals to appraise community needs through surveys of citizens and local leaders and to serve those needs through appropriate programing.

To some members of the FCC the 1960 policy has never been harsh enough. The incumbents Kenneth Cox and Nicholas Johnson have repeatedly tried to move their colleagues farther toward a more rigid set of rules decreeing minimum amounts of locally originated programing in television. Last week the junior member, H. Rex Lee, disclosed a new interest in programing standards by questioning, in a dissent to the transfer of WREX Rockford, Ill., whether the buyer could afford enough local programing. A reading of Mr. Lee's dissent suggests he may be susceptible to a Johnson-Cox argument if they try to run with the ball Mr. Geller has now handed them.

To these hazards of regulation must be added the strike applications that have been invited by the FCC's decision in the WHDH-TV Boston case and the renewal hearings that have been made all but automatic by appellate-court decisions giving standing to anyone with a complaint.

All that stands now in the way of destructive regulation is a moderate exercise of power by the commissioners themselves. Mr. Nixon can't move too soon to install men of reason in the agency.



Drawn for BROADCASTING by Sid Hix

"Will Ruth, who has turned away from her own people, find happiness and romance in Israel with Boaz? Tune in next Sunday and find out!"



COUNTY OF LOS ANGELES

KHJ-TV CHANNEL 9

whereas, KHJ-TV, CHANNEL 9, HAS CONSISTENTLY RECOGNIZED ITS PUBLIC RESPONSIBILITY IN PROVIDING PUBLIC AN

whereas, KHJ-TV, CHANNEL 9, HAS CONSISTENTLY RECOGNIZED ITS PUBLIC RESPONSIBILITY IN PROVIDING VITALLY NEEDED TELEVISION EXPOSURE FOR THE NUMEROUS CANDIDATES RUNNING FOR PUBLIC AND APPOINTED OFFICE IN THE CITY OF LOS ANGELES.

NOW, IT IS THE POLICY OF THE COUNTY OF LOS ANGELES TO PROVIDE FOR THE OUTSTANDING NEEDS OF THE PEOPLE IN AN EFFECTIVE MANNER.

BE IT ENACTED BY THE BOARD OF SUPERVISORS OF THE COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, THAT THE FOLLOWING RESOLUTION BE PASSED:

"has CONSISTENTLY RECOGNIZED ITS PUBLIC RESPONSIBILITY IN PROVIDING VITALLY NEEDED TELEVISION EXPOSURE FOR THE NUMEROUS CANDIDATES RUNNING FOR PUBLIC AND APPOINTED OFFICE IN THE CITY OF LOS ANGELES."

"has AGGRESSIVELY SOUGHT OUT AND PROVIDED SUCH EXPOSURE DURING ITS TEMPO PROGRAM, ITS NEWS BROADCASTS AND PRIME TIME EVENING HOURS..."

ING FOR

THE LOS ANGELES TEMPO PROGRAM, AND THE TEMPO PROGRAM, FOR THE TEMPO PROGRAM, WHO ARE

UNITY OF THE LOS ANGELES TEMPO PROGRAM, AND, THE TEMPO PROGRAM, WHO ARE

UNANIMOUSLY BEING RECOMMENDED TO THE BOARD OF SUPERVISORS OF THE COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, FOR AWARD OF A PRIZE.

ADOPTED BY ORDER OF THE BOARD OF SUPERVISORS OF THE COUNTY OF LOS ANGELES
STATE OF CALIFORNIA

Frank D. Burrell
Kenneth Hahn
Ernest J. Dela
Robert D. Chase
William T. Dyer

UNANIMOUS COMMENDATION!

L.A. County Supervisors • August 14, 1969

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